

Rottingdean Parish High Street 2026 - Results Summary.

Many thanks to all of you who participated in our High Street survey. The aim of the survey was to find out how people use the High Street, what they enjoy, what gets in the way and what might make them more likely to use local shops, cafes, pubs, services and village attractions.

We had 332 responses. This is a summary of the main findings.

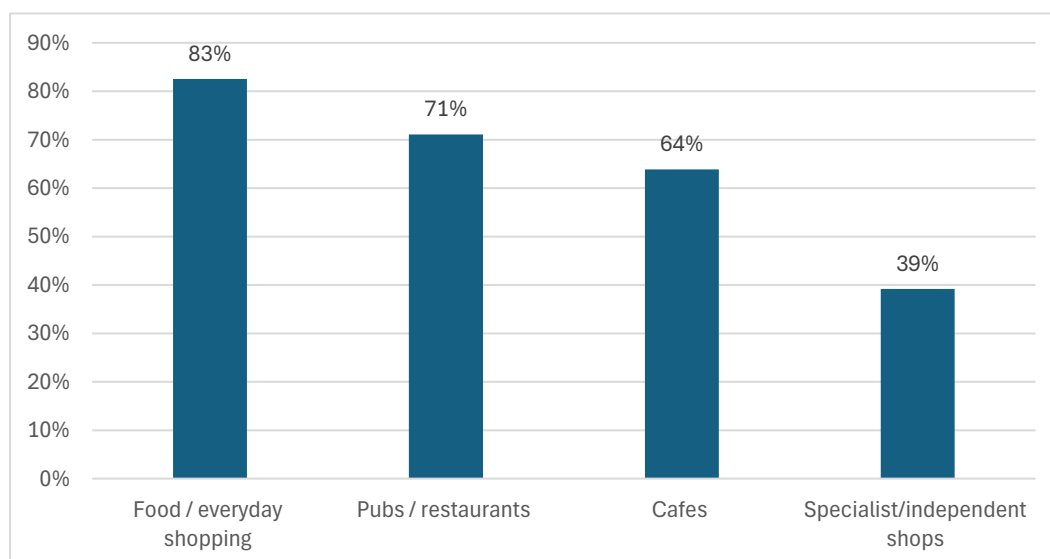
The key results at a glance are shown below. The full report is [] and includes individual comments made where we asked for information, rather than a YES/NO answer.

Snapshot Summary

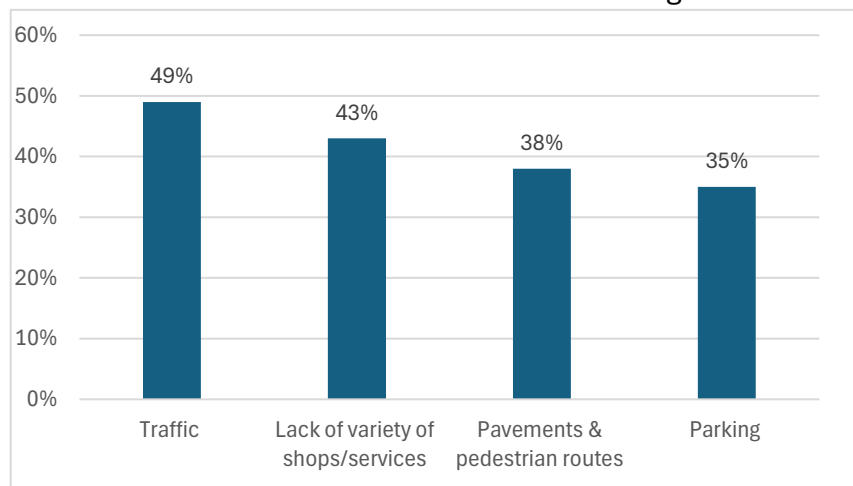
89%  Walk to the centre	85%  Want health services	83%  Use everyday shops	56%  Want more variety
 Who responded?	 Used most	 Wanted next	
45–64 was the largest age group at 39%, followed by 65–74 at 31%. Half have lived in the parish for more than 10 years; 12% live outside the parish.	 Food / everyday: 83%  Pubs / restaurants: 71%  Cafes: 64%  Independent shops: 39%	 Pharmacy / health: 85%  Bakery: 65%  Specialist food: 42%  Gifts / crafts: 31%	

Nearly three quarters of respondents use the village centre most days or several times a week, mainly for everyday shopping and for pubs and cafés. Of these, nearly 90% walk there. Traffic and the pedestrian environment are greater concerns than parking.

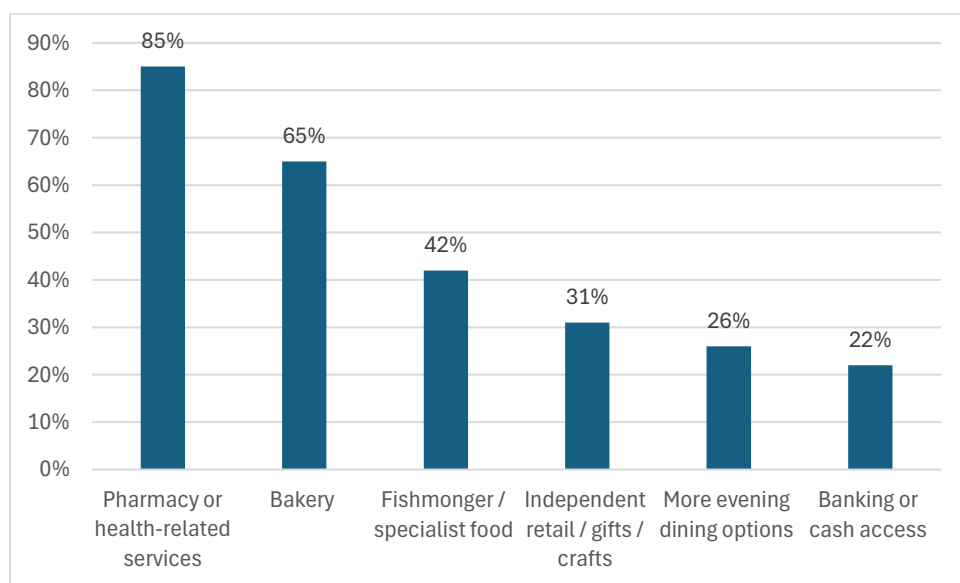
What people use the High Street For. Most people said they visit the High Street for everyday shopping, pubs and restaurants and cafés. All other shops/services scored less than 40%.



Concerns About the High Street. The main concern was the amount of traffic on the High Street and also lack of parking. Many respondents were concerned about the limited range of shops and the recent loss of services such as the pharmacy. Some respondents said they were worried about the state of repair of empty buildings.



What people would like. Many people responding thought they would like to see additional services available most notably a pharmacist and bakery, but people also wanted a fishmonger/specialist food retailer, and more evening dining options and banking services and cash access.



The information gathered from the survey is very valuable in helping to understand what we can do to maintain and improve the High Street. We already have plans to upgrade the High Street pavement and road service and we are thinking about how we can help manage the traffic flow through the Village once this work is completed. Our ability to attract new business is limited but knowing how residents use the High Street, and they want will help in our engagement with current and potential new businesses.

September 2026