

MARINA
PROJECTS



STANLEY WATERFRONT MASTERPLANNING

**SECOND PUBLIC CONSULTATION
QUESTIONNAIRE REPORT**



SEPTEMBER 2012

THIS PAGE INTENTIONALLY LEFT BLANK

Public Consultation Responses Stanley Waterfront Masterplanning

INTRODUCTION

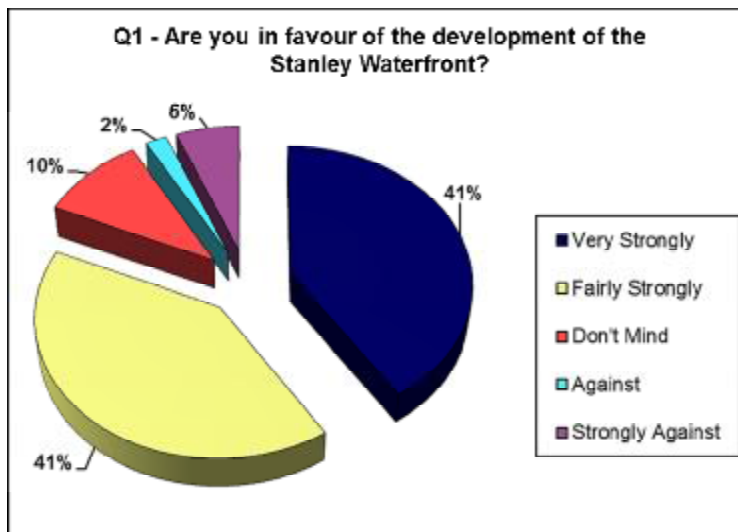
Following an initial public consultation on the development of Stanley Waterfront in January 2012, a scoring methodology was agreed by EXCO to identify a preferred scheme. This process identified Option 2 as the preferred scheme and this was taken forward to a second public consultation. This second phase was promulgated to the public through the Penguin News, television and radio and conducted as a web based exercise with information being provided on the FIDC website which also provided access to a web based questionnaire. Hard copies of the information, diagrams and questionnaire were also made available for those who did not have access to the internet.

This paper provides an overview analysis of the results derived from the responses to the questionnaire. A total of 49 responses were received.

FINDINGS

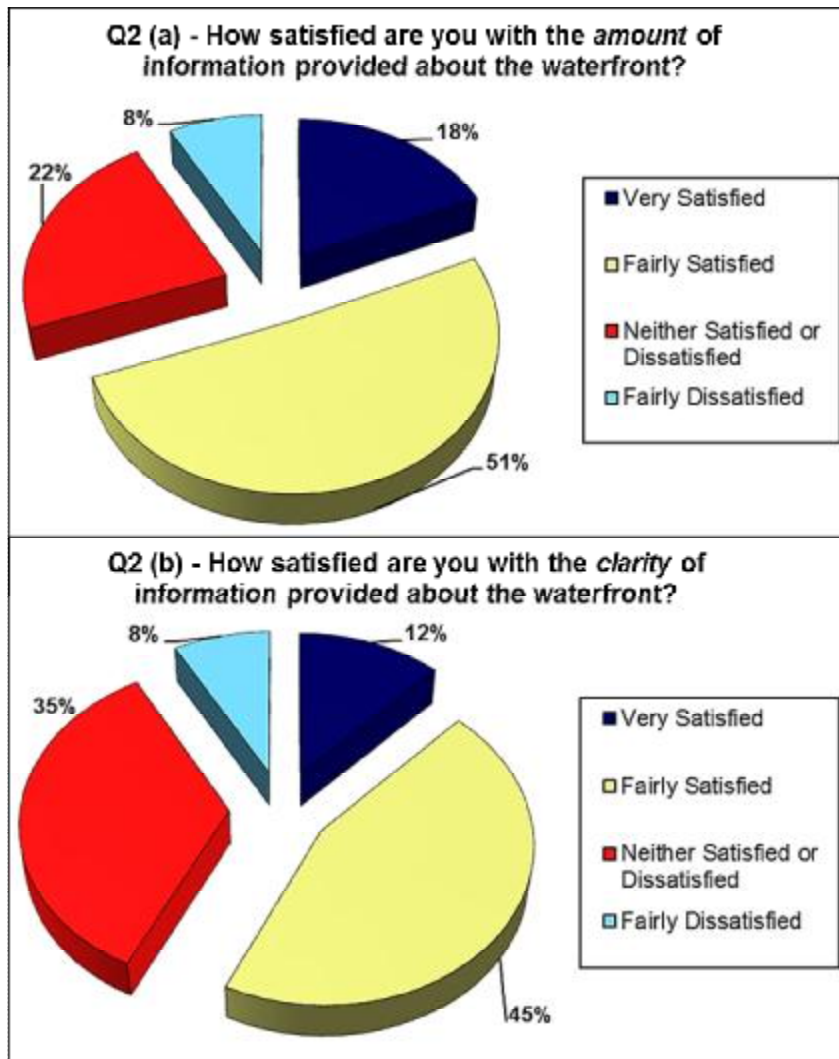
The received responses for each question on the survey are as follows:

Question 1 – Favourability of the Stanley Waterfront Development



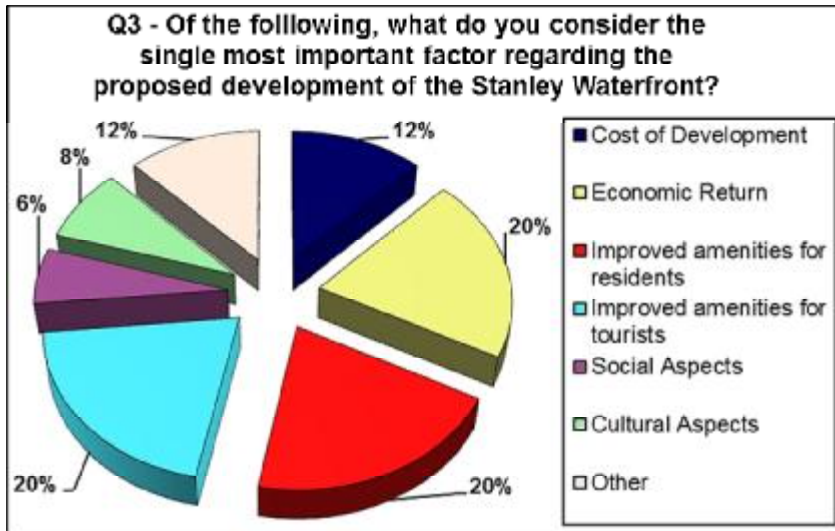
The results of the questionnaire show overwhelming 'favourable' support for development of the Stanley Waterfront. The received responses indicate circa 80% positive support for development generally. Only 8% of the persons surveyed responded negatively towards the proposed development.

Question 2 – Quality of Development Information Provided



A positive response was received regarding the 'amount' and 'clarity' of the information provided for the proposed development of the waterfront. Around 50% of the results for both categories were recorded as 'fairly satisfied', which indicates that sufficient information was provided to make an informed judgement on the proposed development.

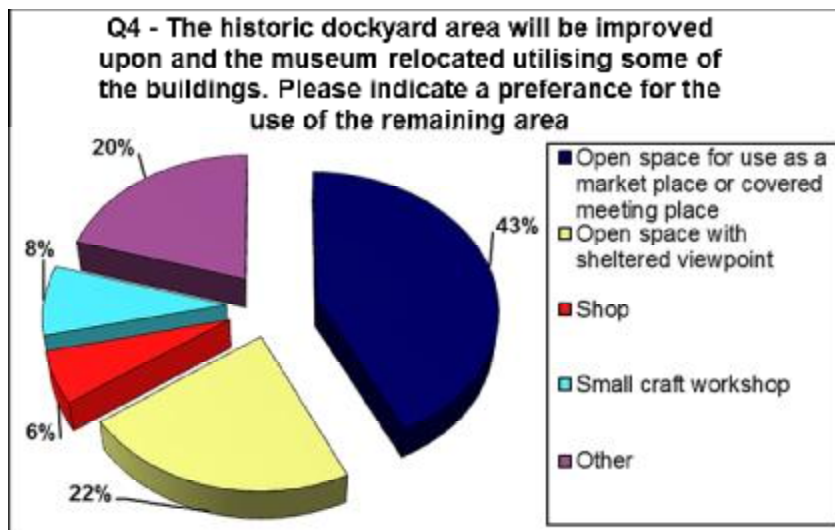
Question 3 – The important factors regarding the proposed development of Stanley Waterfront.



The results indicate that public opinion is somewhat spread evenly with regards the most important factors which are delivered by the proposed development. There is marginal and equal favourability for improved amenities for

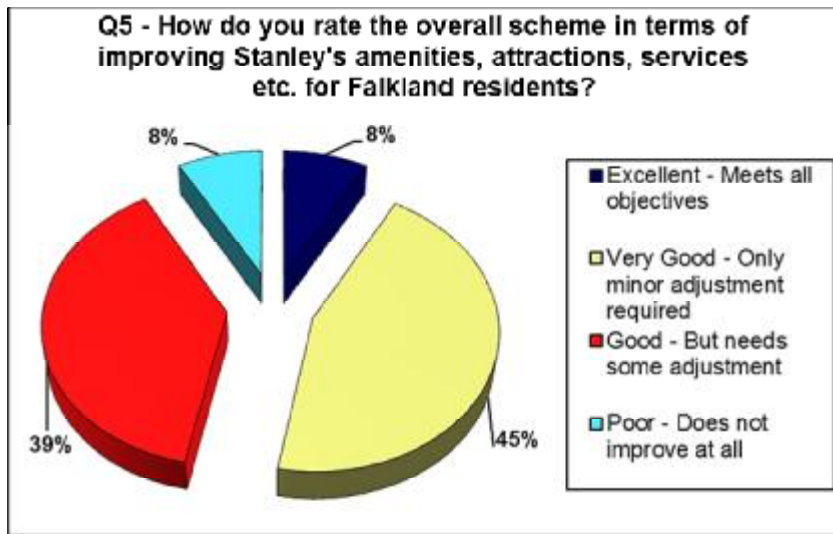
residents and visitors along with the development providing an economic return.

Question 4 – The preference for the use of the remaining area after relocating the museum.



The received responses indicate a large majority in favour of an open space for use as a market place or covered meeting place. This selection accounts for 43% of all the results collected.

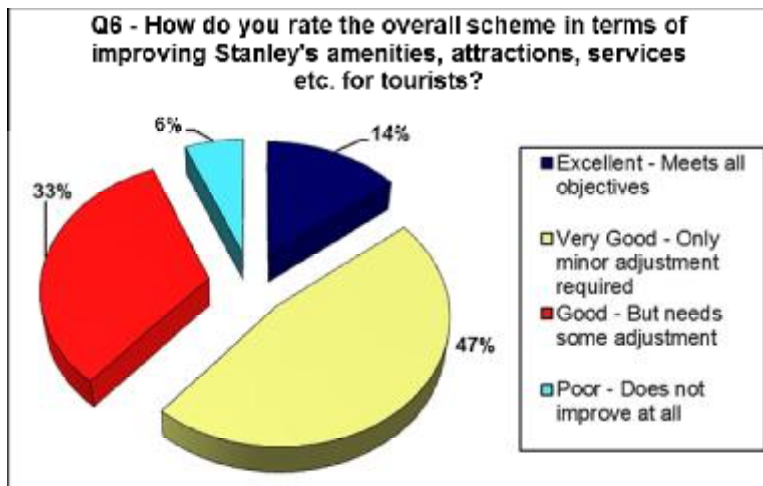
Question 5 – How the overall scheme rated with regards improvements for residents?



The proposed scheme is rated favourably for the development generally, although some adjusting is required. 45% responded as 'very good' with only small adjustments to the proposal required and 39% responded as

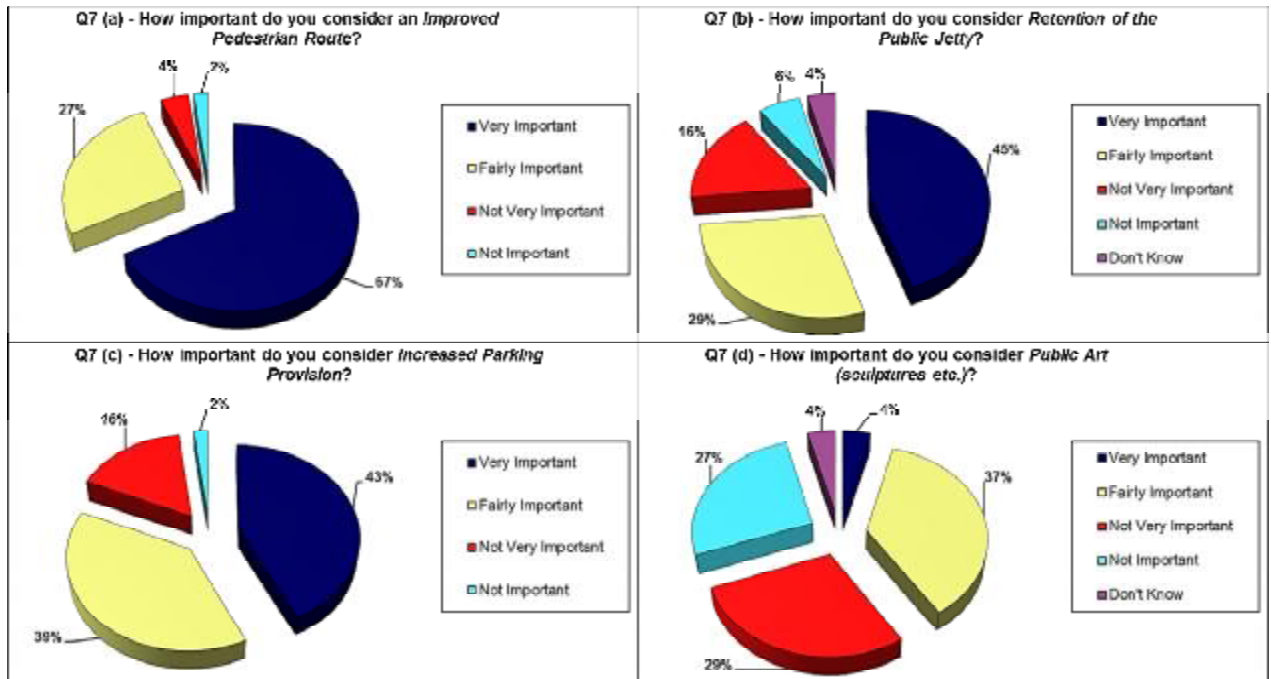
'good' but needs some adjustments. It is noteworthy that only 8% of the persons surveyed responded 'excellent' with the scheme meeting all of the objectives.

Question 6 – How is the overall scheme rated with regards improvements for tourists?



The survey results for the improvements for tourists are similar to those seen in Question 5, albeit a small increase for 'excellent – meets all objectives' responses.

Question 7 – The importance of the following key features of the Stanley Waterfront development:



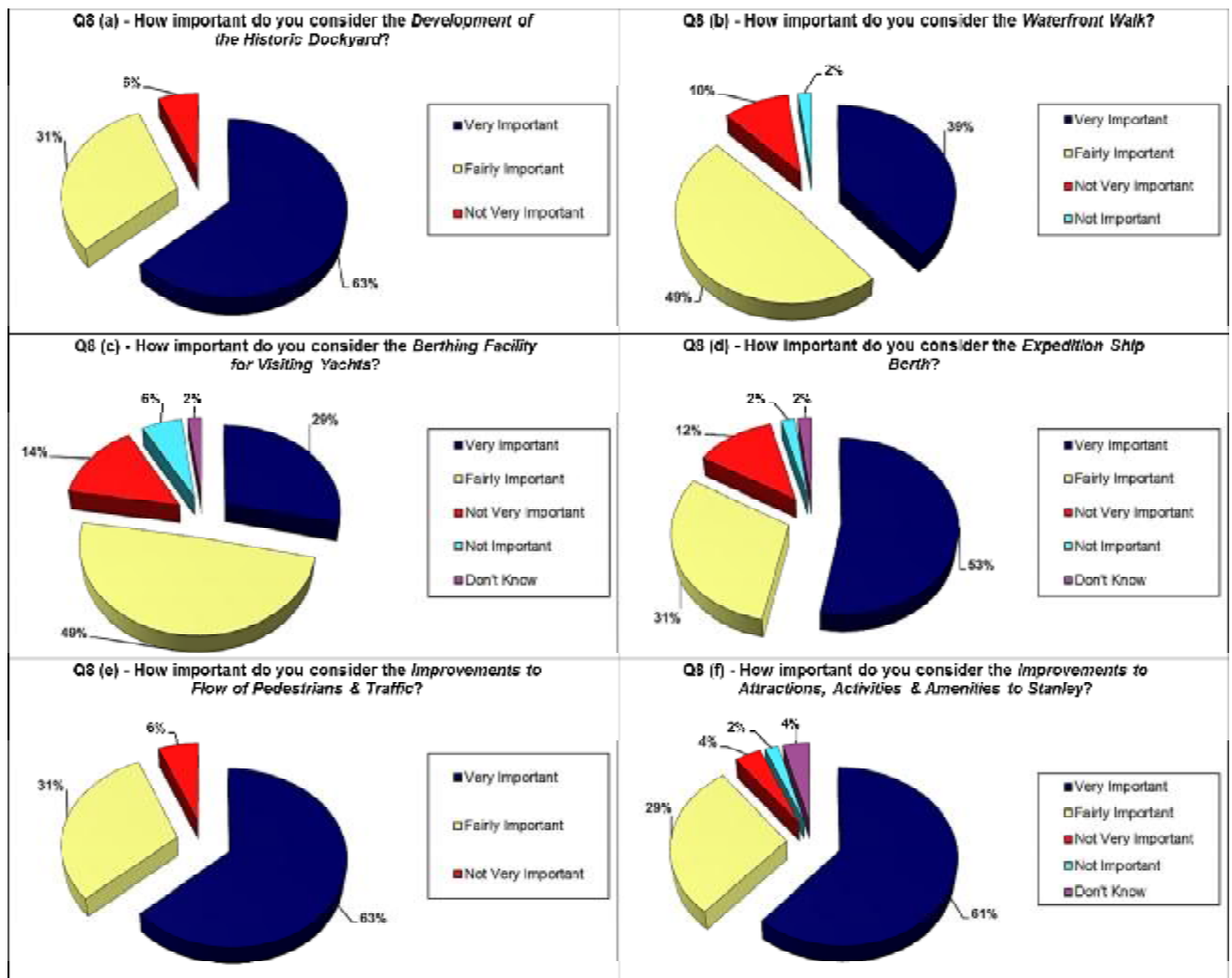
Improved Pedestrian Route – considered by those surveyed to be very important. The options ‘very’ and ‘fairly’ important account for 94% of the overall results.

Retention of the Public Jetty – this is also considered as having heightened importance with 73% of the overall results as either ‘very’ or ‘fairly’ important.

Increased Parking Provision – the persons surveyed consider an increase in the provision of parking to be very important in the proposed development. The results have identified a return of 82% as either ‘very’ or ‘fairly’ important.

Public Art – the opinion for the importance of ‘public art’ within the proposed development is somewhat neutral in the received responses. 37% of the results deem public art to be ‘fairly important’, whereas ‘not very important’ and ‘not important’ have a combined score of 55%.

Question 8 – The importance of the following aspects to the Stanley waterfront masterplan:



Development of the historic dockyard – considered being ‘very’ important (63%) within the masterplan design.

Waterfront walk – considered being reasonably important with 39% as ‘very’ and a further 49% as ‘fairly’ important.

Berthing facility for visiting yachts – 48% of people surveyed considered this being ‘fairly’ important, with a further 29% considering a facility to be ‘very’ important.

Expedition ship berth – considered by 53% of people surveyed to be ‘very’ important within the masterplan design. A further 31% considers this aspect to be ‘fairly’ important.

Improvements to the flow of pedestrians and traffic – considered being a ‘very’ important aspect with 63% of the results. A further 31% consider this to be ‘fairly’ important, creating a combined 94% in favour of this aspect.

Improvements to attractions, activities and amenities to Stanley – 61% of the persons surveyed considered this aspect of the masterplan to being ‘very’ important. A further 29% considered this to be ‘fairly’ important.

Summary

The survey responses can be summarised as the following:

- § There's very strong support for development of the Stanley waterfront
- § The information provided was satisfactory
- § Although no 'single most important factor regarding the proposed development' emerged from the data collection, there was support for improved amenities generally and the development creating an economic return
- § 'Open space' used as either a marketplace or meeting place is the preferred option for the development of the historic dockyard
- § The masterplan and proposed FIC Jetty are rated as very good, but require some minor adjustments in how they deliver amenities, attractions and services to residents and tourists
- § The importance of the following masterplan features are:

			Very Important	Fairly Important	Not Very Important	Not Important	Don't Know
Question 7	(a)	Improved Pedestrian Route	✓				
	(b)	Retention of the Public Jetty	✓				
	(c)	Increased Parking Provision	✓				
	(d)	Public Art (sculptures, etc.)			✓		
Question 8	(a)	Development of the Historic Dockyard	✓				
	(b)	Waterfront Walk		✓			
	(c)	Berthing Facility for Visiting Yachts		✓			
	(d)	Expedition Ship Berth	✓				
	(e)	Improvements to Flow of Pedestrians & Traffic	✓				
	(f)	Improvement to Attractions, Activities & Amenities to Stanley	✓				

APPENDIX 1: SURVEY RESULTS

	Q1	Q2a	Q2b	Q3	Q4	Q5	Q6	Q7a	Q7b	Q7c	Q7d	Q8a	Q8b	Q8c	Q8d	Q8e	Q8f
Very Strongly	20																
Fairly Strongly	20																
Don't Mind	5																
Against	1																
Strongly Against	3																
Very Satisfied		9	6														
Fairly Satisfied		25	22														
Neither Satisfied not Dissatisfied		11	17														
Fairly Dissatisfied		4	4														
Very Dissatisfied		3	0														
Don't know		0	0														
Cost of Development				6													
Economic Return				10													
Improved amenities for residents				10													
Improved amenities for tourists				10													
Social aspects				3													
Cultural aspects (e.g. museum relocation)				4													
Other (please specify)				6													
Open space for use as a marketplace or					21												
Open space with sheltered viewpoint					11												
Shop					3												
Small craft workshop					4												
Other (please specify)					10												
Excellent - meets all the objectives						4	7										
Very good - only minor adjustment required						22	23										
Good - but needs some adjustment						19	16										
Poor - does not improve at all						4	3										
Very important								33	22	21	2	31	19	14	26	31	30
Fairly important								13	14	19	18	15	24	24	15	15	14
Not Very Important								2	8	8	14	3	5	7	6	3	2
Not Important								1	3	1	13	0	1	3	1	0	1
Don't Know								0	2	0	2	0	0	1	1	0	2

- Q1 Are you in favour of the development of the Stanley Waterfront?
- Q2a How satisfied are you with the information provided about the waterfront? - The amount of information
- Q2b How satisfied are you with the information provided about the waterfront? - The clarity of information
- Q3 Of the following, what do you consider the single most important factor regarding the proposed development of the Stanley Waterfront?
- Q4 The historic dockyard area will be improved and the museum relocated utilising some of the buildings. Please indicate your preference for the use of the remaining area.
- Q5 How do you rate the overall scheme in terms of improving Stanley's amenities, attractions, services etc. for Falkland residents?
- Q6 How do you rate the overall scheme in terms of improving Stanley's amenities. Attractions, services etc. for tourists?
- Q7a How important do you consider each of the following?- Improved pedestrian route
- Q7b How important do you consider each of the following? - Retention of the public jetty
- Q7c How important do you consider each of the following? - Increased parking provision
- Q7d How important do you consider each of the following? - Public art - sculptures, etc.
- Q8a How important do you consider each of the following aspects of the Stanley Waterfront masterplan? - Development of the historic dockyard
- Q8b How important do you consider each of the following aspects of the Stanley Waterfront masterplan? - Waterfront walk
- Q8c How important do you consider each of the following aspects of the Stanley Waterfront masterplan? - Berthing facility for visiting yachts
- Q8d How important do you consider each of the following aspects of the Stanley Waterfront masterplan? - Expedition ship berth
- Q8e How important do you consider each of the following aspects of the Stanley Waterfront masterplan? - Improvements to flow of pedestrians and traffic
- Q8f How important do you consider each of the following aspects of the Stanley Waterfront masterplan? - Improvements to attractions, activities, amenities to Stanley