Worthing Pier in the News!
83
Newspaper reports featured in the Worthing Herald between 1960 and the late 1980's.
West Sussex C.C Library Service westsussexpast.org.uk

23.04.1954

Easter brought 40 hours of sun—and no flies

15,000 PEOPLE ON THE PIER

SUNNY Worthing lived up to its name at the week-end. Thousands of holidaymakers enjoyed the driest and sunniest Easter since 1949. On Sunday there were 11.7 hours of sunshine, the most for any resort in the country. Cold winds, however, kept temperatures below normal. Saturday was no warmer than Boxing Day. Nights have been the coldest for the time of year since 1938.

In spite of this thousands of visitors streamed to the coast by road, rail and coach to make this one of the most successful Easters the town has known since the war—and an Easter without seaweed flies. Worthing Medical Officer of Health, Dr G. H. Pringle, told the *Herald*, "I have had no adverse reports at all, and I am quite happy about the situation on the beaches."

890 cars an hour

By 11 a.m. on Friday, according to a traffic census by the Automobile Association, cars were entering the town at the rate of 890 an hour, a heavier density than has been known for many years. Most visitors left Worthing on Monday evening, when there were 850 cars an hour on the London road at 6.30 p.m.

On Saturday traffic in the town itself was the densest since 1939. Cars were parked on both sides of nearly every side road leading off the front, causing temporary traffic blocks at intersections. These were quickly cleared by police, who were reinforced by special constables brought on duty for this purpose. No serious accidents marred the holiday.

A senior police official told the *Herald* that Easter Saturday is the peak traffic period of the year because it is a shopping day sandwiched between two holidays. There was even more traffic than usual this year, he said. Traffic and crowds became so dense that police had to control the main pedestrian crossings in the town during the busier hours of Saturday morning and afternoon in order to keep traffic moving.

The railways reported heavy passenger traffic, particularly on Easter Monday, when a large number of people visited the town for the day. More than 18,200 tickets were collected at Worthing Central station between Thursday and Monday, an increase of 1,500 on last year's total. Although the number of passengers was greater than before, the usual bank holiday trains were able to carry them without the aid of special trains.

The Southdown Motor Services Ltd. ran relief bus services whenever needed. An official told the *Herald* that these greatly exceeded the number of relief buses run last Easter.

During the week-end's 39.5 hours of sunshine the beaches were crowded, mostly by people in overcoats and rugs, for the temperature never rose above 56 degrees. Pleasure boats did a roaring trade on Monday, when rowing boats, pedal boats and motor boats crowded the foreshore. Few people were brave enough to swim, but children puddled all day long.

Churches throughout the town report record Easter morning congregations. In some cases there were queues at the door for admission. At West Tarring Parish Church the queue for the second service on Sunday extended into Tarring High-street.

Coach proprietors said that until the season is more advanced, the real effect of moving to new stands west of the Bandstand instead of between the Pier and the Bandstand, will not be known. All reported good trade, but were unwilling to say whether this showed that the new stands would prove as popular as the old or was due to the bright weather.

No information

A police official said he had no information whether the moving of the coaches improved traffic conditions in the vicinity of the Pier. "We have not had occasion to be concerned with that area in the past, and we had no occasion to do so this year," he said.

Over the four days of the holidays, 4,145 people were admitted to the band enclosure to hear the band of the Royal Horse Guards. Last year the programme times were different and only 1,915 people attended. Pier admission figures were also much higher than last year — 15,633 against 10,011 last year. In 1952 more than 17,500 visited the Pier in four days. Fewer people, however, visited the Pier Pavilion. There were 4,655 admissions against last year's 6,124, but there was no afternoon concert this year. Most people visited the Pier, band enclosure and Pier Pavilion on Sunday and Monday.

Altogether 6,172 paid to use Corporation deck chairs on the Parade over the holiday, 2,279 of them on Sunday.

A great many people attended the numerous sporting events held in the town, and places of entertainment were crowded at night. Several hundred young people, many of them in Edwardian style coats and trousers, queued for admission to the weekly dance in the Assembly Hall on Monday. Normally the dance is held on a Saturday, but a hockey festival dance took its place this week.

The holiday statistics

BAND ENCLOSURE

	1952	1953	1954
Good Friday	776	350	867
Saturday	704	379	718
Easter Sunday	1310	595	1396
Easter Monday	1917	791	1264
	4727	1915	4145

PARADE CHAIRS

Good Friday	854	192	1068
Saturday	901	356	857
Easter Sunday	2089	22	2279
Easter Monday	3203	240	1937
	7747	6750	6172

PIER

Good Friday	3009	1883	2981
Saturday	2799	2527	2462
Easter Sunday	5526	2615	4692
Easter Monday	6790	3188	5296
	17525	10011	15633

PIER PAVILION

Good Friday	929	1865	1929
Saturday	1473	1963	1626
Easter Sunday	1140	1370	987
Easter Monday	1393	1796	3013
	4935	6124	4655

Where, owing to bad weather, the band stayed in the Pier Pavilion or Assembly Hall the figures are included under Band Enclosure.

The times of the band performances in 1954 differed from those of earlier years.

For more resources visit: www.worthingpier.org.uk

WorthingYouth COUNCIL

heritage lottery fund LOTTERY FUNDED