



Reimagining Your High Street Consultation

1-28 March 2021

Report April 2021

Insight Team
BCP Council

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1. Executive Summary

Below is a summary of the key findings from this survey:

- 217 responses were received to the consultation, while over 4000 people engaged with the content on the project page
- 80 respondents submitted a total of 532 comments on the [Ideas Board](#). Key themes to emerge from respondent's comments were:
 - **Regeneration** – redevelopment of old buildings, more green areas, attracting more high-end business chains, and converting retail space into accommodation
 - **Arts/Culture** - to see more arts and cultural events such music festivals, arts displays and greater support and spaces for local artists on the high streets in BCP
 - **Retail** - to see more outlet centres and an increase in the number of independent and boutique shops, and extending shop opening times
 - **Parking** - to improve parking facilities for both vehicles and bicycles including more free parking, park and ride facilities and increasing safety in car parks
 - **Streets** - to see more pedestrianised areas, cleaner streets and pavements put to better use for hospitality purposes.
- 148 respondents dropped a total of 608 pins or commented on the BCP map of 19 high street areas in [Appendix 1](#). Key themes to emerge for each area were:
 - **Poole**
 - Converting empty space into housing and leisure facilities. Moving shops from high street into empty spaces in Dolphin centre
 - Creating more green space across the area including along walkways and adding features such as hanging baskets
 - More outdoor space and seating for cafes, bars, restaurants to give areas like Falkland Square and the Quay a more continental feel
 - Keep/create more pedestrianised areas especially in Orchard Plaza and creating better walking links with the Lighthouse
 - Creative space/units for the arts, live events, performers and buskers to encourage artists and create a more lively feel in the area
 - Upgrade cycling facilities including improving access to the high street for cyclists, improve cycle paths and cycle parking bays and amenities
 - Create a regular market/farmer's market/food hall that sells local produce.

- **Bournemouth**
 - Regenerate empty, underused and derelict buildings for multi-use purposes, specifically Beales, the Pavilion and BIC
 - Improve roads, bridges, sustainable travel, public transport, taxi ranks and active travel, i.e. walking or cycling
 - Improve pathways (pavements, promenade, trails, fitness, viewpoints, boardwalk, lighting, maintenance etc)
 - More green/open space including planting and trees along pathways, beaches and near cafes, restaurants and bars
 - More creative arts units, live events, festivals, busking, band stands, open air cinema, more activities for locals and tourists, and students involvement artistically.
- **Broadstone**
 - Improve roads, specifically Macauley Rd, the Toast Rack, and Broadstone Way
 - Improve parking facilities, specifically Storey Lane car park
 - Improve cycling facilities, specifically bike stands and pathways
 - Improve green/open space and more outdoor seating options.
- **Highcliffe**
 - Limiting or removing parking, prioritising blue-badge holders or provide free parking in existing facilities
 - Traffic calming, specifically reducing speed limits
 - Improving pavements along the high street
 - Improved and more diverse hospitality and shop options and more independent and local businesses
 - Changing the road system including putting in one way systems.
- **Boscombe**
 - Improved lighting, CCTV and closing of certain areas to improve feelings of safety in the area
 - Parking in the area, particularly parking prices and also on road parking
 - General improvements to pavements and walking routes in the area
 - Traffic calming measures including new speed cameras and crossings
 - Regeneration and repurposing of buildings in the high street to encourage footfall in the area.
- **Christchurch**
 - Pavements in the high street are too narrow and cluttered in places
 - Adding more green space including flowers and other green elements to the high street
 - More community spaces in and around the high street and more local/independent businesses.

- **Ashley Road (Parkstone)**
 - Pedestrian crossings for parts of Ashley Road where the levels of traffic are high
 - Reducing levels of anti-social behaviour. Suggestions for this include removing seating and more police patrols in the area
 - Cleaning up, and general improvement, of pavement areas.

- **Pokesdown**
 - Improving parking
 - Improve roads (traffic flow, road safety, resurfacing)
 - Changes to pavements (continuous high street feel).

- **Canford Cliffs**
 - Need more shops (supermarkets, village shops, food market)
 - Need a doctor's surgery
 - More regulation of traffic, cycling and skateboarders
 - More lighting on promenade
 - More outdoor space for cafes, bars, restaurants, seating.

- **Southbourne**
 - Need more green space including planters and trees along with extra seating
 - More pedestrianisation and safer cycle lanes
 - More community-focused activities and facilities for congregating and artistic expression including a convivial corner
 - Road improvements to Irving Road and Southbourne Grove side roads.

- **Westbourne**
 - Roads and traffic - widening pavements or full pedestrianisation
 - More secure cycle parking
 - Upgrading facilities such as public toilets and seating
 - Tidying up unsightly buildings and adding more green space.

- **Tuckton, Ashley Cross, Winton, Moordown, Kinson and Lansdowne** either had 1 theme to emerge from the comments or none at all as they were so varied
- No comments were received for Charminster or Hamworthy.

2. Introduction

BCP Council ran a consultation asking members of the public to contribute ideas for how high streets in Bournemouth, Christchurch and Poole (BCP) could be potentially developed and reenergised.

Preceding Councils worked over many years, with key partners, to proactively support and invest in their town centres in various ways.

COVID-19 has arguably sped up a process that was already underway and created a new reality. It has also provided an opportunity to bounce back better, together, to embrace the change, and to consider how best we can create, or curate, high streets that are fit for now and for the future.

The feedback received will help us to develop a strategy and action plan for how we can support our high streets in collaboration with our partners. Through developing a strategy, we can reignite the excitement, personality and character of our high streets and create spaces that are meaningful to all who visit, work and enjoy.

19 key areas were identified as potential areas of focus for development and support:

- Hamworthy
- Poole
- Broadstone
- Bournemouth
- Christchurch
- Ashley Cross
- Ashley Road (Parkstone)
- Boscombe
- Canford Cliffs
- Charminster
- Highcliffe
- Kinson
- Lansdowne
- Pokesdown
- Southbourne
- Tuckton
- Westbourne
- Winton
- Moordown

The consultation ran between 1st and 28th March 2021.

3. Methodology

The consultation was hosted on the BCP [Engagement HQ platform](#) and was promoted through various channels including:

- Press release
- Social media posts (Facebook, Twitter)
- Details of engagement rates can be found in the [Engagement Analytics](#) below
- A full [Communications Report](#) can be found in the next section

The main project page was hosted from the Council's Engagement HQ Platform along with a brief description of the project:

<https://haveyoursay.bpcouncil.gov.uk/highstreet>.

The consultation was designed in Engagement HQ (engagement platform software). The online responses were downloaded from the software for analysis. The data was checked and verified in preparation for analysis and held in the Insight Team's secure area.

The write in (qualitative) responses were exported into Excel and coded into categories. Qualitative research does not seek to quantify data, instead, its purpose is to provide deeper insights into reasoning and impact and many researchers therefore believe that numbers should not be included in reporting. The numbers of people mentioning the most prevalent codes are provided in this report to give an indication of the magnitude of response. Importantly, however, given the nature of the data, this does not provide an indication of significance or salience in relation to the question asked.

4. Communications Report

A variety of methods were used to promote the consultation as outlined below:

Social media

4 different social media channels were used for this consultation: Facebook, Instagram, LinkedIn, and Twitter.

Reach is the total number of people who saw the posts. **Impressions** are the number of times the posts were displayed on a person's feed, no matter if it was clicked or not.

19 posts were made in total which reached a total of 56,427 people. The posts were displayed 65,998 times on people's social media feeds. In total, 3,111 people engaged with the consultation's social media posts a breakdown of which is shown below:

 Facebook	 Instagram	 LinkedIn	 Twitter				
Reactions	82	Likes	49	Likes	10	Likes	23
Clicks	441	Saved	1	Clicks	53	Retweets	13
Other clicks	2.1K	Comments	0	Comments	2		
Comments	295	Shares	9				
Shares	38						

Below is a breakdown of the levels of engagement for each channel:

1. Facebook

Facebook was the most popular social channel with the posts below achieving the highest levels of engagement with an average reach of 11,500:



13 Mar. 2021

What would you like to see in your high streets? T...

📶 Reach	13K
👁️ Impressions	13K
📊 Engagement	664



1 Mar. 2021

We're looking at the future of our high streets an...

📶 Reach	12K
👁️ Impressions	13K
📊 Engagement	664



17 Mar. 2021

We would like your views haveyoursay.bcpouncil...

📶 Reach	9.7K
👁️ Impressions	10K
📊 Engagement	542

2. Instagram

This was the highest performing post on Instagram with over 3000 impressions, a reach of just under 3,000 and 64 engagements:

1 Mar. 2021

We're looking at the future of our high streets an...

📶 Reach	2.8K
👁️ Impressions	3K
📊 Engagement	64

3. LinkedIn

These were the highest performing posts on LinkedIn with an impression average of 388 impressions and 15 engagements:

13 Mar. 2021

What would you like to see in your high streets? T...

👁️ Impressions	552
📊 Engagement	24

25 Mar. 2021

Got a spare few minutes? Got an idea? Drop a pin o...

👁️ Impressions	307
📊 Engagement	10

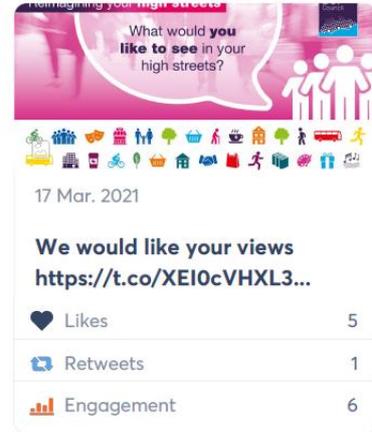
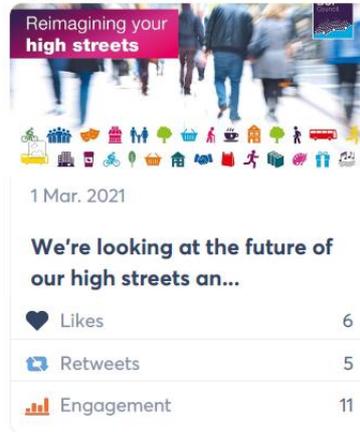
21 Mar. 2021

You have just a week left to tell us your ideas f...

👁️ Impressions	306
📊 Engagement	10

4. Twitter

Twitter had the lowest levels of engagement of all the social media channels. Below are the posts that had the highest levels of engagement on this channel with an average of 6 likes, 4 retweets and 10 engagements:



Other Communication Methods

Press release: <https://www.bcpCouncil.gov.uk/news-article.aspx?title=share-your-ideas-on-the-future-of-high-streets-across-bournemouth-christchurch-and-pool>

Daily Echo article: <https://www.bournemouthecho.co.uk/news/19136860.bcp-high-streets-look-future/>

BCP News emails:

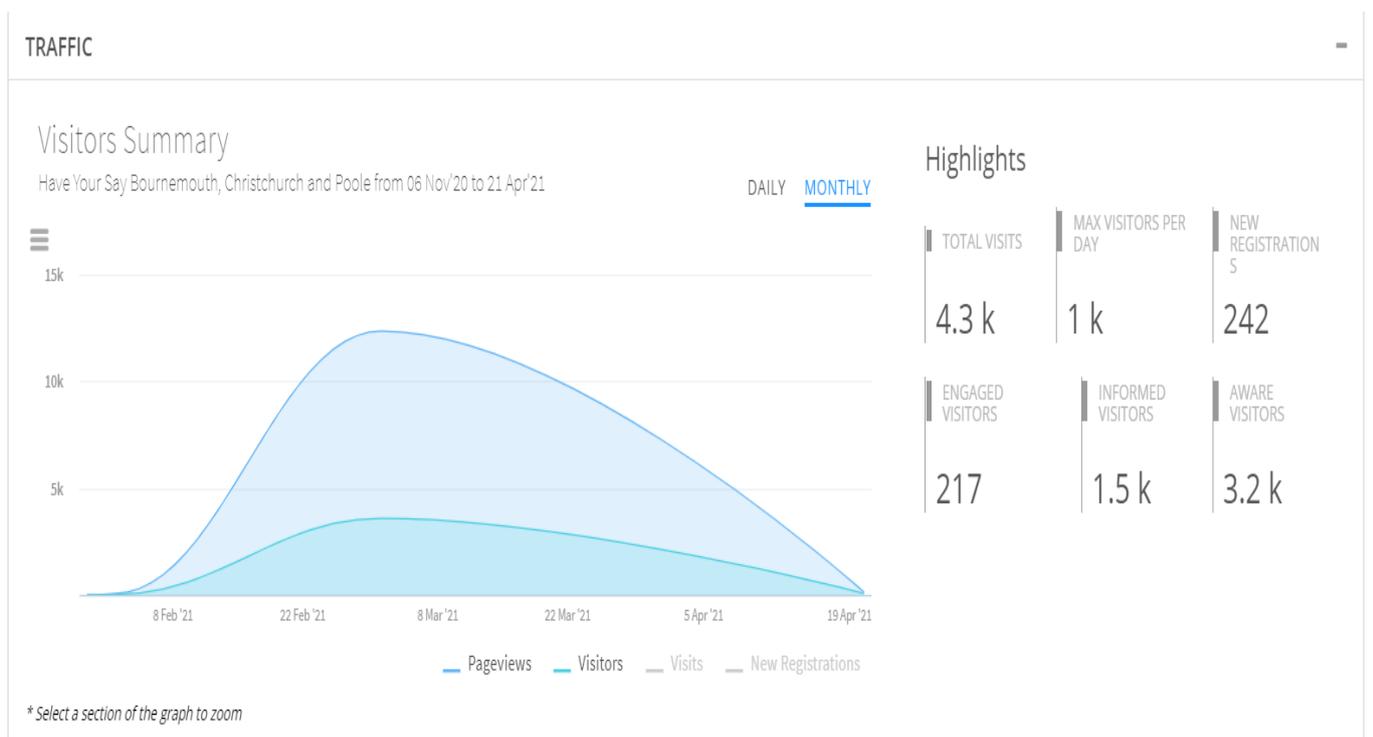
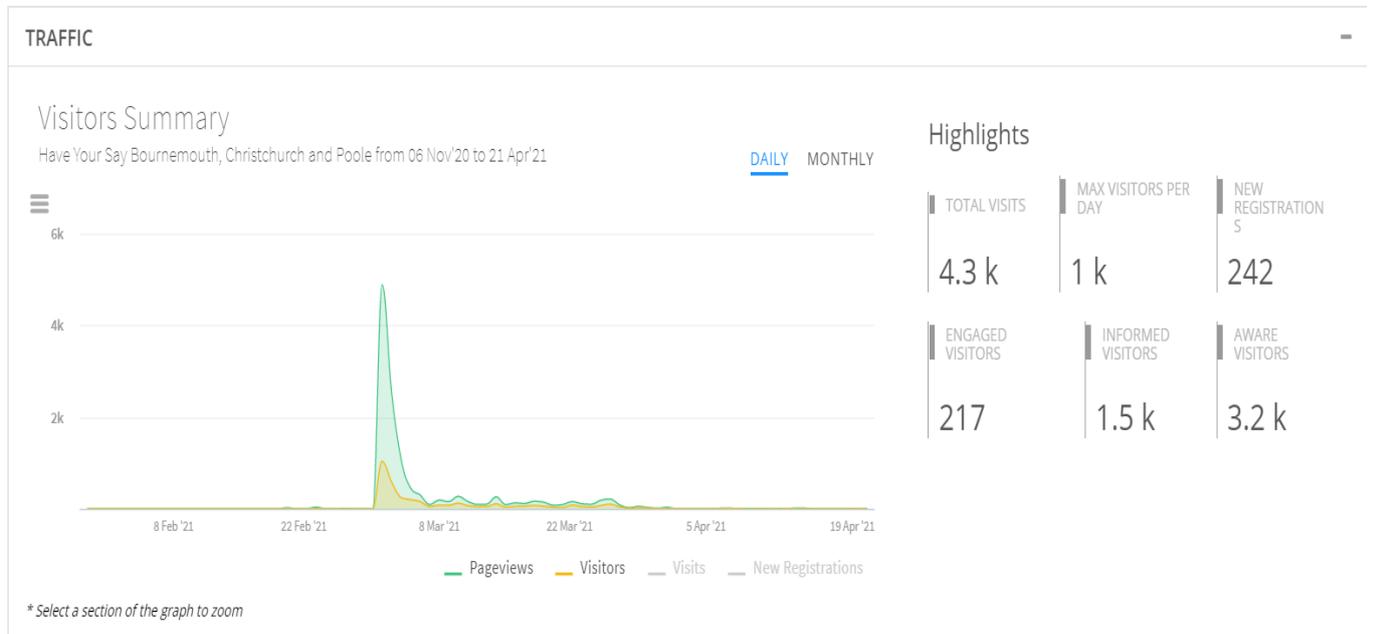
1 March: (external) <https://mailchi.mp/bcpCouncil/latest-news-reimagine-your-high-street?e=e31d2ff060> (screenshot attached)

5 March: (internal) <https://mailchi.mp/bcpCouncil.gov.uk/our-week-more-options-for-booking-rapid-covid-tests-free-surplus-office-furniture-on-offer-have-your-say-on-our-high-streets-latest-news?e=e31d2ff060> (screenshot attached)

5. Engagement HQ Analytics

The consultation was hosted on the council’s engagement platform ‘Engagement HQ’. Over 4000 people visited the [consultation page](#), there were over 3000 **aware visitors** (i.e. a visitor who has made at least one single visit to the webpage), 1500 **informed visitors** (i.e. a visitor who has taken the 'next step' from being aware and clicked on something), and 217 **engaged visitors** (i.e. visitors who contributed to the Ideas Bord or dropped a pin on the map).

Engagement HQ Measurement Figures



The majority of visits came directly through the project page on Engagement HQ, followed by social media posts and referrals, i.e. via links on other pages.

SOURCES OF TRAFFIC

Visits by Channel

Have Your Say Bournemouth, Christchurch and Poole from 06 Nov'20 to 21 Apr'21

DAILY MONTHLY



1500

1000

500

8 Feb '21 22 Feb '21 8 Mar '21 22 Mar '21 5 Apr '21 19 Apr '21

Direct Email .GOV sites Search Engine Social Referrals

* Select a section of the graph to zoom

TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS(%)	ENGAGED VISITS(%)
DIRECT	3113	1554 (49.9%)	577 (18.5%)
SOCIAL	791	339 (42.9%)	37 (4.7%)
EMAIL	6	6 (100%)	2 (33.3%)
SEARCH ENGINE	97	44 (45.4%)	7 (7.2%)
.GOV SITES	36	18 (50%)	1 (2.8%)
REFERRALS	280	94 (33.6%)	8 (2.9%)

6. Findings

A total of 217 people contributed ideas to the Ideas Board and/or dropped pins and commented on the map showing the [19 areas](#) we were consulting on.

80 respondents submitted a total of 532 comments on the Ideas Board. They were able to submit original ideas as well as liking and commenting on those submitted by other respondents.

148 respondents dropped a total of 608 pins or commented on the BCP map of 19 high street areas in BCP.

Please note that where numbers have been provided for the most prevalent codes to open-ended questions in this report, this is to give an indication of the magnitude of response rather than an indication of significance or salience in relation to the question asked.

6.1 Ideas Board Responses

80 respondents contributed to the Ideas Board to the 'Reimagining Your High Street' consultation in March 2021. This resulted in 532 comments in total which included replies to other respondents' comments.

The comments have been coded into themes to make them easier to interpret. This report outlines the findings from the most prevalent codes, some of which have been analysed further into sub-codes.

The most prevalent themes to emerge from the comments on the Ideas Board were: 'Multiple Ideas', 'Regeneration', 'Arts/Culture', and 'Retail'.

Multiple Ideas (26 comments)

These respondents contributed a variety of ideas when commenting on how the high streets in Bournemouth, Christchurch and Poole (BCP) could be reimagined. These have been further coded into sub-codes to make them easier to interpret:

Parking (9 comments)

These respondents felt it was essential to improve parking facilities for both vehicles and bicycles including more free parking, park and ride facilities and increasing safety in car parks as they felt these would all attract more visitors to BCP's high streets. Below is a selection of these comments:

*"We need **FREE parking to combat out of town free parking shopping.**"*

*"Surface car parks are a very inefficient and aesthetically unappealing use of town centre space. **More cycle parking required**, more pedestrianised streets, lower speed limits and fewer cars please. **Park and ride (with free buses)** should be*

*provided to reduce traffic through our town centres. **Parking should absolutely not be free in the town centre areas.***

*“Lower parking charges **[for] locals.**”*

*“A patrol officer or CCTV in the multi storey car parks **they’re not pleasant to access alone.**”*

*“Southbourne and Westbourne are the best shopping areas now **with parking close to the shops as well as a good bus service.**”*

Full details of other themes to emerge from these responses and/or a full list of all the comments is available on request from the Insight Team.

Green Aspects (7 comments)

These respondents wanted to see more green spaces and shrubbery in, and around, BCP’s high streets to make these areas more attractive and to reduce litter and pollution. Below is a selection of these comments:

*“**Have plants in shopping areas.**”*

*“**Add some plants** in the high street, look at more attractive villages/towns e.g. Lyndhurst, Lymington & Christchurch.”*

*“**Plant low maintenance shrubs and (fruit) trees with seats.**”*

*“Brighten up Falkland Square [with] **more green space/lots of seating.**”*

*“**Lots of plants, hanging baskets... more seasonal seats**”*

Full details of other themes to emerge from these responses and/or a full list of all the comments is available on request from the Insight Team.

Streets (6 comments)

These respondents wanted to see changes made to the streets in and around BCP’s high streets to make these areas more pedestrianised, cleaner and put to better use for hospitality purposes. Below is a selection of these comments:

*“**Flatten pavements, more like Covent Garden.**”*

*“**Clean high streets... jet wash the pavements.**”*

*“**Make pavements safe.**”*

*“**Chairs on pavements more like abroad.**”*

*“**More pedestrianised streets, lower speed limits and fewer cars please.**”*

Full details of other themes to emerge from these responses and/or a full list of all the comments is available on request from the Insight Team.

Transport/Traffic (5 comments)

These respondents wanted to see changes made to public transport and traffic flow in and around BCP's high streets. Below is a selection of these comments:

"Trams as hilly, easier walking"

"Connect the Lighthouse (by closing the road) to the high street and have exhibitions." (Poole)

"Poole Old Town/Quay - close roads to vehicles."

"No traffic in the high street during [between] 9 [and] 5. No buses past the ends of the road." (Christchurch)

Respondents were able to react, and comment on, the ideas of other respondents. The comments with the most likes for this theme were:

"Create more outside eating spaces. Clean up and deter drug abuse in the gardens and the Pier. Lower parking charges to locals." (10 votes)

"Reduce business rates/rents to attract new commerce to the town. Why have a load of flats everywhere if there's nothing for the people to do and enjoy beyond the beach? Bournemouth wants to be a "world class" destination but it's high street is unappealing at best, dirty and unsafe feeling at worst. Why not look at popular destinations like Brighton, Bristol which are more forward thinking with their high streets, or parts of Cornwall like Padstowe which are more traditional but have a wide array of attractions and eateries for tourists. Perhaps consider diverse market offerings (artisanal foods, crafts, antiques etc...) on rotation as well, given the popularity of the Christmas market in Bournemouth." (5 votes)

Full details of other themes to emerge from these responses and/or a full list of all the comments is available on request from the Insight Team.

Regeneration (25 comments)

These respondents wanted to see more regeneration when commenting on how the high streets in Bournemouth, Christchurch and Poole (BCP) could be reimagined. This included redeveloping old buildings, green areas, attracting more high-end business chains, and converting retail space into accommodation. Below is a selection of these comments:

"You could redevelop the now unused buildings from the old cinemas on Westover Road, and from Beales and Debenhams for parking in the lower floors"

and residential living on the upper floors. Add necessary infrastructure for the new residents, e.g. bakery, butchers, green grocers, etc.” (Bournemouth)

“More and more development needed of modern apartments, right in town, with the right mixture of shop, clean pavement, outstanding mixture of restaurants/gyms and bars – Wow...”

“Improve the area so its nicer to spend time in. New seating areas, water fountains, plants, trees. Dolphin Centre is great, Falkland Square needs to match this quality.” (Poole)

“Make it worthwhile for chains coming to Highcliffe, e.g. costa or M&S food - make there a reason to stop for tourists and residents.” (Bournemouth)

“Poole has too much retail space. Convert some to housing and demolish some to create green spaces for seating and a children's play area.”

“Poole Quay should be developed for waterside dining and bars, lots of outside seating and no cars. Using the quayside as a grey boring road stuffed with polluting traffic was such a waste of our waterside environment. Let's get more restaurants and bars open with outside seating making the most of the amazing views. New planting and microparks could break up and soften the space.”

“The current BIC site is the premier position on the coast and doesn't even have a view as the front doors face the road! It's outdated. Move a convention/event space to Boscombe to help regenerate that area. In place of the BIC create a 'Sea Square' with boutique hotel with rooftop pool, restaurants and cafes with outdoor seating, covered in winter with patio heaters and blankets, pedestrianised centre, art galleries and street art/culture/small outdoor event space.” (Bournemouth)

“The Malmaison in Bath Road was due to be constructed years ago and instead is just a wasteful void. The Exeter Road site, currently a temporary car park has had planning for years and every few years it changes its plan. This is a prime part of our town centre, currently an eyesore and needs to be built out, not sat on to speculate land price gains. There could be more restaurants/ bars on the ground floor. To add to the improving Exeter Road zone.”

“Need to up our regeneration and culture contributions further. Provide us with the ammunition to fuel our dreams. How else is it possible?”

“Poole has some wonderful characterful building but also a lot of post war development contributing to too many empty shops and a bland high street with very little character. The High Street needs to be redeveloped to mixed use with distinct zones for boutique shopping, cafes, restaurants, bars and entertainment. More outside seating, planting and open spaces would be welcome.”

“I agree that something needs to be done with the Dolphin/Lighthouse end of the High street. It has no sense of arrival and is a wasted space.”

Respondents were able to react, and comment on, the ideas of other respondents. The comments with the most likes for this theme were:

“The High street in Poole needs bringing up-to-date. Colour, art, not grey!.”
(8 votes)

“More and more development needed of modern apartments, right in town, with the right mixture of shop, clean pavement, outstanding mixture of restaurants/gyms and bars – Wow...” **(4 votes)**

“Using the quayside as a grey boring road stuffed with polluting traffic was such a waste of our waterside environment. Let’s get more restaurants and bars open with outside seating making the most of the amazing views. New planting and microparks could break up and soften the space.” **(4 votes)**

Full details of other themes to emerge from these responses and/or a full list of all the comments is available on request from the Insight Team.

Arts/Culture (23 comments)

These respondents wanted to see more arts and cultural events as well greater support and spaces for local artists on the high streets in Bournemouth, Christchurch and Poole (BCP). Below is a selection of these comments:

*“**Arts Centre** - let local musicians, artists and craftspeople have space for studios and to deliver workshops, courses, sell their wares and develop their skills.”*

*“**Allow Street Artists to perform e.g. as they do in Covent Garden.** These might be musical entertainment; magicians; acrobatics; comedians.”*

*“**Turn one, if not all, of the old department stores into a massive creative space.** Deli, chill out area, yoga studio, naturopathic doctor, trendy restaurant, old style Cafe (afternoon tea and piano), apartments, gym, art studio, co-working space, meeting room. Stylish, though, not hippy style, modern and chic - think Scandinavian style living. That is the way forward. **Each business independent and viable.** This would lead the way in the South West. If you create the space now - say, for instance, in Debenhams, then the people will come, but you need to create the vision first by making the structural and architectural design changes. The image I have attached is just an image to reflect how the space could look.”* (Bournemouth)

*“**Street artists to be allowed to work** in the Bournemouth and Poole areas but like London, are vetted before performing. If they fail the audition, they don't perform! Winchester has young people playing classical music, I am not suggesting that, as it does not suit our beach vibe, but **good artists should be promoted.**”*

*“Would love to see a wonderful **music festival on beach and a yoga festival.** Great DJs around and organised well could be awesome!”*

*“**Bring back the Dance Music culture.** But this time, do it differently. Attract the big names, through proper promoters and work with the clubs and hotels to put on*

stylish dance music events. Dance music is everywhere now - Hot Radio is testimony to that - it's not just for young people. People in their 50's are enjoying the uplifting vibe of dance music. I hear Bournemouth used to be quite the place, work with local event organisers and 'influencers' to bring in some big names. This will bring London wealth as people from Essex and London will come to Bournemouth and Poole for a top DJ."

"Run a competition within the arts community to select 3 to 4 super promising students to work alongside The Bid and to offer their ideas to create some imaginative work in the towns, either art pieces/installations or by pulling together a bigger and better Art by the Sea Festival."

*"If we all contributed an extra few pounds a month in council tax, we could really create this wonderful place we all dream about. The budget has been significantly improved with the new council, **but our arts and culture budget is still only around half that of other cities and yet we are a both a national and a world class tourist destination. Quite frankly this needs to be reassessed.**"*

Respondents were able to react, and comment on, the ideas of other respondents. The comments with the most likes for this theme were:

"Let local musicians, artists and craftspeople have space for studios and to deliver workshops, courses, sell their wares and develop their skills." (8 votes)

"Street artists to be allowed to work in the Bournemouth and Poole areas but like London, are vetted before performing. If they fail the audition, they don't perform! Winchester has young people playing classical music, I am not suggesting that, as it does not suit our beach vibe, but good artists should be promoted." (7 votes)

Full details of other themes to emerge from these responses and/or a full list of all the comments is available on request from the Insight Team.

Retail (23 comments)

These respondents wanted to see changes to the retail offer on the high streets in Bournemouth, Christchurch and Poole (BCP). This included opening outlet centres, increasing the number of independent and boutique shops, and extending shop opening times. Below is a selection of these comments:

*"There are so many wonderful shops in Poole high street but there are also lots of empty spaces. Our nearest outlet centres are Portsmouth, Swindon or Street. **By opening an outlet centre, you could potentially create appeal to thousands of people** - holiday makers, people on day trips etc. You will also create new jobs for existing residents!"*

*"**Poole should become an outlet shopping centre like Clarks Village.** The closest outlet shopping is either Somerset or Portsmouth."*

*"I think variety is the key. Whilst some competition is probably a good thing, **it's not good to have too many of the same type of shop, whether it be charity shops,***

coffee shops, barbers, estate agents, etc. Along Moordown and Winton high street there are currently between 15 and 20 barbers or hairdressers.” (Poole)

*“Independents shops are the way forward. People want independents. Who wants to look like everyone else? **The high street will only survive if you have stylish, modern shops with a different offering.** Think Oliver Bonas. Poole and Bournemouth need to attract 'wealth' back into the area.”*

*“**Get a John Lewis or any other big high end shops to increase footfall in the Town Centre.**”*

“Another G & T store which is much missed - perhaps something similar is needed selling seaside items at competitive prices.”

*“Too many estate agents, betting shops not needed - **we want to attract the right type of tourist.** Some shops in Highcliffe are so run down.”*

*“**Boutiques, gift shops like Bookends in Christchurch,** music shop, shoe shop, dry cleaner, community cinema, household shop.”*

*“**The South’s first sustainable produce super-store?** Include brands such as Planet Organic, local produce, farmers markets. And/or well-designed high-end YHA (look to Europe for examples), and/or space hotel with roof-top pool like Bath - all appealing to tourists.”*

*“Most people finish working at 5. **Shops should be open until at least 7pm. Maybe they should open later to allow more time.** Also, there should be more local shops, bakeries...”*

Respondents were able to react, and comment on, the ideas of other respondents. The comments with the most likes for this theme were:

“People want independents. Who wants to look like everyone else? The high street will only survive if you have stylish, modern shops with a different offering. Think Oliver Bonas. Poole and Bournemouth need to attract 'wealth' back into the area.”
(13 votes)

“There are so many wonderful shops in Poole High Street but there are also lots of empty spaces. Our nearest outlet centres are Portsmouth, Swindon or Street. By opening an outlet centre, you could potentially create appeal to thousands of people - holiday makers, people on day trips etc. You will also create new jobs for existing residents!” **(5 votes)**

“Have a varied amount of shops, e.g. a variety of coffee shops, restaurants, retail outlets and maybe limit the amount of charity shops.” **(5 votes)**

Full details of other themes to emerge from these responses and/or a full list of all the comments is available on request from the Insight Team.

6.2 Map Responses

148 respondents dropped a total of 608 pins or commented on the BCP map on the project page. Please see the map in [Appendix 1](#).

Below is a summary of the number of comments respondents made about each of the [19 areas](#).

Area	No. of comments
Poole	151
Bournemouth	112
Broadstone	77
Highcliffe	70
Boscombe	37
Christchurch	26
Ashley Road (Parkstone)	26
Pokesdown	15
Canford Cliffs	14
Southbourne	14
Westbourne	14
Tuckton	9
Ashley Cross	8
Winton	7
Moordown	5
Kinson	3
Lansdowne	2
Charminster	0
Hamworthy	0

Please note respondents were able to drop multiple pins and make multiple comments.

Poole (151 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Poole could be reimagined. The key themes to emerge from these comments were:

- Converting empty space into housing and leisure facilities. Several respondents mentioned moving shops from high street into empty spaces in Dolphin centre and also suggested splitting the high street into two zones that cater for different customers
- Creating more green space across the area on, and around, the high street including more greenery along walkways and features such as hanging baskets
- More outdoor space and seating for cafes, bars, restaurants to give areas like Falkland Square and the Quay a more continental feel

- Keep/create more pedestrianised areas especially in Orchard Plaza and several respondents mentioned their desire to see a better link between the Lighthouse and the high street that pedestrians could walk through
- Creative space/units for the arts, live events, performers and buskers to encourage artists and create a more lively feel in the area
- Upgrade cycling facilities including improving access to the high street for cyclists, improve cycle paths and cycle parking bays and amenities
- Create a regular market/farmer's market/food hall that sells local produce.

Below are the comments submitted by all respondents:

*“There is too much retail space for a town the size of Poole. **Convert some to housing and create some green space** which would make the area a destination.”*

*“**Keep the lower High Street and Quay pedestrianised and encourage outdoor spaces for coffee bars and restaurants.** Would differentiate Poole from other local towns.”*

*“**Get the planned cinema into place.** Poole needs something like that to draw people in.”*

*“**Reduce/eliminate business rates** to fill all the empty shops with trades employing staff for a start, say 5 years. Reduce business for existing shops to encourage them to continue.”*

*“**Remove parking here and redevelop for mixed residential/leisure.** The Quay is the main draw of the area and is wasted with a surface car park.”*

*“The Quay side area **should remain pedestrianised and have lots of outside seating** for dining and drinking.”*

*“The Quay front and old town High Street has been free from traffic other than loading times and **this has improved the experience for pedestrians.** Please keep this, and why not **start a farmer’s market or arts / craft market one day per week** to add interest. Can we also have **a bit more seating along the Quay** rather than having to sit on the wall next to the road?”*

*“I don't think we need another cinema, and it's quite likely that streaming habits and the pandemic will hasten the death of this industry anyway. Can we learn from places such as Totnes **to nurture local businesses by offering more favourable rates or incentives for the non-corporates?**”*

*“It would be great to have **a pedestrianised walk that links the Quay walk right up to the Holes Bay Road around to Upton Park** if this area ever gets developed.”*

*“**Re-surface Westons Lane and the disabled car park for wheelchair users, between the High Street and the disabled-only car park** so that wheels cannot get stuck in drains and don't have to jump over kerbs.”*

“Make sure road closures are clearly marked from the A350. Summer 2020 had a road closure from The Custom House but cars were continuing to drive to the point of the closure then turning around in Thames Street, causing a lot of pollution and noise which could have been avoided if the road closed signs were further back along the road.”

"Use empty shops as pop-up eco-friendly shops such as repair cafes, zero waste and upcycling shops etc."

“Disabled parking bay outside Waitrose in Salisbury Road so that shoppers can access the store, with safety improvements so car drivers can see the wheelchair. It's almost impossible at present!

“Convert some of the unused storage space above shops into flats so that more people are able to live, work and shop in town centres.”

“If the cinema/leisure offering goes ahead in Falkland Square, can the restaurants underneath be independents not chains?”

“Make the pedestrian function stop ALL traffic so it is safe for buggies and wheelchairs to cross Archway Road, and Leicester Road in one phase. At present it's a lottery. The Penn Hill Avenue crossing outside Penn Central is an accident waiting to happen. Put simply, stop all traffic in one joined-up move, when a pedestrian presses to cross. This will save traffic time as the pedestrian phase won't operate unless requested.”

“One of the differences between Ashley Road, Parkstone, and the High Street, is the number of people who live locally who use the shops. The High Street needs more of a mix of housing and shops, rather than be a shopping destination. The more who live on the High Street, the more vibrant it will be. Additionally, parking really is an issue. Poole High Street needs very short term free parking spaces to make it accessible to people who want to visit one shop for one reason. I go out of my way to avoid Poole High Street on such an errand and go to a shop with short term free parking instead, such as Broadstone or Ashley Road. Making Poole High Street a 'Destination' with parking charges, rather than a natural place to go buy things has had a terrible effect.”

"Encourage independent shops selling a variety of goods to create a high street people want to visit. Spruce up shop fronts by painting them, making them more attractive for potential occupants and then customers. Make sure flats/ space above shops also look good - one window looks like it has a dead rat in the window!"

“Restrict traffic / pedestrianise Orchard Plaza and use for more events, with outdoor seating for the tea rooms, pub, etc.”

“Please improve the crossing here (1 Old Orchard). It's a real deterrent for people walking between the Quay and the rest of the High Street and vice versa.”

“Make better use of the Former Midland Bank site, which has been vacant for ages, with community use if possible.”

“Plant more trees, e.g. on green space here and along the front of blocks on the estates to improve the environment for everyone and benefit the high street.”

“Consider pedestrianising this stretch of Castle Street, to make Orchard Plaza a calmer and more welcoming gateway to the High Street - north and south.”

“Create life in the town centre by offering housing that encourages community and provide fooderies for visitors but needs visible policing to discourage the troublemakers.”

“Paint the bridge over the railway line so it looks less derelict.”

“Have a Farmers' market in this space to encourage people to walk between Sainsbury's and the High Street.”

“Restrict traffic/pedestrianise Orchard Plaza for open air events and as a gateway to the High Street north and south.”

“Poole High Street should be an arterial highlight linking the shopping centre and railway station with the Old Town. It should be cobbled or similar, there should be a stylish boutique hotel mid-way to attract people staying who will then wander up and down; potentially an outdoor live music spot/bandstand type fixture; plenty of pavement cafe facility and individual artisan shops selling interesting things which people really want to look at and buy (NB keep the classic Hardware shop and the frontage of Bennetts - anything like that but get rid of the tacky frontages which spoil it so much).”

“Poole Quay has huge potential to rival some of the Devon/Cornwall sailing towns, a mixture of the right retail art/gift shops, restaurants and wine bars would attract people to the area. The car park monstrosity needs a face lift on the outside.”

“Build a new bus station next to the railway station. It is still a short walk from here to the shops and offices. Build flats or offices above to make use of the land and provide some sea views.”

“The Dolphin Centre is great when it's raining and you just want to pop to one place to get a number of items. The high street is pretty much redundant and should be turned into residential where possible. The bus station needs moving and you could open up that whole area into a green space linking with the arts centre and leisure centre through to the park.”

“The town centre desperately needs a leisure attraction situated between the Lighthouse and The Quay, which is family focused, open in the evening and not a cinema. Why not redevelop the existing swimming pool site for town centre housing (as has been mooted for ages) and put the proceeds of the land sale towards the creation of a modern sports/leisure centre complete with courts, pool / water park / on the bus station site. A wet weather leisure attraction in-town next to the existing shops and parking which is open in the evening would be a great draw for the town centre.”

*“The loss of Poole Sports Centre was a real shame. In an era when we want kids to engage in sport, promote fitness and reduce obesity levels among adults, we need venues where you can play indoor team sports. Yes, there are other venues across the conurbation, but **there is nothing in Poole town centre if you don't want to swim or go to the gym. Any chance of re-instating the old sports centre and running it properly?**”*

*“This area is such a disappointing square (Falkland Square). **How about an attractive greenspace surrounded by well-designed shopfronts** where you could sit in the sun, perhaps enjoy a beer on a summer's day and be entertained by a busker instead of walking on paved bricks that are well past their sell-by date whilst dodging pigeons, seagulls, dodgy looking fairground rides or food shacks?”*

*“**Make the high street accessible by bike**, so people can do some shopping at the Dolphin Centre end, then cycle down the high street stopping at other shops as they go. **Ideally there would be a segregated cycle lane down the middle to reduce chances of conflict** - in many high streets there's a road going down the middle so I don't see why a cycle track shouldn't work.”*

*“Personally, when I shop in Poole, I need a reason to venture further down the high street than here. **The section of high street between here and Tandoori Nights is just unattractive.**”*

*“**An indoor, secure and/or manned bike store would be great for shoppers and workers in the Dolphin Centre** as there is nowhere I'd want to leave my bike for long at the moment. **Could repurpose an empty shop?**”*

*“This stretch of the old town is great. Good restaurants and pubs, attractive buildings. **Please don't try and change this!**”*

*“**From North St to New Orchard should mostly be converted to townhouses or similar, as the high street is just too long to be sustainable.** The more people that live in the town centre, the more lively it will be. People to spend money in what would be their local shops, so more call for butchers, greengrocers etc. Less dead in the evenings, so safer to walk around. **Make it green and high quality, with little places for kids to play, so it's a pleasant walk. Safe cycle track from the dolphin centre to old town.** Maybe some shared workspaces too, so people can live, work, shop in close proximity- reduce car dependency!”*

*“The lower high street is the best bit of Poole, especially since closed to traffic. **Needs a bit of a revamp to make it look less like a road, so some greenery, outdoor seating, bike parking, space for live music etc.** Festoon lighting would look amazing in the night time/winter. **More independent shops and restaurants will make this a real destination to be proud of.**”*

*“Similar to lower high street, **keep closed to traffic** but make it look less like a road so it is clear that the space is for people not cars. **Make a segregated cycle track** so cyclists passing through (as opposed to stopping to eat/shop) can go through without conflicting with pedestrians. **Space for live music and busking, lots of communal outdoor seating and tables, greenery, places for kids to play.**”*

Celebrate maritime history somehow? Keep doing the great events e.g. bike night, BMX, cars, fireworks etc once we're allowed."

*"Poole High Street needs far fewer shops and **original buildings that have been residential in the part need to be returned to residential status. Remaining shops should [be] relocated into the Dolphin Centre** where there is much empty space. Please no further shops anywhere in Poole Town. The retail units under Dolphin Quays Apartments remain unused since built!!!!"*

*"I would keep all retail shops up one end of town and re-utilise/re-position shops when there are vacant premises. Create a cafe culture after the shopping area say from North Street down towards beginning of Hill Street. Create a finance area where all the banks, building societies, insurance firms etc can be located (from Hill Street, down the High Street until New Orchard). **Need to create space for market traders** whether this is a farmers market or regular market but with plenty of room to walk by so it should be spread out or in different zones."*

*"The Lighthouse looks good and the outside area is attractive **and it would be nice to continue this look over the road at the bus station. Could the bus station be repositioned nearer the Seldown Bridge roundabout** and get rid of the small open air car park and **provide a tree lined walk** to a re-vamped entrance to the Dolphin Centre free of unattractive buses greeting visitors to Poole. Or **perhaps turn the bus station around so it faces the Dolphin Centre car park? Or re-build the bus station next to the train station.**"*

"We need to support and encourage local fishermen to sell their catch locally. This will reduce food miles for our fish."

*"Poole High Street: From Sainsbury's down to Old High Street **should be a Park/arboretum walk-through, with current shops turned into residential dwellings and keeping some street cafes and seating areas.** (Sunderland Council have a brilliant regeneration scheme based on this idea). **Current businesses in this area should be moved up towards the Dolphin Centre (using current empty units).** The Old High Street becomes the 'restaurant quarter' linked to the Dolphin shopping quarter via this lovely green corridor. **The facade (and car parks) of the Dolphin Centre needs aesthetically pleasing cladding. A new INDOOR bus station (as in many continental cities) with cafes/shops would eradicate the anti-social behaviour.** The fantastic Lighthouse Arts Centre **needs to be set amongst greenery and trees.** Please look at best practice in other towns/cities and develop an overall long term plan. The depressing town Centre needs to reflect the wealth and natural beauty of the area and needs to be a destination with events and where people want to spend time and money."*

*"Poole high street needs to be a vibrant area that people want to visit for shopping and relaxation. So, **shopping needs to be a good mix of food shops, artisan shops and boutiques with the emphasis on local traders rather than multiple chain shops.** Restaurants and coffee shops, again local and independent traders. It may mean the council **helping with rents and taxes to enable independent traders to get established.** There also **needs to be good housing available with***

recreational areas for live entertainment. AND the High Street needs to be an attractive place not the downbeat dull and uninspiring place it is at present.”

“Losing the Stable was a blow, it was one of a kind in terms of casual but enjoyable evening dining in Poole. **The Quay could develop into a space for eating, drinking and socialising with more outdoor seating in summer, removal of the vehicle access at most times and a more diverse range of eateries and bars.** The view of the industrial area across the water is unfortunate, **could some planters be added to the harbour wall on the other side perhaps?**”

“It feels like there also **needs to be a plan for community events, so that the development suits locals as well as tourists.** This space and the grass between the Brewhouse and the main road, with markets, fairs, live music and other community engagement events?”

“Use this new space for **community events, live music and markets.**”

“The Lighthouse is divorced from the rest of the town centre. Getting to it can be difficult. **The bus station needs moving away and should be located with the train station to integrate travel.** But not on the site of the current train station.”

“Getting to the town centre from here by foot or bicycle is very difficult. I have to plan out the route first to think about the best way. **The current consultation on the Transforming Travel scheme doesn't suggest any change which is a great shame.** Who wants to use an underpass?”

“I support the suggestion for **secure bike parking. That and better routes into and around the town centre for cycling** would reduce the trips into town by car.”

“If you are going to keep the lower end of the high street free from cars, and after the debacle of Keyhole Bridge, who knows what the councillors will do, then a bit of money spent on **getting rid of the road look and making it softer and a more pleasant place to be would be good.**”

“Removing traffic from the Quay has been great but there is conflict between using it for cafes and restaurants, people wandering through and cyclists. **I like to use it for all three purposes but some sort of segregation is needed.**”

“This section of the Quay is wasted. I accept that disabled people need access to the Quay but **they are a bit isolated from any activity when they get to this point.**”

“Walking and cycling **needs improving here.**”

“The Falkland Square area (whether the cinema arrives or not) **needs to be re-imagined as a space with cafes, bars and restaurants to create some kind of café culture with outdoor seating for each one.** As a tourist destination this could be just like some plazas you see in European cities in the height of summer. Currently after 6pm the place is empty aside from the one bar, anyone walking off the train into the square must wonder if they have arrived at a tourist destination. Imagine walking through there and finding crowds of people enjoying food and drink.

Encourage the shops that are currently in that area into The Dolphin Shopping Centre or onto the High Street (using business rate or council tax incentives) which in turn will re-invigorate both of those areas."

"Create a transport hub here by moving the bus station into the space next to the train station and pedestrianising the area in front of the Lighthouse properly. Busses can enter and exit easily onto the George roundabout and by making the Falkland Square area more welcoming people coming off a bus or train could walk into a much more attractive area night and day rather than a bus station next to a closed shopping centre which they cannot easily walk through after the shops are closed."

"Local farm shop and bakers. Better parking facilities for those parking outside Tesco's. No markings on path so often free for all putting pedestrians at risk."

"Introduce mobility hub alongside the taxi rank. Car club space and electric charge point. With more flats which will have no parking coming to the centre and more people giving up their car **we should be encouraging car hire and electric charging."**

"Pop-up shop spaces for charities and organisations - like Win on Waste at low or no rent. Preferably on a regular basis to allow for exposure for these organisations and fundraising. Smaller charities like ours struggle to source venues at low cost and tend to attract people who are already awake to the environmental message. **A pop-up shop would allow smaller charities to interact with many more people** who may be on the fence or unaware of the climate challenge."

"Zebra crossing needed HERE (19 locations in BCP)."

"High Street SO much better without Cars. (But BCP politics seems to take priority over logic and high % local demand)."

"The link between 3 parks does NOT relieve traffic from Sandbanks road! (But BCP politics seems to take priority over logic and high % local demand)."

"Add a pedestrian crossing, fast road without an easy place for children to cross."

"I endorse [name removed] view regarding having a continuous harbourside walkway from Poole. Would probably need to continue from Rigler Road as marked."

"Look at ways the railway crossing could be removed altogether. I understand this the busiest people level crossing in UK."

"Time to address the ongoing problem of boy racers in Asda carpark and other open areas in Poole. Asda appear disinterested."

"Keep the lower High Street and Quay pedestrianised. Have a weekly/monthly market similar to Wimborne with fresh fruit, vegetables, fish. Could also host events e.g. food festivals."

“Keep pedestrianised and have more outside seating for bars, cafes and restaurants.”

*“This is the arrival point by the cycle route. **Needs bike parking.**”*

“Could make more of this square for more cafes, dining, outside seating.”

*“Poole High street is very long and too uniform and monotonous in function. **It needs to be zoned into distinct, characterful areas** - a process that has started with Kingland. Dolphin [centre] for high street chains, Kingland for independents, the squares for cafes and bars, Quay for dining and drinking. **Need more bars and restaurants to create a real evening/night time destination.**”*

*“**Improve the cycle route from here to the Quay and town centre.** Shared path gets very narrow and busy and then dumps you on the road at the Lifeboat museum!”*

*“Commerce Hub. It is a fact that the high street has declined over the years and there are lots of reasons for this. **This idea is a radical new look at how business working together could create what I have called a “Commerce Hub”.** The idea of the hub could be introduced into the local high streets throughout the BCP conurbation and the rest of the country. (3 locations in BCP)”*

“Bins in alleyways a problem here.”

*“Keep road closed, various kerbstones have been removed, **need to resurface the high street to remove trip hazards.**”*

“Would be great to create an artistic quarter around this area and spread sideways into New Orchard and Market Street.”

*“This space is wasted, **creating small retail/craft units along here** would connect the quay and high street better, and a sense of wandering between active elements. Would also mask the car park.”*

*“This car park is looking very tatty, and **in need of a paint job, ideally with a bit of artwork.**”*

*“This is a dreary link. Great to have the new independent units, but **would have been better to open this out to the south to let the sun in.**”*

*“It would be great if some of these lanes **had active frontages, to encourage wandering.** The high street is too much a long linear feature.”*

*“The current car park could possibly [be] used as a **weekly/monthly farmers/artisan food market with secure chalet style booths** similar to the one used in Bournemouth Square Xmas market. **It would give residents an opportunity to shop locally without having to travel to Poole/Broadstone or further afield for a wider range of products whilst supporting local business.** It*

would also give a boost to the Acorn Pub trade on market days. If successful, the space or other surrounding spaces + community centre **could also be used for a variety of daytime/evening entertainment for locals to enjoy**. Looking at the interactive map it's clear that most of all the Big Projects are tourist based & centred along the beach front corridor & routes to & from it. **Many of the BCP area seems to be ignored or neglected when it comes to the Big Plans & Bounce Back Better campaigns.**"

"The last time I went this far down the High Street to shop in the afternoon I got verbally abused by some drunk blokes, so I avoid the area now. **Try to get the bigger more prosperous shops down towards or in the Dolphin Centre and then make the end from the level crossing down to the Quay over to housing**. This will give a new lease of life to the bottom end of the High Street and will hopefully make the Dolphin Centre a more lively shopping centre again too."

"Have stricter rules on signage. I think that ugly, poor quality shopfronts and signs are one of the largest contributors to Poole High Street looking run down. **Signs that respect and enhance the historic nature of the town would be brilliant.** (funding perhaps from the High Streets Heritage Action Zone?)."

"Falkland Square is not somewhere anyone wants to spend any time. **It would be great if it could be turned into a large attractive square/green with cafes and restaurants on all sides** (possibly demolishing where Argos used to be to leave a large greenspace where people could sit, relax and play a bit like Wimborne)."

"I echo calls to move the bus station. There is a desperate need to link Poole Park and The Lighthouse with the High Street. There is currently nothing to naturally draw you from one to the other, in fact pedestrians are actively discouraged from walking between them with the busy roads, uninviting underpasses and bus station. There would be no need for another cinema if the link to the Lighthouse was improved. **People need to be encouraged to stay in Poole longer for example for dinner before the theatre or a drink after a concert.**"

"Encourage conversion or building of flats above shops where space is unused."

"Weekly farmer's and local craft market. Start with very cheap pitch rates to encourage producers to come and sell in Poole."

"Please make the owners do something with this now unsightly ex-pub.
Thanks."

"Keep the high street pedestrianised! It's been amazing since it's been implemented. Would be good to have **more outdoor seating down the old town high street** and make it look less like a road."

"Please do more to enforce the 'no feeding birds' policy. Thanks."

"Please remove the loose stones between the parking bays. As expected, they are spreading on the road & pavement causing a trip hazard to disabled people for whom I think the bays are marked. They will soon trap weeds, litter, leaves etc &

look unsightly. It would make more sense to redesignate the disabled bays to the front of the lake-side car park making it easier to get to what people come here for - lake view, cafe, walk etc."

"Increase the number of disabled bays at the front of the lake-side car park making it easier to get to what people come here for - lake view, cafe, walk etc."

*"Credit to the Council for such a nice refurbishment of the Park, the War Memorial Garden is splendid. Let's keep it that way. To help do so **introduce full time Park Rangers to be available to answer any questions about the Park (facilities, history etc); check for the safety of people on/near the lake; keep an eye on the welfare of the birds; look out for litter/rubbish; notice running maintenance/repairs needed; remind people of the rules when broken, issue fines to persistent offenders (including parking) etc. Thanks.**"*

"Get another business into the shop where this is it was. The lower half of the high street really needs a boost with a large shop and a tidy up."

*"Artists studios and space for events and seating with green space. So much potential here [to] connect to events on the Quay, celebrate local arts, and to evoke the historic sense of Poole and its working history and introduce a vibrant new future. **So much better than converting it to the residential use for a few people.** Prime development site maybe, but time to reclaim some of these places and open up the narrow high street."*

*"Agree and **renovate the building that looks dangerous** on Bowling Alley Green adjacent to Poole Printmakers and **offer artists space here.**"*

*"More green spaces up the length of the High Street, smaller bins in more subtle places. Provision for **busking and performance areas.**"*

"Make this bridge more attractive to pedestrians, artists brief to include locally focused renovation and artistic lighting. Gateway to the Quay, and thoroughly unattractive at present."

"Trees please up this street. They have all died or been removed. Will also help with traffic speeding?"

*"Current paving is dangerous and replacing to make it a place where you can enjoy shopping. **Obstacles such as bins and seating are misplaced** so that shoppers constantly have to zig zag down the High Street. **More enforcement** to stop cycling and keep it a safe pedestrian area. **The shopping offer needs waking up** and new business need encouragement to open in Poole. **We need a High Street to rival other options** and keep shopping alive in Poole."*

"Modal filter here on Catalina would keep Catalina/Labrador quieter, people could reach the car park from Newfoundland. Parallel crossing needed at top of Catalina as you exit the underpass to Baiter Park."

“Remove the on-street parking on the left of Catalina and Labrador to create a protected cycle lane to the Quay.”

“Re-design this roundabout to include a protected cycle lane to the Quay. If Catalina had a modal filter this roundabout would be quieter. Remove the large triangle flower bed. Current routes are too narrow and tip cyclists on to the road.”

“Keep the Quay pedestrianised, resurface the whole scheme, create attractive boulevard/walkway by the water's edge with parklets, trees, sociable seating and bike parking areas. Create a dedicated cycle lane along the current road, with pedestrian zebras across at strategic places.”

“Encourage a floating restaurant on the other side of the Quay to get footfall along the whole Quay.”

“There seem to be lots of empty lots here.... a large artisan food hall would be a real draw to locals and tourists. See www.reffern.dk for inspiration (Copenhagen food hall).”

“Is there any way of adding a walkway/cycle path/boardwalk (all three?!) around the edge of Holes Bay here? The Hamworthy side of the Quay has so much more potential than just a housing estate. A maritime museum? Cafe? Observation Tower - let's think big and work on Poole's maritime history.”

“Build a new pedestrian/cycle bridge over the water here to join both sides (old bridge too narrow for the current shared use path). Encourage people to the Hamworthy side to floating restaurant, maritime museum, electric boat hire, boardwalk/nature walk into Holes Bay etc etc.”

“Create a large indoor artisan food hall in this area - inside and outside seating. See refferen.dk (Copenhagen Food hall) for inspiration. Local restaurants could have stalls, cafes etc little offshoots of existing plus new...”

“Revamp the run down telephone box. Put something useful in there like a library or defib.”

“Add a small orienteering course or a community bug hotel in the overgrown left corner.”

“Introduce a small children's play area in this space (or, perhaps, elsewhere on the high street) to encourage families, out shopping or visiting the Quay, to stroll down the high street. It would need to be close enough to both the Dolphin Centre and the Quay to make the walk not too much of an effort for tired parents and grandparents being egged on by their offspring. (The old wooden sculptures in the Arndale Centre didn't offer much in the way of entertainment for children but were still popular.) Swings may be too much of a risk but **slides and tunnels and things to climb and balance on give children something to look forward to when dragged out shopping... and, hopefully could be selected and arranged so that they wouldn't attract littering loiterers in the evening or block any necessary vehicular access.”**

*“With the expected increase in visitors this year, parking is going to be an ongoing issue and the resultant congestion is inevitable. Although reducing car usage and increasing the use of public transport is the overall goal, **in the short term looking for overflow parking with added services could be an answer.***

*Places just outside the town centre are Meyrick Park (Bournemouth) and Baiter Park (Poole). **My suggestion is to use the south end of the park (away from the rugby pitches Meyrick) as a temporary grass overflow car park.** Furthermore, **there is another gated area on the left that could also be used.***

*In both locations there would need to be temporary fencing dividing the area off, either as a private venture or operated by the council the parking fees would be useful, **it would also need signage and maybe some portable toilets.***

*Although a short walk to the beach, it could be advantageous to offer one of the bus or coach operators **to run a shuttle service to locations along the beach and to create a location for the Beryl bikes and scooters.** This could also be discounted for residents of BCP.”*

*“**Restore Route One bus service to lower High Street.** Like many such schemes this appears to prioritize the interest of the young and fit over the older and less mobile.”*

*“For the safety of pedestrians **enforce existing ban on the use of privately owned electric scooters.** (3 locations in BCP)”*

*“The railway bridge dates from the opening of the line and is a heritage asset. **It is incumbent on the authority to ensure that it is kept in good order.**”*

*“**Under no circumstances should there be a Modal Filter** as it would affect the Route One bus, much used by older passengers. Such schemes prioritize the interest of the young and fit over the older and less mobile.”*

“Communal seating, with more trees to encourage birds. Flower tubs.

*“**Get rid of the block paving,** it is all uneven and unsafe. **Change the bridge over the level crossing,** far too steep for some to cross and seats for people who need it to wait for the trains to pass.”*

*“**Artisan market stalls selling unusual items. A pond with fish** in perhaps, if you can trust people not to throw in their rubbish. **More rubbish bins.** As a litter picker I despair on the amount of dumped rubbish.”*

*“If not a cinema then knock (some of?) this down, **open up the space to the sun, green areas, tables and chairs for dining / bars, street entertainers etc.**”*

*“Agree with loads of the comments on here. The map with pins is really great but **we need a 'like' / 'dislike' or upvote / downvote function to remove repetition.** Fully support:*

- **convert surplus retail to residential** for a mixed environment down the length of the high street, local people shopping at small retailers*
- **nice local bars with outdoor space** for these new locals*

- **zoned areas, green spaces, performance spaces** (street performers plus more organised events)
 - **space for street food, craft fairs, farmers market**
 - **a few units for pop-ups** (don't want them empty)
- gradual improvement **will hopefully reduce anti-social behaviour** as families are attracted etc."

"**Agree re increasing outdoor dining, entertainment areas, keep pedestrianised, make safer for mix of pedestrians and cyclists.** Some of the signage on shops is tacky and not well maintained, also **please remove or replace the tatty flags.** Again, **a request for a like/unlike upvote/downvote function** on here to remove repetition and prioritise ideas?"

"**Cheaper parking** at the dolphin centre to attract people from the surrounding area and support the new small businesses."

"**Bus station needs a facelift**, agree with comments about **linking up lighthouse and park**, would be good to get **more greenery in**, realise not an easy ask given the roads / subways etc."

"**Fill the empty units by Lock Fyne** – supermarket, food hall, green grocers. **A doctor's surgery** is needed. The Mazda dealership could be put to much better use than selling used cars. **A useful community space, space for pop up markets, temporary art gallery**, things that are more geared to the local community. **Allow seating of restaurants into the pavement for a more continental feel. More hanging baskets, planted areas** to brighten up the appearance."

"The top and bottom sections of the High Street **could remain as two distinct shopping areas.** There are currently far too many shops and many are empty particularly in the middle part. **Could many of these buildings be used for residential purposes with parking at ground level** (either see through or false fronted to the High Street to retain the look of the area and increase security for the future residents who would not want living areas opening onto the street). Apartment living accommodation from first floor up would be brilliant in the centre of town."

Bournemouth (112 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Bournemouth could be reimaged. The key themes to emerge from these comments were:

- Regenerate empty, underused and derelict buildings for multi-use purposes including residential, leisure, retail, workspace, educational purposes, village-type living, community space, space for small businesses and start ups, and conferences. Some respondents also mentioned that they would like to see Beales, the Pavilion and BIC demolished and rebuilt.
- Improve roads/bridges/sustainable travel/public transport/taxi ranks/active travel

- Improve pathways (pavements, promenade, trails, fitness, viewpoints, boardwalk, lighting, maintenance etc)
- More green/open space including planting, and trees along pathways, beaches and near cafes, restaurants and bars
- More creative arts units, live events, festivals, busking, band stands, open air cinema, more activities for locals and tourists, and students involvement artistically.

Below are the comments submitted by all respondents:

*“Westover Gardens **so much potential to feed foot/traffic** from the Lower Gardens/Beach area up to Westover Road and the town.”*

*“The Council have done a great job with the Citrus building. Now **we need to see Fir Vale Road/Cameo cleared up with the large island site being completely demolished and replaced with living space for rent, co living and buy. Active frontage on the ground floor.** The location can take a decent amount of height too. More residential in the town centre creates a community and demand for the retail, restaurants and coffee shops. Putting the heart back into Bournemouth.”*

*“The old departments stores are all redundant now. The upper floors are now serviced by a warehouse in Lutterworth. **Reconfigure the buildings to allow residential accommodation. This can be co-living, rental or sale.** Bring back the heart of the town. More residents means the area revitalises, is self policing and creates demand. Co-working space as well as active street frontage of smaller units for local business. Do not be constrained by listed buildings, allow them to evolve and adapt for today’s demands/needs.”*

*“**Widen the speed bump going towards Iford roundabout** so 4x4s or vans also have to slow down. Driving under the bridge towards Iford roundabout has precedence and people often speed to stop cars coming in the other direction.”*

*“**Don’t keep outdated buildings.** Take this opportunity to start again with something more appropriate to our times. **Village type of living accommodation, smaller retail units, or just nice open spaces.**”*

*“**Remove street beggars.** There seem to be people in sleeping bags in daytime but at night they all vanish. Sleeping bags, bundles of trash all need removing once left abandoned.”*

*“**Improve safety and usability** of this lovely local park.”*

*“**There is no need for this bus / taxi route.** It saves them seconds. Ruins the town centre and dangerous for kids and visitors to the area crossing between the town centre and gardens.”*

*“**This whole route needs a clear up.** The former building of Bliss and Toko need compulsory purchased and turned into educational or flexible work space.”*

“Encourage the developer to start this project asap. The cinema's are neglected and need transforming into new vibrant spaces that drive footfall.”

“Reviews of similar areas overseas **need to create a multi-use surface that is flat along the whole promenade and not tarmac.** Visually improves the area and creates long term solution setting Bournemouth apart from other UK towns.”

“This area could be so much more. **Sign post trails but lets build some areas for the children of BCP to enjoy with no cars nearby.** Structures such as those at Moors Valley should be built. Plenty of room for them and the rugby club to thrive.”

“A taxi rank was added in the summer on the other side of the road **to make room for the buses which reduced the accessible parking for town users.** The over all atmosphere became cold on the street and less like a destination.”

“Remove bridge – underused.”

“Consider change of use on multiple retail units. Westover Road could draw regular foot fall with the local independent/individual businesses.”

“Zero tolerance for beggars and drug dealers on the Square. Walk through it now why would local families come here let alone visitors?”

“Accept that this area can support a thriving nightlife and embrace it. **No traffic after 6pm at weekends.**”

“We have some huge retail spaces to fill. **Why not transform them into accommodation to bring people back into the town.** It would be good to **provide more temporary housing for the homeless too.** Homelessness is a huge problem in Bournemouth and following the pandemic it could get worse.”

“This area is underused. **During summer months let it become a street food market. Increase outdoor seating** for those that want to enjoy the view without going down to the beach.”

“Provide free parking for Bournemouth residents - even if it's only selected days and times of the week. I don't shop in town any more as I don't want to pay to park when I can park for free at Castlepoint and get everything I need there.”

“Using local knowledge **there should be various fitness trails along the beach and incorporating the zig zags and other natural features.** Can be designed for all levels of fitness and promotes wider use of area in the off season.”

“I'm not sure why this area isn't included as 'High Street' given the shops? Please **make this stretch of road a 30mph zone down from current 40mph after the pedestrian and road traffic deaths in the last few years.** The path is very narrow and cars treat this as a race track accelerating until the speed camera towards High Close. This is a built up area with lots of people walking across to the retail park. It also needs space for cyclists.”

“Rejuvenate the redundant Department Stores. Offer commercial and/or retail space to start up businesses so they can “test the water” with their projects before setting off independently knowing their project is needed in the area. Also consider making rental space and business rates at a reasonable cost - better to have a building busy and useable than standing empty and dejected.”

“Post Office Road is an ideal area to expand with a cafe culture - outdoor seating and a variety of places to relax, eat and sit in safety.”

“Weekly market.”

“Move the children@ merry-go-round from the Square to the Gardens.”

“Divide the Debenhams building into smaller units to encourage local businesses / arts & crafts enterprises which will in turn attract more tourists to the area.”

“Encourage more local, independent retailers to preserve the lovely buildings here.”

“Introduce a trail for visitors perhaps via app or bronze cast plaques featuring specific items (eg trees, wildlife etc) that can be found in the area and leads to further information. Information can be handed out at local tourist info. Could incorporate not just the park but other places around town / the beach etc.”

“Outside children’s shallow pool area with fountains to run in.”

“Ensure the band stand keeps open for musicians to play day and evening events and movies.”

“To encourage people to pick up their litter. Use bins that activate noises eg seagull bin makes a seagull noise kids will love to find litter to activate it (check out Black Gang Chime IOW). Another incentive is if you fill up a bag of rubbish take it to a collection point for a voucher for a free ice cream (soft scoop and wafted cone so no added litter).”

“More enforcement against litter droppers. Improve the toilet blocks that at the best of times are not well cleaned and in a poor state of repair.”

“I have no incentives to encourage me to shop in Bournemouth at present. There are hardly any places to buy clothes for a male and everything else I can get online unless I was offered a better 'experience' with more independent shops offering an enjoyable retail experience, e.g somewhere like Brighton Laines or Totnes. The anti-social behaviour in the centre compounds my reluctance to come into this town as I did regularly 10 years ago.”

“It would be lovely to have small shops around, bakery, butcher, gift shops, shoe shops and not just coffee shops and restaurants!”

“Please do something to get all these empty units back in business. Westover Road was THE place to shop and it's now so sad to see it in this miserable state! Rents to be reduced and business rates lower to get new businesses in!”

“Could you please put more lighting here in the churchyard as drugies are present constantly - police to monitor this ... I walk my doggie here every day and in the middle of the day people are scoring drugs on daily basis and regular intervals!!!”

“To complement and benefit from the attraction of its beaches, **the town centre needs a new shopping mall** similar to Quay West in Southampton. Look how successful West Quay is, and they don't have the beach visitors that we have!”

“Improve the lighting in the underpass between Holdenhurst Road and BH Live.”

“[Name removed]’s idea is brilliant! **No more tatty bandstands but an attractive, purpose built, live performance facility.** Noise will still travel, so performances should end at a reasonable hour in respect for the large residences/hotel above.”

“Without delay, **ban skateboarders** from the town square and add more benches. With its outdoor cafe, it should be a tranquil place for a stop. Screeching skateboards coming from nowhere are frightening.”

“Without delay, **ban the use of all cycles, scooters, skateboards, etc in all pedestrianised areas in the centre of town**, including the lower gardens. Many come through at speed and are a serious, frightening hazard, particularly to young children.”

“Old Christchurch Road is an important part of our town centre but seems to have lost its appeal. **I'd like to see more planting.** Trees that support wildlife and not one-off ornamental varieties, green walls, big planters full of colourful flowers. All of these have to be maintained properly - BCP sometimes seems to consider green spaces a liability rather than living entities that need looking after. **More outdoor cafes. Pop-up market stalls. Cycle lanes and pedestrian areas. Clean up some of the beautiful old architecture and cover empty shop windows with colourful and interesting backdrops. Have spaces for young people to play instruments and maybe have a piano (I've seen this elsewhere) that anyone can play. Areas for artwork** to be shown. Make it colourful and vibrant.”

“Remove the cafe, the play rides, the skateboarders and **make this open area with more trees.** Replace the slippery flooring when wet. Possibly **open up to more entertainment.**”

“Westover Road looks a mess and has full potential. **Business rates need to reduce** to bring independent retailers on board. **Old ice rink and cinemas need regenerating** sooner rather than later. Been empty for ages.”

“Commercial Road to the Triangle - **Pedestrianize area of Commercial Road** provides both the resident and visitors with a shopping experience but not with any rest and relaxation outside spaces. My idea is to create areas up the road where cafés or coffee shops could provide outside seating. The main issue here is the geography, is that the incline of the hill is too great to place tables and chairs directly on it. **By creating fixed open platforms that would provide a flat level space that would allow for the development of**

1. the expansion of current retail, by the addition of open spaces.
2. the introduction of new standalone catering units or
3. redevelopment of closed units with outside space.

I appreciate that any locations would need to allow access for emergency, delivery, and street cleaning vehicles.

There are two basic options as I see it, 1. Just space with no services (maybe just power) or 2. Water, drainage, and power with lockable storage (may be at the lower end under the platform)

Ideally, I would like to see 3 platforms with a mix of retractable coverings, sunshades, lights and heaters that are licenced for food, teas and coffees, drinks, ice cream with sympathetic planting creating a welcoming space that can be used throughout the day and early evening. This I feel would create a reason to visit Commercial road (other than retail) and with further development of the Triangle would create the link to further hospitality.”

“Expand active travel options around BIC, linkage to town is poor. Consider restricting traffic in area around.”

“Continue and hurry with winter gardens project and improve pedestrian routes in area. Area is beginning to look run down with limbo.”

“More balanced town centre, accomodation, commercial and destination spaces. 15 minute neighbourhoods and active travel encouragement. We do have destination in Bournemouth in the beach. But it needs to be linked more definitely with the shopping and hospitality zones.”

“Demolish flyover and find method to re-route traffic. This provides a barrier to entering gardens, even if it is psychological. Also provide smaller units beachfront to encourage night time (and by night time I mean past 5pm) Restaurants and bars more central. than out to Durley or Boscombe. This not only provides more destinations, but reduces anti-social behaviour and encourages more spend in local business. Provide better lit pathways and active travel inland from beach.”

“Have the bandstand in use much more often. When there is a band playing it draws shoppers down and encourages them to linger and draws people up from the beach to explore more of the town. Possibility for an open air cinema on summer evenings that are so popular elsewhere.”

“BCP is the place for safe cycling holidays. By promoting BCP as a cycling-friendly holiday destination (that’s normally associated with stunning landscapes) with a range of cycling tours/trails would I feel create a new modern reason to visit. With BCP’s massive investment in cycle lanes, this is a positive marketing opportunity to invite new “green” visitors. Either through partnerships or directly by the council, you could create a range of cycling trails that are designed and tailored to age, ability, length and duration. That visit a wide range of our stunning locations, local attractions and places of interest, throughout BCP and the Dorset area. BCP Cycling Jamboree. With the focus on cycling within BCP, the idea also includes a week or weekend-long cycling festival with cycle trails starting from Poole and Christchurch that culminate at the “Bournemouth Seafront Cycling Jamboree”. This would have a range of stalls with such things as

bike and PPE safety checks, retail, hospitality, cycle training for kids, sprint races, hill climbs up and down a zig-zag and BMX racing and displays on the beach. I would envisage planned rides from Christchurch starting from Highcliffe castle and Poole quay following the seafront routes. This type of event could be marketed throughout the UK, bring a different audience to the BCP area. If it could be arranged maybe annual bike rides from London for the more inclined (or for fundraising) and also see what could be arranged in the professional racing scene.”

“Drone Racing. Drone racing is an up and coming sport that takes place both in and out of doors. BCP have several locations suitable to hold a weekend event. **A suggested location would be Meyrick Park this is because it’s large enough and has a great 360-degree viewing area.** Meyrick could also be used for limited camping and motorhome stays over the event.”

“Encourage more varied and smaller shops i.e. not big chains, by arranging/ supporting competitive rents. **Change some empty properties to residential use.** **Have a regular local farmers, local crafts market** may be indoors. Re - instate limited time, **free parking** to encourage people to **“pop down town”** for something.”

“I think it’s be a great idea for some of the beach huts which frankly look horrible **to be changed into more facilities** ie toilets, modern stylish eateries etc thus moving groups away from the pier so it’s not so congested. A bit like your beach fronts in Spain etc. **Outdoor seating, live music during the day and evening.** Bournemouth has so much potential but they just don’t use the space they have.”

“Demolish Beal's which has no architectural merit and we do not need to redevelop the building into low cost flats. This will open up the area to St Peter's church. **Plant trees and develop the area as a town centre plaza with street food, exhibitions, farmers market.** It will also let sunlight into Old Christchurch Road. Stop BCP developing new retail spaces, we have enough, encourage retail to spread into the side streets many of which have Victorian buildings and ripe for development of outside bars al fresco dining and local shops. Stop BCP from over developing every available area. **Trees gardens, plazas and outdoor space.** Also demolish Argos.”

“Pier and seafront needs to offer pop up locations for local business to get started - food stalls, craft, fashion. Not just a seaside town. **Better restaurants, cafes, bars in a more Mediterranean style with coffees and eating and relaxed casual eating,** not just fast food, cheap alcohol.”

“Ocenarium - outdated now and not very eco with animals in captivity. This is a great location and could really harness the environment, the local area - **could be good for everyone to learn more about local fish, flora and fauna and wildlife species** with programmes in place to release nurtured sea life.”

“Boat ferry service from Sandbanks to Christchurch with stopping points at Bournemouth and Boscombe piers, poss Southbourne. Great for helping with traffic, good for tourists and showing off the beautiful sea/land views.”

“Knock down and redevelop. Move conference centre and offices to further out of town. **Create a buzzing square with restaurants and coffee area for al fresco dining** but can have awnings and heaters, viewing gallery/walkway to admire the fantastic views. Include tallest point for people to climb eg 300 steps and a lift, most cities have a **viewing point.**”

“This main road really separates the beach and town, **is dangerous and could be better routed** to avoid this.”

“Drugs being openly sold here **needs police attention and or CCTV put in.**”

“The **new pavement in the pedestrian area outside Beales looks awful.** Holes and patches. It is only 2 years old!!!!”

“Use the old Mark and Spencers site for a covered, indoor food market. Like the one in Oxford centre. It would draw people back to town centre and help other shops too. Bournemouth is lacking in a proper food market.”

“Knock down and redevelop as a state-of-the art concert, music, conference venue. Something with international modern architecture that will have iconic status and contribute to reputation of town. Go and visit the Sage Gateshead to see what's possible. Get national businesses involved, plus Arts Lottery - to bring back BSO too.”

“Create an indoor activity and experience centre for residents and visitors incorporating for example state of the art climbing walls (not limited to children) and interactive science/nature/art centre etc. No indoor dining because we want people to visit the existing eateries in our town. (No cheap fast-food chains, please!).”

“Remove the run-down aviary. Not a fan of keeping birds trapped in such a mucky and small place. **Re-develop this area and Pine Walk into a skateboarding area.** The noise can be alleviated by some kind of smart looking sound barrier facing the lower gardens. Noise should not pose a problem on Westover Road due to the existing traffic noise.”

“A brutal and radical suggestion: **Tear down the Pavillion and build a cultural hub for the town. Erect a smart, multi-functional and architecturally interesting building for a variety of purposes.** The building may be charming but the decor, seating, stage, function rooms etc. appear hopelessly dated.

Purpose 1: Offer performances such as concerts, ballet, modern dance, theatre, cabaret shows, jazz/blues concerts, fashion shows (as in a fashion week), show films which are not main stream etc. (Not to compete with large scale events which takes place at the BIC.)

Purpose 2: Enable conference facilities.

Purpose 3: A venue for celebrations such as weddings, birthday parties, gala dinners etc.

Purpose 4: A roof terrace (no fast-food chains, please) with a separate bar area, separate theatre style cafe area and a separate restaurant.”

“Add some interesting artwork inside and outside the station to showcase that it is a gateway to Pokesdown, Boscombe and Southbourne. **Get different artists to do something every year.**”

“Open out the town centre by encouraging independent shops along all the side streets that shoppers and tourists want to visit, and stop blocking off the side streets with activities focused around the square.”

“Broaden the range of activities available to tourists and locals in the town centre eg. Quirky museums, galleries, things to do other than go to the beach or drive to surrounding areas.”

“Demolish Beales and create additional green space to open up and better link Bournemouth gardens and shopping areas.”

“Make greater use of gardens and move activities out of the square into the gardens. 2019 illuminations show what can be done, lets have more like this - but also link trails into the town centre (including around the side streets) to drive increased footfall into shopping areas and reinvigorate the whole town centre area.”

“Reduce the amount of free disabled parking and provide some short term free parking to encourage people to come into the town centre (why would they when it is full of empty shops and other local areas do offer free parking)?”

“The Christmas market is an embarrassment - every other Xmas market I have ever been to is so much better. Certainly not a reason to come into Bournemouth! Put it somewhere else around the town centre that encourages shoppers to explore the whole town centre.”

“Repurpose and provide community/cultural/creative space - including for a broad range of exhibitions, fairs and pop-up events that would be attractive for both locals and visitors.”

“This whole area needs a revamp. So many empty store spaces which is unsightly. Try to get more business to rent out the space maybe some nice places to eat etc.”

“Demolish Beales to make a nice green space bring more light in. **Have farmers markets and little pop up stalls** that change from time to time.”

“More seating or picnic areas.”

“Tidy up this area as it looks derelict, nice cafe and seating area . Decide if the lift can work or not and take appropriate action. Replace with path or other option. Could there be a zip wire or a gondola style lifts? Make it a destination for ice cream or local fish produce.”

“The train hut needs to be redecorated perhaps by art students at the Uni or a competition to showcase the area.”

“All beach areas need be monitored with big fines to ensure that there are no overnight campers who drink and use the area as a toilet - not pleasant at all. Feels unsafe move people along quickly so they know they aren't allowed to do this.”

"There are main complex issues being anti-social behaviour in our towns and cities, although it looks like its mainly based around people who have addictions to drugs and drink and in the whole are known to Police and social services. **My idea is to develop initiatives that create an environment within the High Street setting that makes anti-social behaviour and rough sleeping more difficult to achieve.**

1. In general terms older shops have been designed with doorways that are set back from the main thoroughfare or pavement, these create places for people to congregate, sleep and urinate. **By providing the shop owners or retailers with access to subsidies or support** to either redesign the shop fronts, or fit security roller shutters so that the shop fronts are flat to the street would, I feel reduce the number of locations within the High Street for people to sleep. 2. Also by **simply changing the seating design** to one like a gossip's chair, courting bench, kissing bench, conversation bench or a cloverleaf design, breaks up the standard bench and provides less space to lie down, It also makes the area look more contemporary and helps with social distancing as you are facing away from the person next to you. 3. **Increase the lighting levels** (using sola powered LED lighting) and **increased CCTV cameras** in these places and where people congregate and increase the use of regular drugs dogs and patrols, through-out the night, so over time being moved on would become a pain.”

“Demolish BIC and move world class conference centre to Boscombe to create uplift there. Current BIC has best location in town. Create a 'square' by the sea, with boutique hotels, restaurants, cafes.”

“Build a stilted walkway/boardwalk between the two piers with seated areas/coffee stops/ice cream.”

“With the expected increase in visitors this year, parking is going to be an ongoing issue and the resultant congestion is inevitable. Although reducing car usage and increasing the use of public transport is the overall goal, **in the short term looking for overflow parking with added services could be an answer.** Places just outside the town centre are Meyrick park (Bournemouth) and Baiter park (Poole). **My suggestion is to use the south end of the park (away from the rugby pitches Meyrick) as a temporary grass overflow car park.** Furthermore, **there is another gated area on the left that could also be used.** In both locations there would need to be temporary fencing dividing the area off, either as a private venture or operated by the council the parking fees would be useful, it would also need signage and maybe some portable toilets. Although a short walk to the beach, it could be advantageous to offer one of the bus or coach operators to run a shuttle service to locations along the beach and to create a location for the Beryl bikes and scooters. This could also be discounted for residents of BCP.”

“PLEASE keep the last remaining part of the prom unilluminated, to preserve this little bit of 'dark skies'!”

“Westbourne is a great space - it’s got plenty of lovely independent shops and good architecture. In my opinion it has too many charity shops, but it has huge potential.

***Allow eateries and restaurants to operate larger outside areas – a more continental feel.** The possibility of **pedestrianizing Poole Rd permanently or intermittently to provide space for markets, community activities and experiences.** Inject money into the arcade and bring it to life **with lights, new flooring, frontages a lick of paint. More designed street furniture. More hanging flower baskets, planted areas to brighten up the appearance. Increase on green mobility options – bikes, scooters and reduce traffic flow and parking spaces around the central one-way system.** Introduction of a custom Westbourne loyalty scheme/ card.*

<https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/consumer-business/deloitte-uk-consumer-review-role-of-the-high-street.pdf>

<https://fleximize.com/articles/001983/7-ways-to-boost-footfall-in-retail.>”

”
*“Bring back The High Street. **Drop rates to afford to bring independents back to town.** Butcher, baker, fishmonger, fruit & veg, hardware, small craft / artisan independents. **Possibly turn Beales into indoor market of makers and food suppliers.** The strip by House of Fraser and The Arcade would become a destination for good quality locally sourced sellers, like the Xmas Market. **Put a food hall in Beales, a drinks bar, taco stands, cheese melts, gourmet burgers.** E.g: <https://www.mercado28.pe/en/home.>”*

*“People seem to have an issue with skateboarders, but its a popular sport and kids need a place to practise. Instead of banning, **turn The Triangle into a skate park with jumps, street art,** etc. like this one next to the European Bank in Frankfurt. Skate shops bring young people to the area, independent coffee shops, independent clothes shops... CANT MOVE THE PIN ON THIS COMMENT. SHOULD BE AT TRIANGLE!”*

*“**Turn this into a Lido, include a bar / good food place.** Like Icebergs in Bondi, Sydney. <https://icebergs.com.au>. There are no pools left in town and this could be used all year round if heated. See also, Jubilee Community Pool, Penzance: <https://jubileepool.co.uk>.*

*“Clean up this eyesore. **Insist the landowners make the surface safe and replace the fencing.** Then **ask the local artists to paint in street art style** like the underpass by the Tennis Club. This is the first view of Bmth by anyone visiting the BIC, the beaches, the town. The landowners can readily afford to pay to improve this.”*

*“A conservation area but you'd never know it. There needs to be **a firm and consistent approach taken on new shopfront design** to raise the quality of the appearance.”*

*“Need to **resolve a way for cyclists to pass through this area** linking the routes north and south of the square - even if instructions are to dismount.”*

"The BIC needs a complete re-think. It's an ugly block which doesn't make use of what could be numerous breathtaking sea views. Forward thinking uses for a building in this location."

"Whatever happened to the 'Grand Garden Walk'?"

"Should **this be part of a cycle route** that runs along relatively flat land into the pedestrianised area?"

"Will Nationwide need all this office space post COVID? **Possibly convert office to multi-office user site?**"

"This area so desperately needs sensitive comprehensive development, but how do you bring the different landowners together? **South Western House should be removed to encourage activity into this redeveloped zone.**"

"This **area opposite the Hilton needs resolving** - a bit of 'left over' land that is in limbo."

"Bath Road needs **more safe pedestrian crossing points.**"

"All the buses make **this area a nightmare for pedestrians to cross. Quite polluted too.** Do all of the main bus stops need to be concentrated here?"

"**The buildings south of Hinton Road require redeveloping** to create frontage along the road and make it more welcoming."

"**Conflict here** between loading lorries and pedestrians moving through the area."

"**Safe, covered, secure parking** required for expensive bikes / ebikes. (4 areas in BCP)."

"**St Peter's Church needs to be more visually integrated into the town centre,** you can barely see it from Old Christchurch Road."

"**Long overdue for high quality redevelopment,** and NOT the place for a major increase in public parking - it's at the top of a hill!"

"Needs to be **more obvious what bus takes you to train station.**"

"We must maintain the upkeep of the high street. **We need regular road sweepers, street furniture needs painting, graffiti removed ASAP, must keep free parking along the Grove, our green spaces need regular maintained preferably every 2 weeks** in summer that includes fisherman's walk, Southbourne green and grass along grand avenue. The street furniture should include more seating. **More greenery along the grove** but only if council commit to maintenance of it. No good if left go get overgrown and weedy. Southbourne works as it has a diverse selection of individual shops that go above and beyond to meet customers needs. This has been shown really well further pandemic. People like the personal customer service of Southbourne and that keeps them coming back."

Broadstone (77 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Broadstone could be reimagined. The key themes to emerge from these comments were:

- Improve roads (lights on roundabouts, road widening, raise road levels, road markings, add box junctions, shallower angles, enforce speed limits and weight limits, pedestrian crossings, drainage) Macauley Rd, the Toast Rack, Broadstone Way especially mentioned
- Improve parking facilities (free for 30 minutes, disabled bays, more spaces, realign spaces, annual pass, electric charging in car parks) Storey Lane car park mentioned
- Improve cycling facilities (more and secure bike stands, racks, events, pathways etc)
- Improve green/open space (more planting and trees)
- More outdoor seating options.

Below are the comments submitted by all respondents:

*“The toast rack in Broadstone is a hazard for all, people queue onto the main road waiting to get in, because no one wants to move forward in case they miss a space coming free. Pedestrians are at risk of people reversing out of spaces and their bumper coming over the kerb. People unfortunately do not consider others when parking and a lot of damage can happen to your vehicle from inconsideration. **My thoughts are that scrapping the toast rack altogether, put in some forward facing (towards the pavement) wide spaces (like at Castlepoint) for blue badge holders** who would struggle to walk from the main carpark due to the hill and/or distance and encourage all other car drivers to use the carpark at the rear of the shops. If the first half hour was free, then users would in effect get the same as the toast rack, but in a safer environment and if anyone wants to be there longer, they can pay the current fee. If the current area between the pavement and the parking area was pedestrianised and bollards placed in front of each disabled bay, rather than a pavement and the kerb height barrier removed from the road, then room could be allowed for blue badge parkers to reverse out safely and rejoin the road and wheelchair users would not have to negotiate the height of the kerb to get to the shops.”*

*“The toast rack is dangerous and **this area would be better pedestrianised** with a small number of disabled car parking spaces. Although all the car parks in Broadstone seem to be full so would need to think about where there could be additional parking spaces.”*

*“At the moment, three bus routes turn into and out of the High Street from Grange Road and York Road. **The buses need the whole width of the High Street to do this.** While, at present, two routes (4 and 18) might have little choice, if route 3 was*

extended to turn around the Darby's Corner Roundabout and back up Lower Blandford Road, it would mean one less bus turning across the High Street - and give a bus to those near Darby's Corner into Broadstone."

"The toast rack is a hazard for pedestrians. If the pavement was extended across, and on street parking parallel to the traffic but off the carriageway - preferably for those with mobility problems and wide enough for car doors to be opened safely - it would be safer and stop the queue in the road waiting to enter the toast rack; also stop those trying to leave it blocking the buses. Also, bus stop lay-bys for both sides of the High Street."

"I totally agree that the toast rack is dangerous and needs to be removed. Is car parking in short supply in Broadstone or is it a sign that people perceive that the only way to get into the centre is by car? Should you not be encouraging active travel and bus use? I appreciate that maybe the population of Broadstone is on the older side but shouldn't the council be encouraging us all to be active and reduce ill health, caused by inactivity?"

"Put lights on the roundabout to encourage level walking and cycling access to the shops. The underpasses are difficult to use if you are at all disabled, rely on a mobility scooter, push a wheelchair or buggy."

"This whole area needs to be improved to make it more attractive to shop and to walk through."

"It's not good cycling through here."

"More bike stands throughout the high street and Dunyeats Road so that shoppers - massive increase in e-bike use by residents - can stop outside their shop and park up easily. Having to leave your bike a way from your destination reduces the likelihood of choosing a bike over a car. Outside Tesco there is a single stand and this needs to be increased."

"Community space on the high street which can be used for pop up businesses - weekly rent without biz rates."

"60 mins free parking in this car park - this will take away congestion from toastrack where people block the road to access free option. Many people parking here are simply collecting basics or visiting doctor or library and this should not be chargeable. Having charges like this encourages people to buy items at Tesco or Lidl Fleetsbridge."

"Electric car charging points."

"Electronic signage - enforcement of the yellow box using ANPR - and post office style signs telling people where the spaces are available. Low cost solution to delays."

"Electric car charging points."

*“**Wildflower planting** where shelter used to be to make the area feel more attractive.”*

*“**Murals on the underpass** - like in Wimborne - showing historical features to make people enjoy using the underpass.”*

*“**Entrance to Macaulay Road can be widened slightly** to allow a separate lane for those who need to use the road, and a separate lane for entering the toast rack. This could help to reduce queueing.”*

*“**The first few spaces could be used for a mini park or parklet with seating and planters.** Not only will this improve the appearance of the toast rack area but will potentially encourage drivers to move further down while queueing for a space.”*

*“**Add cycle parking** here as there is currently no facility for cyclists.”*

*“To reduce the risk of car/pedestrian conflict, **the parking spaces could be re-aligned at a shallower angle** so that there is no need to overlap the narrow pavement when reversing out of a space. With the increase in number of larger vehicles using the toast rack larger parking spaces would help reduce the risk of damage to neighbouring vehicles, currently a fairly common occurrence.”*

*“Adjacent to the existing trees are **spaces which could be used as sites for additional planters.** This will not only improve the appearance but will also assist in absorption of carbon dioxide and hence improve environmental and air quality.”*

*“**Raise the road level to align with pavement heights** either side to give a continuous pavement and pedestrian priority.”*

*“The pavement is very narrow along here and totally unsuitable for mobility scooters and wheelchairs, though they do use it. **It needs to be widened to ensure pedestrian safety,** especially when it is often necessary for pedestrians to step off the pavement into the access road. Some retailers make matters worse by putting goods onto the pavement to extend their selling space.”*

*“**The narrow kerb could be removed.** This does two things. It allows some extra space for extending the width of the pavement and it also allows for direct access into a parking space. Cars can then still drive out as currently. Would need to be coupled with a shallower angle for the parking spaces as already mentioned.”*

*“The paved area around the monkey puzzle tree **needs a revamp to provide space for events and improved planting.**”*

*“The west side pavement is sufficiently wide to **allow for the planting of additional trees and also to re-arrange the seating** to create more sociable spaces.”*

*“**Free parking** in Broadstone to allow our shops to compete with free parking at supermarkets.”*

*“Essential to have **a safe crossing here.** A Zebra crossing seems the best option.”*

“Safety for pedestrians along the toast rack could be improved if the spaces were redefined and made shallower which would reduce the likelihood of reversing cars reaching the pavement.”

“There should a method of ensuring pedestrian priority when crossing Macauley Road. A raised and coloured pavement continuation would be the answer?”

“Paint a 'Keep Clear' across the mouth of York Road. This would stop traffic stopping across the road exit/entrance preventing traffic exiting or entering York Road and improve the general flow of traffic along the Broadway.”

“Paint a right turn lane or 'half a right turn lane' to encourage/enable traffic to move across to the centre of the road when turning right. This, coupled with the Keep Clear across York Road will improve traffic flow.”

“Put a small box junction across the mouth of Macauley Road and on The Broadway. This will stop (those law abiding) traffic queueing for the Toast Rack.”

“Widen Macauley Road and its entrance to allow traffic entering/queueing for the Toast Rack and those wishing to go up Macauley Road to both progress at the same time. Lane separation should be kerbing.”

“Annual Parking Pass. 100% need to facilitate the choice to use Story Lane car park as an option. Create a paid for parking pass that allows for 1 hour free parking like in Dorchester.”

“Need more provision for secure cycle parking.”

“Need electrical charging points in the car park.”

“Need provision for electrical points in the car park for electric cars.”

“Need provision for secure and safe cycle parking.”

“Create more attractive seating options.”

“In addition to having spaces set at a shallower angle to facilitate reversing into the lane and avoid reversing towards the pavement. Widen the spaces to reduce the incident of damage and enable less nimble people who are not disabled to enter and exit cars.”

“Narrow the Broadway. Move the Toast Rack over and widen the pavement for pedestrians.”

“Enforce the speed limit and the 7.5 tonne weight limit along Dunyeats Road.”

“Keep toastrack as it's essential for attracting drivers/shoppers/trade into Broadstone. However, improvements could be: slightly wider parking spaces to avoid car door dents/dings, increased angle of spaces to prevent reversing cars

going over pavement when exiting spaces, stopping cars queuing back onto LBR when entering toastrack.”

“**Footpath along cutting inside golf club grounds** would allow to join up footpath #5 with Ashington cutting.”

“**An entry onto the railway** from Greensleeve Ave from here would be useful and easy to do as there is an access lane leading down to an electric substation, so it just needs one section of chainlink fence removing.”

“**Update the planters** outside Mark Bennets/Turkish Barbers and include seating benches.”

“**LocBlock pavement** along west side of Broadway is very undulating in places, **needs levelling to avoid trip hazards.**”

“Stop tinkering with a problem that has been going on for years. **Get rid of the toast rack completely**, but at the time **allow parking in either of the main car parks free for the first 30 minutes**. Create a tree lined pedestrian area with seating and spaces for pop up shops to attract people into the village.” (2 areas in BCP)

“**Improve appearance of the underpass**, by signage encouraging railway users to come into Broadstone, and murals. Also **add exits from the underpass** to enable cyclists and pedestrians to be able to travel from Higher Blandford Road to the NE side of the Broadway without having to mix with traffic on the roundabout or cross roads.”

“£1 for a few minutes' parking is exorbitant, and was a huge increase when imposed by the then Conservative Borough of Poole Council. **A Broadstone residents Parking scheme** (like the one in Dorchester) would encourage greater use of the car parks, and less parking in nearby streets and the toast rack.”

“**Spaces set at a shallower angle** to facilitate reversing into the lane and avoid reversing towards the pavement. **Widen the spaces** to reduce the incident of damage and enable less nimble people who are not disabled to enter and exit cars.”

“**More cycle racks** - the current ones are old, dilapidated and unsightly. More and better ones would encourage more people to cycle to the shops, as I regularly do. Also **some electric vehicle recharging points** would encourage use of zero-emissions vehicles.”

“**Cycle racks** here (2 locations in BCP).”

“**Pedestrian crossing here**. Also 20 mph speed limit the length of the Broadway.”

“**Electric vehicle charging points**. (2 locations in BCP)”

“**Important that short stay free parking in Toast rack is maintained** at current level if local shops are to survive, otherwise shoppers will go elsewhere.”

“Provide a safe crossing across the road at the end of Broadstone Way.”

“Remove the 3.5T restriction and place on the Broadway encouraging larger traffic to use Broadstone Way.”

“Pedestrian priority across McAuley Rd at constant level.”

“Cycle parking here to cater for cyclists coming up from the Trailway.”

“Sign on Trailway to inform of facilities in Broadstone.”

“Valuable pedestrian space outside shops is currently given over to cars for Toast rack parking. The roadway part of Toast rack **needs to be pedestrianised and access parking** from The Broadway side. If these free parking spaces are lost then some short term free parking must be provided in Story Lane.”

“Create performance/event space outside M&S - maybe the planter could have a permanent platform incorporated with power?”

“Space here (west side outside funeral director) for seating which needs to be better quality than existing elsewhere along Broadway - eg 2 benches at 90 degrees to each other.”

“Replace current benches on west side where you sit looking at the traffic better seats more sociably arranged eg at right angles.”

“More cycle parking - a lot of school kids seem to leave their bikes here for the day.”

“Adjust parking times that are paid for. Many users of the Junction park here and a class plus changing time takes you over one hour so have to pay for the second hour. Or park on street somewhere. So make it 1hr 15 mins for your £1.”

“Remove 7.5t weight limit from Broadstone Way and impose it on The Broadway from the roundabout to just south of Wallace Road. (To go with the 20mph limit if BCP decide to proceed with this after the recent consultation).”

“Car club spaces (electric, with charging point) either here or in one of the car parks.”

“Use a building somewhere in the centre as a remote office hub, a half way house between home working and going to the head office. Local residents can come here to work with full IT etc, no home distractions, reach it on foot or cycle, and add trade to local shops at lunchtimes.”

“Sort out road drainage. Get large puddles in road by kerb outside Istanbul. Cars coming from roundabout onto Broadway run close to kerb and pedestrians can get soaked.”

“Improve planters with more formal seating added.”

"What Broadstone needs most is more parking. This can be achieved by building upwards above the existing car parks to double , triple , quadruple or even more times the existing spaces .

It is of little use " Reimaginnng " the High Street if you cannot park there . Broadstone has the unique opportunity to rectify this and attract more visitors / shoppers .

As a Chartered Civil Engineer with knowledge of car parking on 3 continents I could elaborate on my suggestion if my proposal is accepted in principle."

Highcliffe (70 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Highcliffe could be reimagined. The key themes to emerge from these comments were:

- Limiting or removing parking, prioritising blue-badge holders or provide free parking in existing facilities
- Traffic calming, specifically reducing speed limits
- Improving pavements along the high street
- Improved and more diverse hospitality and shop options and more independent and local businesses
- Changing the road system including putting in one way systems.

Below are the comments submitted by all respondents:

*"Reduce number of charity shops allow more coffee shops and outdoor eating areas. Encourage more **individual businesses** similar to Southbourne **reduce parking costs but increase on road parking restrictions**"*

*"The high street needs a "draw" - a bookshop with cafe, art and ceramic gallery, maybe a couple of the shops could be given up **for local "pop ups"** featuring artists, potters, handmade candles, cosmetics etc - perhaps a day known for "pop up day" with a different offer every week - something that helps people see it as a destination. I agree with some **cafe culture being promoted**, a great restaurant with some outside seating, colourful awnings etc, are the place people look at as they drive through and want to come and see."*

*"Add some **nice planters** and seating for the older residents to be able to sit. The town suffers from being an arterial through route and lacks a destination feel as it looks bland, old fashioned with 60's / 70's architecture. Some **trees, flower beds and greenery** would help."*

*"Maybe a **roundabout** could replace the traffic lights? Then **flowers** and a vintage finger-post could be added in the centre. The current signs to the sea are not visible enough!"*

*"We desperately need more **eateries that stay open at night**, like a cheese n wine bar. Highcliffe needs a 'heart' - somewhere that people can pass the time of day (once restrictions are lifted). An area that is **pedestrianised** along the high st could work well with seating and **flowers**?"*

*"We need an **iconic finger post** (similar to the one at Land's End) on the Cliff edge to identify our neighbours on the Isle of Wight and to the high street shops. Also an outside tap to wash sandy feet! A new Council owned **toilet block and bandstand** would be nice."*

*"This stretch of the high street is indeed too long to sustain shops alone. With a few pubs and restaurants already, this could be an area **with more hospitality options** and accommodation for **tourists**. This is a prime location for nature tourism - the harbour and brownsea on one side and Holes Bay on the other, and more could be done to promote these as destinations for nature tourism such as birdwatching and kayaking."*

*"**Remove all of the street parking** to allow a better flow of traffic, currently cars are squeezing by each other or having to stop and cause queues. **Reduce the speed limit** and size of vehicles allowed through, it shouldn't be a cut through for large lorries which again cause traffic issues. **Widen pavements** inline with the above two points to create a safer environment for pedestrians. Introduce **more food/drink outlets and generally brighten up the current buildings**. It would be great to see a high street with a friendly and appealing look about it.*

*If the recreation ground is not going to be used for football etc... then why not revamp the changing rooms into a **nice cafe** for parents and kids to enjoy whilst visiting the park. Making the field a more attractive place to meet for the right people would be a good use of the space."*

*"To encourage people to **pick up their litter** use bins that activate noises e.g. seagull bin makes a seagull noise kids will love to find litter to activate it (check out Black Gang Chime IOW).*

Another incentive is if you fill up a bag of rubbish take it to a collection point for a voucher for a free ice cream (soft scoop and wafted cone so no added litter)"

"Please process this planning permission ASAP. A A developer purchased this block, which forms part of the former Bank, approx 4-5 years ago and it's becoming an eyesore. Surely shops and accommodation can be built reinstated or developed here? Please expedite this BCP Planning dept?"

*"Fill the **deep potholes on the pavements** around this area, in particular outside of SLADES Estate Agents and Chris Watson butchers? Some work took place during lockdown but these two areas have deep dips which fill with water. Quite a hazard. Thank you."*

*"An **outside gym area** would work well here. This form of exercise is proving to be very popular in other areas, particularly during lockdowns!"*

*"**Chat Benches** along the wider stretches of pavement. Add more **planters** down the high street."*

Keep some on street parking for those who want to quickly pop into the shops, it also slows the traffic.

Or make the car park free for 20 mins for residents”

"Agree with other comment - **council toilet block.**

Leave only footprints signage, encourage people to **recycle their waste and pick up litter** as they do at Hengistbury Head."

“Wider pavements needed, traffic restrictions to reduce heavy vehicles”

“Two zebra crossing needed to allow children access to playground”

“Bollards need to be extended to stop parking on pavements”

“All pavements need substantial improvement to make them safe for residents”

“Don't lose the Woodland green space at Jesmond Avenue which adds such value as people drive into the village.”

“This zebra crossing outside the surgery is a death trap. It needs to be moved or upgraded. Cars turning out of the surgery are unaware of pedestrians that are in the middle of the road.”

“More sports clubs using the rec on a Saturday and Sunday morning. The kids play sport while parents spend money on the High Street.”

“A village festival or music event on the green each summer to celebrate everything Highcliffe. We have such talented artists, musicians, natural handmade products etc that can all have stalls and show off how rich our area is in creativity.”

“Traffic calming needed along the High Street. Traffic speeds along here between the lights and it's currently very unpleasant to walk along the pavement, let alone sit on the pavement with coffee!! HGV and fast traffic should be encouraged to use the A35 so we can keep our High Street safe”

“Signpost at either end of the High Street welcoming visitors to Highcliffe.”

“Planters set outside shop doorways with free advertising space for local garden centres, in return for these garden centres maintaining the planters year round”

“Large signage welcoming visitors to Highcliffe”

“Monthly artisan market.”

“Allow small independent businesses priority in these shops. No Costa, Starbucks or big corporates! Maintain our charm!”

“Traffic calming on Wortley Road to stop a speedy rat-run of traffic trying to avoid the High Street at speed. (4 locations in BCP).”

*“Wine bar which offers maybe tapas style food, something nice with outside space for **evening socialising**. Also something like a sprinkles for the younger generation that need somewhere to socialise, will also attract holiday makers.”*

*“It would be **good to have a store like a small Marks and Spencer** where you could buy some clothes as well as food. There is no where to get some casual clothes or towels etc except the charity shops. Great for a quick purchase and sure a good idea for tourists. This would also bring people into Highcliffe and hopefully look at other shops to enjoy a good shopping experience. The old G&T store would be a good place. We do not need to flood the high street with Coffee shops. Bring back a good Indian restaurant ;-]”*

*“**Less service providers and more retail units** to encourage shopping local. There used to be a local market here. Bring it back for **local small businesses** from Dorset, New Forest and Hampshire. Lots of artisan and craft food and drink producers would benefit.”*

*“Someone has put graffiti here 'We Need Art'. Don't agree with the way to protest, **but we do need art**. Support **local artists** in getting their art public. **An art trail** round Highcliffe perhaps. Select suitable sites for murals, sculpture, art on the pathways, up the zig zag. So many possibilities.”*

*“More **BIG bins** for the 1000s of people who dump all their rubbish here every summer. '**Respect**' signage would be welcome: 'Leave only footprints'. Get schools and kids involved.”*

*“Make more of our **community centres**. Make them somewhere people want to go, meet and use the facilities. Set up **community events**. e.g. comedy night, quiz night, film club, charity events. We end up going to New Forest Arts Centre and Milford - two good examples.”*

*“The church has an excellent hall that could be better utilised. Make this another **community venue** - local market, music, choirs, antiques fare, seasonal and traditional events. Local craft beer festival.”*

*“**Reduce amount of parking** on the high street to only the parking bays and blue badge holders.”*

*“**Tourist tax** on accommodation to help pay for **local services**: toilets, bins, beach clean up, improving the area in general.”*

*“Stop cramming **too many flats and small homes without suitable parking**. Most people have and use a car. Bus usage locally is very low.”*

“Electric vehicle charging points”

*“Set up an 'aire' as they do in France for the free-campers in the car park. Charge for **access to shower, toilet and water**. Make money out of this for the **benefit of the local services** provided. Limit the numbers and manage it online.”*

*“**Support local businesses** more than national/international ones. Charge greater rents for Tesco for example who can afford it and make more money and use it to subsidise the local traders' rates who need greater support to make their businesses work.”*

*“Have a **20 mph zone** through all built up areas - high streets, schools, residential streets. Make it safer, quieter, more economical, less emissions.”*

*“Make this the official Tourist information/visitor centre. Another wonderful, unique venue. Show case it and make money for the Parish to invest back into the area. **More outside events** on the lawn in the summer months. Music, theatre, antiques, art, stalls.”*

*“Lots of **dog dirt bins have disappeared** under BCP. Charge dog owners for free 1-hr dog walker parking permit and use the money to the dog dirt bins back.”*

*“Some cafes that double as antique shops! **Pedestrian only high street** would be nice.”*

*“It would be lovely to see a weekly **market** again.”*

*“Each area has local needs and characteristics. Give each **area local planning committee** (Bournemouth, Christchurch, Poole) powers to grant and decline applications.”*

*“**Electric bus service** get rid of polluting diesel buses. Or run much smaller buses to deal with demand. Double deckers run with no one on them. Run a mini bus instead.”*

*“Build a trim trail **with assorted exercise points** around the recreation green.”*

*“**Remove on street parking** on the Lymington Road in the village to facilitate smoother traffic flow, but retain a few spaces for disabled drivers that do not interfere with the traffic flow. **Repair damaged pavement** to reduce trip hazards and flooding. **Widen pavement** to enable pedestrian shoppers to pass each other safely.”*

*“**Free parking** for 30 mins will encourage people to stop off during the day. **Free parking** after 6pm to encourage people to use the local restaurants in the evenings.”*

*“Highcliffe High Street is both **local shopping** area AND **narrow main road** with **narrow pavements**. You could try demolishing a few buildings to **put all the parking off-street**. Wider pavements (with full pull-ins for buses), but no loading, no unloading and no stopping on the high street. It could be 20mph 08:30-17:30 and 30mph before and after. You could divert HGVs but that would be unfair on Walkford.”*

*“**Remove parked cars on High Street** but allow 2hours free parking in Worley Road car park instead.”*

“An M&S foodstore would be lovely in the High St. There are no high end food shops.”

*“More **outdoor eating areas**. It always makes a place attractive.”*

*“A **pedestrian crossing** in the highstreet would help pedestrians move safely across this busy road”*

*“A few less charity shops and some **more evening open eateries** would be a real draw. Make highcliffe a destination rather than somewhere you just drive through”*

*“Create a **central village square** by knocking down a large building such as the Coop. Cafe's around the sides, bandstand, clock or coastal work of art in the middle.”*

*“Brick 'cobblestones' on the road surface instead of tarmac, **20mph limit**.”*

*“**One way traffic east along High Street / wider pavements / narrower road**. Westbound traffic to be diverted south down Waterford Road and along Wharncliffe Road back to the A337 beyond the recreation ground.”*

*“**Resurface whole High Street Pavement**. High Street **one way only west to east**. East to West traffic diverted down Waterford Road to Warncliffe Road rejoining A337 just west of Medical centre. **Remove all parking** from High Street. **Widen all pavements** when one way traffic implemented traffic”*

“Commerce Hub

*It is a fact that the high street has declined over the years and there are lots of reasons for this. This idea is a radical new look at how **business working together** could create what I have called it a “Commerce Hub”. The idea of the hub could be introduced into the local high streets throughout the BCP conurbation and the rest of the country.*

Changes in the banking environment have seen the demise of the “local” bank in high street, although parcel deliveries are up the Post Office is no longer the main delivery mechanism, and more online transactions create more returns.

*To the idea, why not create a multi-vendor “Commerce Hub”, these would be housed in a suitable **unused secure building(s)** within a high street that is used by:*

- 1. Banks and building societies **share the space**, where customers can interact locally with a single team of trained banking support staff that offer the services for the banks represented (we have the technology). Also, within the building provide meeting rooms that the banks can book for local customer appointments. This would provide an on-demand local people banking space, with the costs spread across the banks using the service and maybe the council could help by supporting the rates.*
- 2. Provide Post Office services, Bureau de Change and help with GOV online applications, such as car tax, Tv licence etc. (for those who need help)*
- 3. Parcel return service – multi-vendor parcel drop-off. Offer a service that allows people to drop off all their returns in one place with daily collections from the companies being used to return them.*

So, in summary, **one building, one set of staff, used by multiple organisations to interact with the local community.** Increased footfall to the high street to use the "Commerce Hub" would increase business to other shops, cafes etc. It creates the reason to go to the local high street as opposed to going into town to the bank etc.

There are many suitable buildings already in place, it's about repurposing them and **nurturing multi-vendor collaboration.** "

With so much emphasis on cycling, we don't have a **cycle repair/spares shop or meeting place** for cyclists who may be coming from up to 30 miles away. We need something like The Velo Cafe at Ringwood, which actually brings in cyclists....and money! Maybe the Castle Kitchen or Cliffhanger would be interested? I'm happy to advise/assist?

"I am in agreement with Hi-Cliff. As a motorhome owner myself I find it difficult to understand why local councils **do not offer more availability for motorhome owners to stay overnight.** Safely parked, the occupants can happily spend a day /evening exploring the local area, spending in local cafes, bars and restaurant and supporting the local high street before moving on the next day. Aires are generally available all year round with charges typically between £5-£10 per night depending on how many services are available i.e. Fresh water/Chemical Waste disposal (Toilet waste)/Electric hook-up (Charging point) etc. Importantly-Motorhomes DO NOT camp on Aires, they simply park up overnight for one or two nights only and I feel we could be missing out on the chance to encourage people to come and spend their money in Highcliffe and the surrounding area."

"Ensure the **pavements are level** to avoid tripping by pedestrians and make them wide enough to be able to pass others without being knocked by wing mirrors of cars going by."

"**Reduce parking** on high street and **make one way** from traffic lights at sea corner and Highcliffe medical centre."

"Now that we have our zig-zag from Castle Beach back how about a landtrain or other **environmentally friendly transport** to bring visitors from the Cliffhanger car park? The same from Friar Cliff car park via the Woodland. In peak summer the Castle car park doesn't have capacity and coaches are not the answer as they sit belching out diesel to maintain the aircon. The council need to re-invest some of the revenue in the local area to **relieve congestion, noise and traffic pollution.**"

Boscombe (37 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Boscombe could be reimagined. The key themes to emerge from these comments were:

- Concerns about anti-social behaviour in the area. Some respondents suggested improved lighting, CCTV and closing of certain areas to improve feelings of safety in the area

- Parking in the area, particularly parking prices and also on road parking
- General improvements to pavements and walking routes in the area
- Traffic calming measures in the area. Suggestions included the introduction of new speed cameras and crossings and improvement to existing facilities
- General comments around regeneration and repurposing of buildings in the highstreet to encourage footfall in the area.

Below are the comments submitted by all respondents:

*“**Zebra crossing needed** between Tesco and Aldi - people always dash across”*

*“**long wait at pedestrian crossing between Co-op and Garage** - people give up and dash across. **change timing**”*

*“**Put protected cycle lanes down Holdenhurst Road** as it's unsafe and unavoidable due to the shops and services located here”*

*“Put **street trees** down Holdenhurst Road - it's a very bleak environment”*

*“**Stop conversion of ground floors to resi** without proper thought being given windows, bins and privacy. There's so much of this in Springbourne - it doesn't look good and can't be great for the people living there.”*

*“**Add a café at the library**, opening onto Springbourne Gardens (which is lovely) - make it a real **community hub**.”*

*“**Crossing needed** on Holdenhurst Rd near Shelbourne Close as this leads to the bridge over the Wessex Way”*

*“Mixed use **redevelopment at Co-op** - nicer building with flats above retail”*

*“The **pop up shop and other small independent shops and makers** is what we need and want! At Xmas this was a breath of fresh air away from mainstream shops. Felt like I was in Bristol. Very forward thinking and exciting! Please keep this going and encourage more small independent makers and **keep rent low**.”*

*“Start with **removing aggressive beggars, reasonable parking charges**. At present, it's not a pleasant area to shop in and lacks a diverse array of shops”*

*“Drab, uninviting and feels **unsafe**.*

*Needs **greenery and deep cleaning**.*

***Parking costs are high**, though better than Bournemouth central.”*

”

“East Cliff Lift

*My idea is twofold and is based around the East Cliff lift that is currently closed, my understanding this is due to the cliff face being unstable and will need extensive work to stabilise it. As this work will need to be undertaken at some point, why not include an **development of an outside performance area, more toilets and retail space**.*

Working from Undercliff Drive a single-story building would contain **more toilets** for beach users, retail and hospitality sites, above an open-air performance area (capable to take an orchestra) looking a bit like one of the shells of the Sydney Opera House (providing some cover from rain and wind). The structure would have all the infrastructure to host live events, with the stage designed to be seen from the beach. This could be used to increase the events held on the beach. **Further retail, hospitality and office space** could be included on top with access from East Overcliff drive, which could be used as the control centre for the air show or other beach events. Combine this with the East Cliff Railway and or a more modern feature lift feature.

This idea would I feel work any way down the cliff, to maybe the Toft Zig Zig so extending the use of the beach and would be an attraction for events, concerts, and bands. With the correct design of the stage, all the sound would be focused away from the hotels and housing."

"The traffic lights at the Holdenhurst Rd / Ashley Rd junction are confusing, with motorists frequently going through the red light for the filter lane when turning left from Holdenhurst Road into Ashley Road. It happens too often to be careless driving; the configuration of the lights outside the Queens Park pub needs to be reviewed."

"Add more attractive planting to the large planters by the Springbourne traffic lights. One was removed after it was damaged and has not been replaced, and the others attract litter as they look uncared-for."

"Improve the pavement surfaces along Holdenhurst Road - the mix of broken concrete slabs and concrete is unattractive and in some cases hazardous. Holdenhurst Road, from the Wellington Road to Springbourne, urgently needs resurfacing. Potholes and other breaks in the road surface are hazardous to road users."

"Commerce Hub

It is a fact that the high street has declined over the years and there are lots of reasons for this. This idea is a radical new look at how **business working together** could create what I have called it a "Commerce Hub". The idea of the hub could be introduced into the local high streets throughout the BCP conurbation and the rest of the country.

Changes in the banking environment have seen the demise of the "local" bank in high street, although parcel deliveries are up the Post Office is no longer the main delivery mechanism, and more online transactions create more returns.

To the idea, why not create a multi-vendor "Commerce Hub", these would be housed in a suitable **unused secure building(s)** within a high street that is used by: -

1. **Banks and building societies share the space**, where customers can interact locally with a single team of trained banking support staff that offer the services for the banks represented (we have the technology). Also, within the building provide meeting rooms that the banks can book for local customer appointments. This would provide an on-demand local people banking space, with the costs spread across the banks using the service and maybe the council could help by supporting the rates.

2. Provide Post Office services, Bureau de Change and help with.GOV online applications, such as car tax, Tv licence etc. (for those who need help)
3. Parcel return service – multi-vendor parcel drop-off. Offer a service that allows people to drop off all their returns in one place with daily collections from the companies being used to return them.

So, in summary, **one building, one set of staff, used by multiple organisations to interact with the local community.** Increased footfall to the high street to use the “Commerce Hub” would increase business to other shops, cafes etc. It creates the reason to go to the local high street as opposed to going into town to the bank etc. There are many suitable buildings already in place, it’s about repurposing them and nurturing multi-vendor collaboration.”

“I love [name removed]’s idea. (relates to Commerce Hub comment above)”

“Pavements between Pokesdown Station and Boscombe High Street have become very worn, very patchy and very dirty. The difference a **fresh pavement** would make that hasn’t been turfed up by hundreds of utility providers is incredible!”

“Not enough **waste bins** between Pokesdown Station and Boscombe High Street with frequently litter seen on the streets.”

“I agree with [name removed] sounds like a fabulous idea (relates to Commerce Hub comment above). The beach needs a much needed overhaul to make it a trendy place to be.”

“This area needs **to have more lighting** along the whole road due to it being a large student area as currently it’s not well lit which **feels unsafe** it also needs to be made **safer by upkeep of the underpasses and the security cameras** and mirrors as many students don’t keep comfortable walking though there alone.”

“**Make travelling into town by bus more appealing.** Example: I live near Redhill commons and the journey time to the town centre by bus is 50 minutes whilst it is only 12 minutes by car. The point with this is that BCP needs to make the journey in to town quick and easy if the council wants to attract residents to the town centre during the day or in the evening.”

“Is there a way to have a **"pop-up"** stall that benefits the existing shops on the road, rather than bringing outside competitive businesses? What I mean is, have a stall that sells produce from the other shops so coffees, cakes, sandwiches, pasties are from the nearby shops. Their logos are there, so maybe next time people will go to the shop itself, or if the shop is busy, they at least they can quickly grab something in support. Could be a **training place for community baristas** and supported by the local businesses. Profits go back into promoting the area.”

“**Upgrade the pier entrance** and for shops, looks in need of updating and bringing into 2021. Needs to be welcoming”

“Lots of **community workshops** in the library. I’ve approached libraries before about organising art workshops and was not encouraged by response.”

"Best front garden competition? Could encourage sense of community and highlight the positives about the area that get overshadowed by the negative."

*"Funding for **community workshops** to engage young people in the area in meaningful creative activity."*

"Cameras down Spring walk"

*"There are main complex issues being **Anti-Social behaviour** in our towns and cities, although it looks like its mainly based around people who have addictions to drugs and drink and in the whole are known to Police and social services.*

*My idea is to develop initiatives that create an environment within the High Street setting that makes **anti-social behaviour and rough sleeping** more difficult to achieve. 1. In general terms older shops have been designed with doorways that are set back from the main thoroughfare or pavement, these create places for people to congregate, sleep and urinate. By providing the shop owners or retailers with access to subsidies or support to either redesign the shop fronts, or fit security roller shutters so that the shop fronts are flat to the street would, I feel reduce the number of locations within the High Street for people to sleep.*

2. Also by simply changing the seating design to one like a gossip's chair, courting bench, kissing bench, conversation bench or a cloverleaf design, breaks up the standard bench and provides less space to lie down, It also makes the area look more contemporary and helps with social distancing as you are facing away from the person next to you.

*3. **Increase the lighting levels** (using sola powered LED lighting) and **increased CCTV cameras** in these places and where people congregate and increase the use of regular drugs dogs and patrols, through-out the night, so over time being moved on would become a pain."*

*"**Close the subway.** CCTV is always painted over. Unsafe for all genders. **Drug using and dealing is rife**, not just the usual junkies but those that drive to deal/buy. Unsafe for pedestrians as **bikes race through there.**"*

*"**Better lighting** for The Lane, extremely dark all year round especially in winter months. Lots of **fly tipping, drug taking and dealing due to lack of lighting.**"*

*"**Stop all cars parking on the pavements** / "forecourts" in Holdenhurst Road. They all drive on the pavement to get there, some many meters."*

*"**Speed cameras.** So many cars and vans speed down the stretch from Army Recruitment up to Tesco Express, and with such a short area of space constant breaking and stopping."*

*"**Better parking observations** as garage has multiple cars parked on double yellows, which obstruct the road and are hazardous."*

“CCTV covering main road, side roads and cash points. Drug dealers live and selling from their homes. Drug deals take place in broad daylight regardless of who is around, kids, families etc.”

Christchurch (26 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Christchurch could be reimagined. The key themes to emerge from these comments were:

- The main concern raised was around pavements in the high street
- Respondents describe pavements as narrow and cluttered in places
- Adding more green space including flowers and other green elements to the high street
- More community spaces in and around the high street, to include some local/independent businesses.

Below are the comments submitted by all respondents:

*“From a pedestrian shopping point of view it would be great to have the **High Street free from traffic** (perhaps between 10am and 5pm and loading outside that time) but appreciate this could cause traffic issues in surrounding roads. The **pavements are narrow** when crowded.”*

*“Add a **zebra crossing** across Stour Road and Willow Drive by the roundabout. It can be pretty hard to cross the road here due to the busy traffic.”*

*“The **pavements are very narrow** when it's busy. Make the **High Street one way** (SE to NW) and single lane or a shared space.”*

*“Outside food market, with street market food and outside seating in the square, adding to the existing seating Costa + Nero. Make this area a **community meeting place for drinks and food**”*

*“Keep the **high street closed to traffic** just like on Market Days and allow seating outside establishments for more Covid friendly service.”*

*“Need more **independent businesses** in the high street, ones that suit the area. Christchurch already does alright for this kind of thing but can you consider anything other than cafes and charity shops?? Perhaps more independent food restaurants, artisan bakeries, butchers, micro breweries. Make Christchurch like a mini Covent garden”*

*“It is important to **keep a large supermarket in the town**. For people who live locally the walking distances to others are far too great. We should be encouraged to shop in the town centre and **where possible on foot**.”*

*“It is important to **keep the High Street open to traffic** to avoid to sort of decline that has occurred in central Bournemouth and Boscombe after pedestrianisation. **Pavement trading needs to be restricted** to ensure safe passage of pedestrians.”*

*“**More signage** is needed to remind cyclists that one-way systems apply to them.”*

*“Meaningless “No Pedestrians” **signs need to be removed.**”*

*“**More activities** on the recreation ground and maybe a band stand?”*

*“Consider introducing a **Park and Ride facility** using the land at the end of the Spur Road which is currently being developed as Wessex Fields. Otherwise seriously consider reducing the **Parking Fees** within the town. Shoppers will not pay to visit the town centre when Castlepoint and **many other areas are free to park** - they need incentives.”*

*“The area outside Poundland , the library and the Regent Centre **gets congested when busy with pedestrians** because of the positioning of the waste bins etc as well as the bus stop which means people have to walk into the road at times so this area could be improved.”*

*“If the large brick planting areas were removed this would **open up the space for pedestrians**. Although the flower beds are pretty they do take up a lot of space and maybe could be replaced with hanging baskets on slim poles etc.*

*This applies to all the large brick flower beds on the High Street e.g outside of Greggs and some **nice benches could replace the seating** which would be lost.”*

*“The New Zealand Gardens are delightful and well maintained but are not easily accessible as pedestrians have to cross a busy junction to get there. Although not actually part of the High Street could more be done **to connect them and make visitors aware?**”*

*“The old telephone box which is not useable could be removed as well as the large sign board and the area made into a more pleasant **seating area with floral planting.**”*

*“The area outside of the Arcado Lounge and Pizza Express is **narrow and congested** and looking very scruffy. There is a very large bin, post box and railings and although functional it is unattractive and an obstacle course for pedestrians. It is close to the Priory and the lovely cobbled street area but really lets the area down.”*

*“This area is very grey and dull and has a row of commercial waste bins which act as an **obstacle course for pedestrians** and are unattractive, often overflowing and smelly and should not be on the public main highway.”*

“Loving the new decorative frontage of the Ship. Most welcome.”

*“The Mayors parlour should be a more prominent feature of the High Street. This **could include a flag, community noticeboard and planting area.**”*

*“The area adjacent to Toni's hairdressers could be more attractive with **better paving ,plants , trees etc.** It is a very bland and depressing area.”*

*“Frequent patrols needed in this area as lots of **dubious night time activities** and gatherings go on in this area at all times of the year.”*

*“A nativity scene at Christmas under the Mayors parlour would be welcome. The high street needs more **independent shops.** Incentives, **reductions in rates and rents,** etc, are needed to encourage this.”*

*“Why not allocate a few **parking spaces for motorhomes** in this and other car parks? Even better, allow overnight sleeping so our visitors can spend time and money in our high streets, with the added bonus of increased parking revenue. Please see <https://campra.org.uk/> for facts, figures and how this has worked in other towns. Dorset CC are waking up to the benefits of encouraging motorhomes - it's about time BCP did too!”*

*“**Reconsider all the street furniture,** the waste bins introduced a couple of years ago are so large and along with telecommunication boxes **the narrow pavements makes it very difficult to walk along** the pavements specially on the Marks & Spencer side. The whole area needs more management as bikes and now electric scooters are on the pavement. Forcing pedestrians to walk in the road on some occasions.”*

Ashley Road - Parkstone (26 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Ashley Road (Parkstone) could be reimagined. The key themes to emerge from these comments were:

- Pedestrian crossings for parts of Ashley Road where the levels of traffic are high
- Reducing levels of anti-social behaviour. Suggestions for this include removing seating and more police patrols in the area
- Cleaning up, and general improvement, of pavement areas.

Below are the comments submitted by all respondents:

*“**Cycle lanes desperately needed on Ashley Road.** I cycle or walk to the shops often, but it's really unsafe due to volume of traffic, cars squeezing past and drivers too busy diving in and out of parking spaces and not looking out for pedestrians and cyclists. **Maybe an alternative is Vale Road/Alexandra Rd/Woking road (covers most of the length)** but for this to work you need to stop these roads being used as rat runs with speeding cars. Also, would need to properly link up to Ashley Road, as believe it or not, people do actually travel to the shops (and doctor's surgery, playgroup, Library etc) by bike, not just going for a leisurely bike ride for fun!”*

*“Make the **pedestrian crossing wait time shorter.**”*

*“Lots of near misses here between cars and pedestrians. Needs improvement to **give pedestrians priority.**”*

*“**Improve cycling infrastructure** along the length of Ashley Road.”*

*“**Pelican crossing** to replace existing zebra crossings as it's often impossible to safely cross as cars don't stop at crossings”*

*“Please **introduce 2 diagonal pedestrian crossings** to make safer what many people are & will continue to do unsafely at the moment. Thanks.”*

*“We need more **police presence** . The constant **drug and alcohol abuse** plus the **anti social behaviour** on Ashley Road is unbearable.”*

*“**A baby cafe** offering a baby friendly social space for families, to **include workshops** run in conjunction with local providers in topics such as weaning, baby first aid etc”*

*“Action needed to **remove anti social behaviour** from wall outside the old medical centre which at night becomes a dossing down / drug dealing spot”*

*“Starting with these two very neglected planters, **improve planting** along the whole length of the Ashley Road and encourage / involve the community in environmentally friendly use.”*

*“Increase community / street warden presence to help **remove high levels of antisocial behaviour here.**”*

*“The overhang over Iceland and Boots is **rundown and in need of some TLC.** I have asked Iceland and Boots to consider regenerating it without success. It is in the centre of our community. **Buildings should be presentable** and kept up by landlords.”*

“Is the phone box on this pavement really necessary? It looks dirty and unused.”

*“**Cut some of the yellow lines** here. The yellow lines along Ashley Road go too far towards Davis Road resulting in reduced visibility when turning out of Davis Road and this increases the risk of accidents.”*

*“Put two **restricted or permit holder spaces** in this empty patch of land and put double yellows up the hill on Douglas Road as the hill becomes **congested with parked cars.**”*

*“Remove benches here. There are enough spaced out along Ashley Road and outside St John's. This is just another **mini hub for ASB.**”*

*“**Improve paving** - or gaps in between - many slabs are loose or uneven leading to many trips and falls on the pavement.”*

“Tidy planters and add some colour.”

“Diagonal crossings”

“Replace pavement tarmac or resurface. It's covered in chewing gum.”

“Move Library to centre of Ashley Road, perhaps to the Madiera Centre site?”

“Ashley Road feels 'grey'. I'd welcome more colour, perhaps more branding that it's its own shopping district. "Welcome to Ashley Road"”

“Better use of the pavement for businesses to use outside.”

“More 'nudge theory' waste bins for chewing gum, cigarette ends and litter.”

“Move library to centre of Ashley Road and create a Community Hub which includes rooms for hire, a base for services and learning facilities.”

“Create a mini shopping space here for the takeaways with a bit of identity. Tidy up the pavements and street furniture.”

Pokesdown (15 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Pokesdown could be reimagined. The key themes to emerge from these comments were:

- Improving parking
- Improve roads (traffic flow, road safety, resurfacing)
- Changes to pavements (continuous high street feel)

Below are the comments submitted by all respondents:

“Replace the tree that used to be on the corner of Ashbourne Road - preferably with a surrounding railing. The hole in the pavement has been covered over. The tree was planted a few years ago, got vandalised and never replaced.”

“Improve traffic flow on this junction and improve Safety with either a traffic light or roundabout, very dangerous to enter.”

“Christchurch Road from Parkwood Road to Pokesdown Station.”

“I notice the images on your home page are of small shops. The small shops from Parkwood Road to Pokesdown Station which is soon to have lifts installed, are perfect for small start ups and many even through Covid are doing well and new ones are moving into others. These tenants need help to improve and restore the arts & crafts style shop fronts which are protected by the B&PNP.”

“Clean the area up both physically and from crime would be a start. Improve the train station in conjunction with the area and encourage the station as a starting point for visiting pokesdown and Southbourne.”

*"Commerce Hub. It is a fact that the high street has declined over the years and there are lots of reasons for this. This idea is **a radical new look at how business working together** could create what I have called it a "Commerce Hub". The idea of the hub could be introduced into the local high streets throughout the BCP conurbation and the rest of the country. Changes in the banking environment have seen the demise of the "local" bank in high street, although parcel deliveries are up the Post Office is no longer the main delivery mechanism, and more online transactions create more returns. To the idea, **why not create a multi-vendor "Commerce Hub"**, these would be housed in a suitable unused secure building(s) within a high street that is used by: -*

- 1. Banks and building societies share the space, where customers can interact locally with a single team of trained banking support staff that offer the services for the banks represented (we have the technology). Also, within the building provide meeting rooms that the banks can book for local customer appointments. This would provide an on-demand local people banking space, with the costs spread across the banks using the service and maybe the council could help by supporting the rates.*
 - 2. Provide Post Office services, Bureau de Change and help with.GOV online applications, such as car tax, Tv licence etc. (for those who need help)*
 - 3. Parcel return service – multi-vendor parcel drop-off. Offer a service that allows people to drop off all their returns in one place with daily collections from the companies being used to return them. So, in summary, **one building, one set of staff, used by multiple organisations to interact with the local community.** Increased footfall to the high street to use the "Commerce Hub" would increase business to other shops, cafes etc. It creates the reason to go to the local high street as opposed to going into town to the bank etc.*
- There are many suitable buildings already in place, it's about repurposing them and nurturing multi-vendor collaboration."*

*"**Make the Green a Convivial Corner so people can meet.** Yes, there is seating around the sign but maybe one or two more benches or pods set off the path into the green. I know with the traffic, it's not the most relaxing but it can be a start to recognise the area as a space to be used."*

*"**Continue street/pavement character and design to Stourwood Avenue** so that shops here feel part of the same high street."*

*"Woodside Road/Southbourne Grove/around the Co-op pedestrian crossing and up to the bus stop is a pinch point for pedestrians, cyclist (including school kids) and vehicles, particularly around rush hours and when deliveries are taking place. **Would be great for delivery and trade vehicles to be managed, along with vehicle traffic to ensure enough safe road and pavement space for pedestrians and cyclists.**"*

*"**Reallocation of some parking** on Southbourne Grove to disabled spaces to ensure that those who have the greatest need to drive to use the shops do not struggle to find space and are not competing with shoppers who drive for comparative convenience rather than need."*

“Removal of parking on the south side of Southbourne Grove, and narrowing of the carriage way would create space for a segregated cycle path making Southbourne Grove a safe and enjoyable location to cycle to and along, especially for kids, families and more vulnerable cyclists who are not comfortable with taking the vehicular position currently necessary. A narrowed and resurfaced carriageway would create a sense of place rather than route, slowing traffic and improving pedestrian/shopper environment/experience.”

“Replace or add to planter with ground planted trees, to improve the current environment, but also grow into future canopy shade and cooling that will make the high street resilient to future increasingly frequent heat events, making sure the grove will be an oasis from the heat of the sun for residents and visitors.”

“Enforcement of a.m. parking restrictions or removal of parking between Woodside and Stourfield Road. There is no enforcement of current parking restrictions here, this results in daily congestion and a difficult environment for pedestrians and cyclists (many of both at the time of restrictions are school kids). Removal of parking, and creation of a bicycle priority zone would create a more pleasant environment for cyclist and pedestrians.”

“Replacement of crossings with zebra crossings, prioritising shoppers ease of movement around the high street, so that the small delay is experienced by those passing through not those spending their money in the high street.”

“Continuity of high street/pavement design features along Seabourne Road so that it feels like a continuous high street designed to prioritise shoppers moving around the high street over those travelling through.”

Canford Cliffs (14 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Canford Cliffs could be reimaged. The key themes to emerge from these comments were:

- Need more shops (supermarkets, village shops, food market)
- Need a doctor's surgery
- Information board
- More regulation (cycling, skateboards etc)
- More lighting on promenade
- More outdoor space for cafes, bars, restaurants, seating
- Improve roads (traffic calming, traffic lights, dropped curbs, bike crossings, more space for seating)
- Improve parking (more disabled bays, free for 30 mins, repairs, some unrestricted parking - Burton Road).

Below are the comments submitted by all respondents:

*“There are several shops which have been empty for years. We have lots of service businesses (hairdressers, estate agents, even a dentist), but if we are to travel less to supermarkets (none of which accessible by public transport and anyway how can someone my age carry a week's shopping), **we need food shops. Make local high streets provide what we need for day to day living** - this high street used to have a butcher, a florist, etc. back in the 1960s. We need to have this again.”*

*“With a plethora of estate agents, hairdressers and the like, **we lack any real supermarket or choice of food shop facilities** often enjoyed by other high streets. We have a dental clinic, but no doctors' surgery. There are no direct bus services to any nearby supermarkets thus forcing local residents to travel either by car (assuming that they can drive) or by taxi in order to transact weekly food shopping. With a row of shops that have been empty for several years, this is a problem that needs to be addressed urgently!”*

*“I guess estate agents and hairdressers are necessary but **it would be good to have more local "village" shops** to complement Oxfords. I cycle through here every week but rarely stop other than to check the house prices...”*

*“How about **an information board here advertising businesses, cafes and restaurants** in Canford Cliffs to beach users?”*

*“During the no cycling period, **please do more to enforce it**. Also please expand it to include scooters, skateboards, roller skates/blades, hover boards, gyro wheels, go-karts etc. Or, if can't in this age of increased personal mobility devices (generally good), manage it better - eg do more to enforce better behaviour, separate lanes etc.”*

*“**Add lights to join up the promenade** helps people stay active in the darker months and much safer for women . Reduces travel in other areas.”*

*“Sort out the empty units that Tesco had, **in real need of a supermarket for necessities** so you don't have to drive and no bus to a supermarket.”*

*“**5 empty premises in a row near Loch Fyne**, these need filling/sorting - can the landlord be pressurised? What's going on here?”*

*“**Remove some of the on street parking and create a parklet for people to meet/socialise/eat and drink their takeaways**. Would support a cafe culture. **Traffic calming, widen the footways, make the village a place to linger**. Loose the 1970s barriers by the crossings. **Have continuous footways across side roads** giving pedestrians priority. Add more benches and social spaces, more bike locks. **Needs a pedestrian and bike crossing** from Canford Cliffs road to Loch Fyne roundabout.”*

*“**Encourage independent grocers, butchers, food co-op/market** so people can shop local and not rely on driving to the supermarket. The empty 5 units would be ideal for **an indoor food market**.”*

*“**Have disabled parking only in the high street** (limited) to encourage people to use the car park which is often empty. Car park should be free for 30 mins. High street could then be totally reimagined with widened pavements, cafe seating outside, parklets etc.”*

*“**Install traffic calming** here at the Ravine Road junction to slow cars, define the village and provide a sense of 'place'.”*

*“**Please make some parking [is] unrestricted in this area.** Local care home workers would benefit from more unrestricted parking. There is no reason why the entire of Burton Road needs to be two hours only. Most properties on this road have their own driveways anyway! **Please consider even a small stretch of unrestricted parking at the Western Road end of Burton Road.**”*

“The wall to the car park by the Bransome Chine Community Room fell down a few years ago, and an unsightly 'temporary' barrier put in its place. Please can this wall be repaired, restore the appearance of the Chine?”

Southbourne (14 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Southbourne could be reimagined. The key themes to emerge from these comments were:

- More green space including planters and trees along with extra seating
- More pedestrianisation and safer cycle lanes
- More community-focused activities and facilities for congregating and artistic expression including a convivial corner
- Road improvements to Irving Road and Southbourne Grove side roads.

Below are the comments submitted by all respondents:

*“**Add a pedestrian island** to Irving Road. The junction is pretty wide and can be a bit dangerous to cross.”*

*“Tuckton shopping area is very busy with cars using it as a through road, but **limited parking and needs brightening up** with some nice planting and places for the older community to sit and rest.”*

*“**Free parking** in all local shopping centre's. Help trade and reduce Council costs including wardens. **Think people not rip off.**”*

*“**Green space**, such as planters, trees and shade to make it look nicer and to help with the heat in summer.”*

*“**Safe cycle lane** for kids cycling to St Peters, BCS or Twynam”*

“Southbourne Grove is already great because there are small independent shops, good food shops and plenty of eating places. It is very popular and is what a high street is all about. We don't want Covid to leave any of our local businesses in

trouble, so **low rates for independent businesses**. We also need more of a connection with Seabourne Road, which lacks the advantage of the wide pavements on the sunny side of Southbourne Grove. **Modern accessible public toilets** (not single electronic toilets that most of us are too scared to go in!) **in the shopping area**. There are only the small ones in Fisherman's Walk or the dire ones near Pokesdown Station."

"Love the cow at Parlourmentary. We need eye grabbing, funny stuff- some permanent some temporary. **Local visual artists should meet** with shop forums to share ideas, themes etc - a team effort. **2D and 3D artwork. Competitions, temporary exhibitions in unused shops. Creative eco ideas.. clever stuff!** As already said, **need to concentrate on the approach to Pokesdown station** more and obviously include Christchurch Rdoa and Boscombe."

"**Add some furniture and make small spaces for people to use, to have conversations, to stand and chat, to put their coffee cups on top. Create a Convivial Corner** for people to rediscover conversations post lockdown. Make it a meeting place for people to buy and bring a coffee. Make it alive and been seen to be a place to meet."

"**Create small "coffee pods" partitioned from the road where two or three people can meet and talk.** Make it alive. People can buy a coffee and sandwich from the shops and pitch up there to meet friends, to have their lunch in the sun. **Make it a Convivial Corner**, enable conversations again post lockdown."

"**Signage** to let people know they can buy food, drink and other stuff at the shops at Southbourne Crossroads."

"**Make grants available to businesses to install awnings.** Bring back a part vintage feel in a modern way, like Dicky's have."

"Southbourne Grove side roads can be difficult to cross due to wide radius curbs, parked and queuing cars and traffic on the grove giving way to cars turning into side roads. **Narrower openings with a raised crossing with similar or complementary paving to the pavement** would make crossing easier and create a sense of continuity and pedestrian/shopper priority along the high street, and give drivers the sense they are entering a high street destination rather than a through route."

Westbourne (14 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Westbourne could be reimaged. The key themes to emerge from these comments were:

- Roads and traffic - most of these suggested widening pavements or fully pedestrianising part of Westbourne to encourage more outdoor eating space and events space
- More secure cycle parking
- Upgrading facilities such as public toilets and seating

- Tidying up unsightly buildings and adding more green space.

Below are the comments submitted by all respondents:

“Pavements need widening as too narrow for pedestrians. Streets need greening up with trees, plants and plenty of seating in the sun and the shade. Wider pavements will allow greening and seating. Will encourage cafes and restaurants to expand their pavement seating. Westbourne needs to be much more about people and far less about vehicles.”

“The toilets desperately need renovation. They really let the area down.”

“Make Westbourne pedestrianised on this side, have a central walkway access with seating, garden planting along the length. Reroute buses along Milburn Road, making it slightly wider to accommodate a moderate increase in traffic.”

“With Westbourne pedestrianised, make this area at the end of the alley a sheltered bus terminus, with upgraded toilets and seating area. Some tree planting.”

“I love Westbourne with all it’s lovely independent shops, but it could be so much nicer! It’s ruined by the traffic which dominates it to the detriment of anyone walking to or around it, or arriving by bicycle.”

“The strange gyratory system just encourages people to drive round and round looking for a parking space. The on-street parking should be reduced and space given to greenery and outdoor seating, wider pavements etc.”

“Road could be far narrower and as other ideas widen the pavement and allow the excellent eateries to operate outside space.”

“Make it pedestrian-only on Poole Road, to allow for a better community shopping and dining experience. This would allow for better Farmers market, pop up shops, food fete, carnivals, summer fair, music for summer evenings, light show/fair, Xmas tree - really bring the community together and support local business. Make more of a feature of the lovely arcade to support the businesses and provide grants for start ups. More flowers in the area - garden in bloom. The main issue is the constant traffic and parking that is quite dangerous especially with buses coming through that could be rerouted. The library could become more of a social and digital hub to widen appeal and bring to a younger audience - story sessions and engage with working age groups, business talks, mentor sessions, career advice - perhaps move into the main high Street area for better footfall. Provide more cycle racks to encourage people to bike in. Possible Beryl and scooter stand. If we can encourage more people to spend dwell time in the area they will browse and spend money helping the economy and local people plus a live place to live.”

“Please make the owners do something with this unsightly ex bank building. Thanks.”

“Secure parking for bicycles would be good. I have visited towns where secure, gated/fenced bicycle parking was monitored by CCTV. Access was granted via a

local shop or medical reception, for a small charge. Maybe would be worth thinking about here?"

"Many comments have asked for pedestrianisation: **the counter-fear is that the result would be like Boscombe**. However, this road is much narrower, which would give a better, intimate feel. Also, part of Boscombe's problem is that multi-story parking is a hassle for a quick shop visit. **I think Westbourne would be well served by street-level parking to the rear** (possibly with an upper level for LV parking only) and restricted access (green buses, bikes) on weekends only, to start with."

"A cheap(-ish) suggestion is to improve the appearance of the area.

- 1) **Get shop owners to remove 'temporary' signs** - like the awful banners for the Foot Clinic and Mobility shops that have been there for years
- 2) **Get the burger/pizza shop to remove or turn down the brilliant flashing sign** in its window - the one opposite the Mi Ya Japanese restaurant at the west end. Its awfully distracting when in the calm of Mi Ya.
- 3) **Get the outside of the buildings cleaned and tarted up** - at least remove some of the shubbery growing in the cracks. Especially above the ground floor. I am not sure if the council can do this, or force the owners. I imagine it's quite expensive for owners to get to the outside of floors 1-4: could low cost access to a high-reach vehicle (cherry picker or similar) be provided periodically for routine cleaning and maintenance? Possibly by a community levy?
- 4) **Get the flower displays growing again!** Lsta year, this was done by volunteers with no support, which may be the case this year as well. Planing is not too bad, but watering via watering cans was a nightmare!"

"Safe, covered, secure parking required for expensive bikes / ebikes."

Tuckton (9 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Tuckton could be reimagined. The only theme to emerge was to add more green spaces including planting and maintain these areas better.

Below are the comments submitted by all respondents:

"Bleak large expanse of tarmac. What happened to all the grass? You could get away with planting a tree here as its not on a tight bend."

"There are two very wide pavements at the Iford Lane junction so add some trees. Also one side of Tuckton high street has a very wide pavement which could also have a line of trees planted. This could also stop people from fully parking on the pavement outside shops like they currently do."

"Put double red lines outside of Tesco to stop cars from parking and causing congestion."

"The Christmas lights look like ice cream cones and need something a bit more classy. It would be nice if all the shops had the Christmas Trees positioned above their shops as some do."

*“It would be **nice if the floral stands had seasonal planting and were maintained.**”*

*“**A High Street notice board** would enable people to know what is going on locally such as yoga classes and other local activities.”*

*“Could the pavements on the High Street be improved e.g. **some decent paving on both sides rather than a mixture of tarmac, flags and concrete.** This would give the High Street a much more pleasant look.”*

*“**Extend promenade** so you can walk further along to Hengistbury Head”*

*“**New street features** to create a sense of destination at Southbourne crossroads as a cluster of food outlets, and to improve pedestrian access, currently there's lot going on on the pavement, bus shelter, bike racks, bins, beryl bikes, but not much that stops it from feeling like a traffic junction. The carriage way and pavements are wide, **there's space for a cycle path, and for additional street trees, seating and planting** to make it a quality place to spend time.”*

Ashley Cross (8 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Ashley Cross could be reimagined. The only theme to emerge was to close some of the roads to through traffic, using the space instead for markets or events.

Below are the comments submitted by all respondents:

*“**Make it easier to cross the road** at this junction (all arms!) (**Bournemouth Road**).”*

*“Try to replicate the offering at Ashley Cross in other areas - **greenspace surrounded by shops** - places to eat or get a coffee, somewhere to have a picnic. I think it's already a great place to live, work and shop and **should be used as a blueprint for other urban villages.**”*

*“**Real time air quality monitor** to force the council to stop making the Air Quality Management Area here worse as they have since it was declared by allowing huge new developments nearby.”*

*“**Close this section of Church Road to vehicles and use the street space** released for outdoor eating, coffee etc, Saturday market stalls, arts and crafts displays.”*

*“**Close the roads to through traffic** to stop the rat run and create a public space for events.”*

*“Going west, sign here says 'Station - left'. At next left, sign says 'No left turn'. **Please remove first sign or remove & relocate it to before the previous junction** - where it would be correct for road traffic & a more direct route for pedestrians. Thanks.”*

*“Credit to the council for this park. **A few more benches please.** Thanks.”*

*"I think this hut may finally be being refurbished as toilets again. Good. If not, **how about doing it up & providing it to an entrepreneur (not chain) as a coffee hut? Maybe a a youth project? Thanks.**"*

Winton (7 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Winton could be reimagined. The only theme to emerge related to traffic and roads including pedestrianisation and reducing traffic.

Below are the comments submitted by all respondents:

*"Using one way systems in neighbouring roads, **pedestrianise from Withermoor Road to Winton Banks**. Creating safer shopping environment and encouraging eateries to the area that can operate outside space"*

*"**Traffic calming measures** along Winton high street"*

*"**Pedestrianise the whole of Wimborne Road** in Winton and **redevelop shopping area** to be a safer and more pleasant place to shop and socialise. Prioritise families and permanent residents before tourists and students."*

*"**Making a green outside gym** like other parks have such as Poole Park and Baiter."*

*"**Improve active travel elements, consider public transport only in certain zones**. This opens up whole street in sections to be available for many different events and activities. Pedestrianisation has side effects that are not necessarily safe. But **one way or other restrictions** can help open up."*

*"Good idea to make some of the high street a pedestrian area but **with interesting features and planting** (not like the soleless centre of Boscombe). **Have more room for outside seating** for food/ coffee outlets etc."*

"I agree pedestrianisation to make space for more outdoor seating and eateries etc liven up the area for the community."

Moordown (5 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Moordown could be reimagined. No themes were identified as the comments were all varied.

Below are the comments submitted by respondents:

*"Can we **actively encourage restaurants and cafes, including pavement tables**, it is wide enough?"*

*“3 of the units are now empty, whats going to go in their place? I use Castlepoint for my food shopping (Asda, sainsbury's, M&S) but I dont use any of the other shops, **what about bringing Primark, Matalan, Home Bargains or Dunelm in to the empty units?**”*

*“**The phases of these traffic lights must link with the phases at the adjacent roundabout** so as to give fair and equal access to this busy trading estate. The current phases and timings cause real problems as the roundabout is too small for more than a few waiting vehicles.”*

*“**Encourage developers to open the ground floor to more shops. Needs more eateries.** Need to encourage national government **to level the tax playing field** for physical shops vs online retailers.”*

Kinson (3 comments)

These respondents contributed a variety of ideas when commenting on how the high street in Kinson could be reimaged. No themes were identified as the comments were all varied.

Below are the comments submitted by respondents. One comment was removed due to duplication:

*“I think adding **more planters/ flowerbeds/hanging baskets on lamp posts and along the high street** would really help brighten up the place and give it more of a "destination" feel, encouraging people may otherwise shop in tesco and leave to take a bit of time to wander and look at the flowers whilst stopping and supporting the local independent shops. There is plenty of space along a lot of the pavements on the high street for this, and I know they repurposed some planters from the ETRO schemes further up the road and it would be nice if they could carry it on right up the high street. It would also have the additional benefit of increasing pedestrian safety as at some parts of the high street cars illegally swing onto the pavement so having planters could mitigate against that somewhat.”*

*“**A nice family orientated pub or place to eat** preferably with outside seating would be great.”*

Lansdowne (2 comments)

One respondent dropped a pin on the Lansdowne area and duplicated their comment. The duplication has been removed and has been mentioned in relation to other areas:

“Commerce Hub

*It is a fact that the high street has declined over the years and there are lots of reasons for this. **This idea is a radical new look at how business working together could create what I have called it a “Commerce Hub”.** The idea of the hub could be introduced into the local high streets throughout the BCP conurbation and the rest of the country.*

Changes in the banking environment have seen the demise of the “local” bank in high street, although parcel deliveries are up the Post Office is no longer the main delivery mechanism, and more online transactions create more returns.

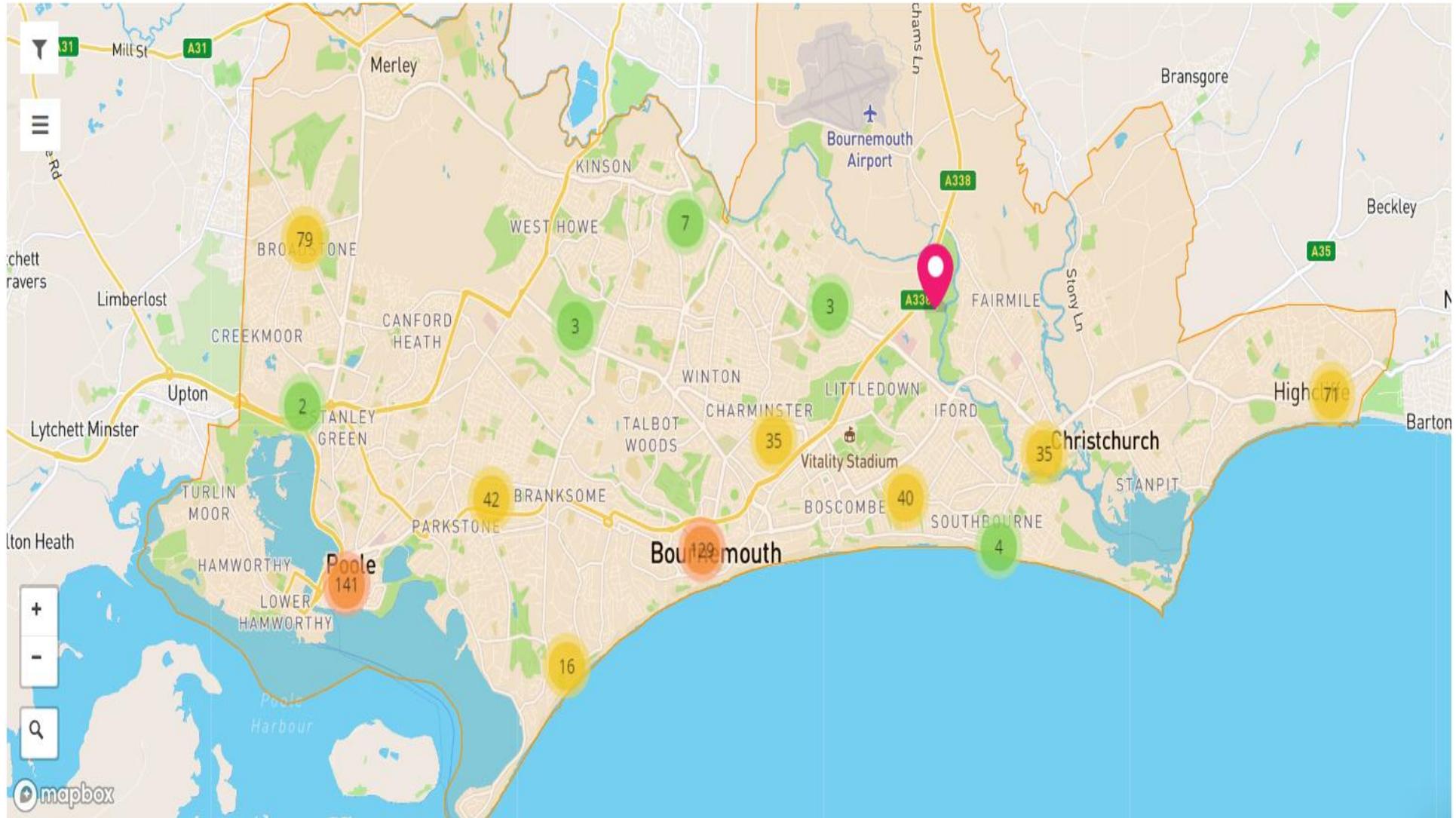
To the idea, why not create a multi-vendor “Commerce Hub”, these would be housed in a suitable unused secure building(s) within a high street that is used by: -

- 1. Banks and building societies share the space, where customers can interact locally with a single team of trained banking support staff that offer the services for the banks represented (we have the technology). Also, within the building provide meeting rooms that the banks can book for local customer appointments. This would provide an on-demand local people banking space, with the costs spread across the banks using the service and maybe the council could help by supporting the rates.*
- 2. Provide Post Office services, Bureau de Change and help with.GOV online applications, such as car tax, Tv licence etc. (for those who need help)*
- 3. Parcel return service – multi-vendor parcel drop-off. Offer a service that allows people to drop off all their returns in one place with daily collections from the companies being used to return them.*

*So,. Increased footfall to the high street to use the “Commerce Hub” would increase business to other shops, cafes etc. It creates the reason to go to the local high street as opposed **in summary, one building, one set of staff, used by multiple organisations to interact with the local community** to going into town to the bank etc.*

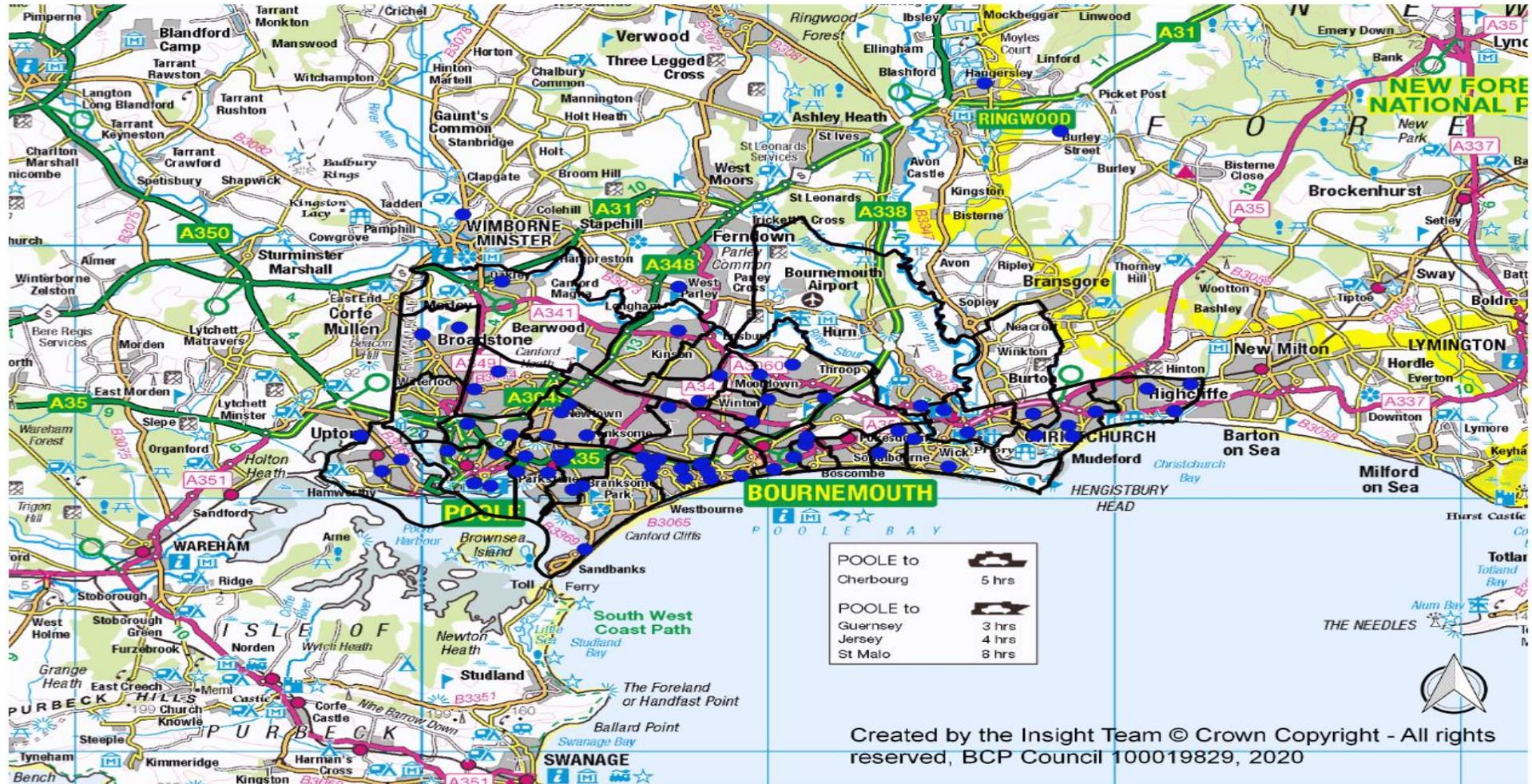
There are many suitable buildings already in place, it’s about repurposing them and nurturing multi-vendor collaboration."

7. Appendix 1 – BCP Map with pin locations



8. Appendix 2a – Ideas Board Respondents Postcodes by Ward

Respondent postcodes are indicated by blue dots. Most Ideas Board respondents lived in Westbourne & West Cliff Ward (17), Highcliffe & Walkford (13), and Parkstone (13) wards. A full breakdown can be found in [Appendix 2b](#).



9. Appendix 2b – Ideas Board Respondents Postcodes by Ward (Table)

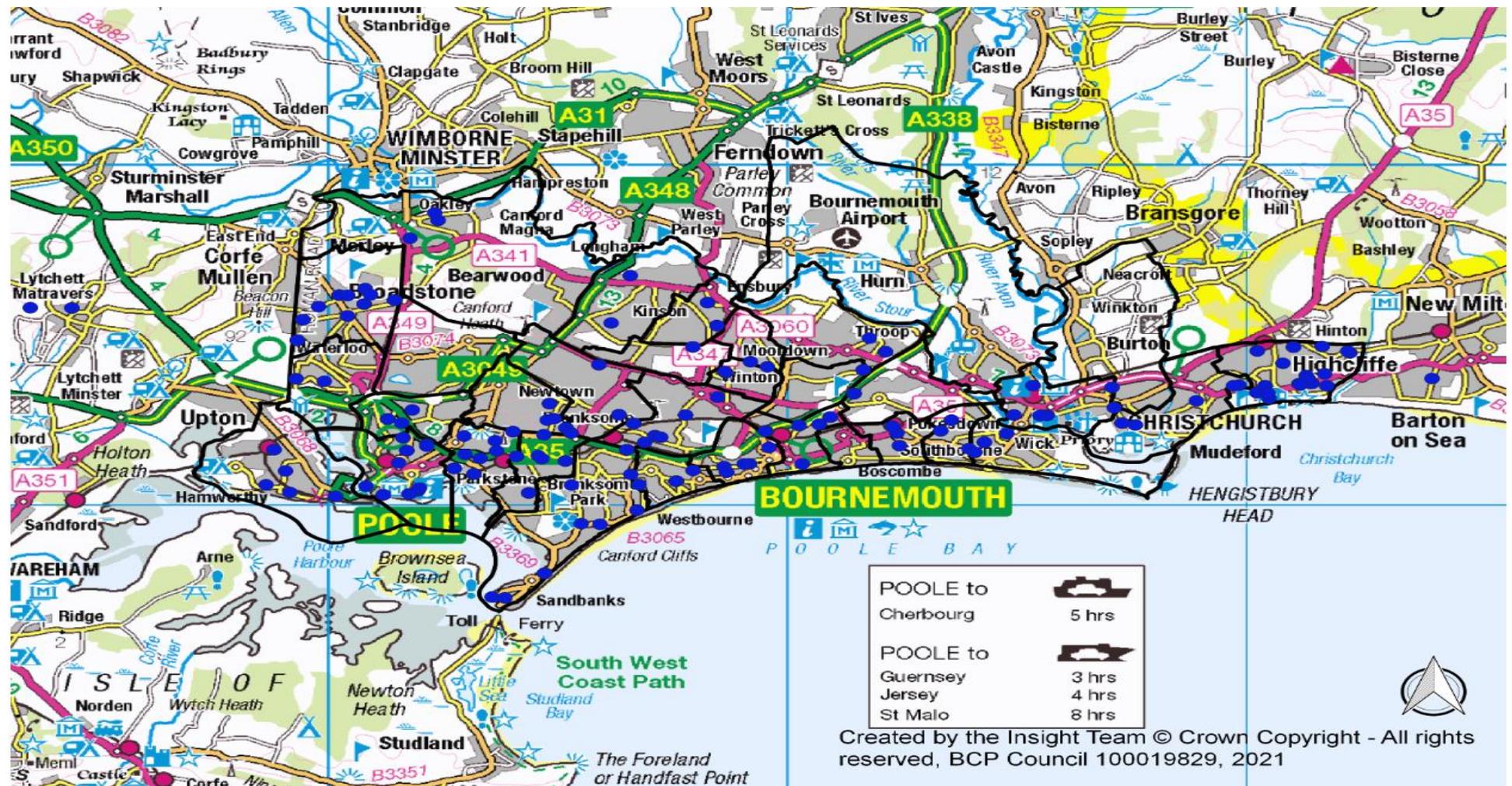
BCP Ward	Responses
Westbourne & West Cliff Ward	17
Highcliffe & Walkford Ward	13
Parkstone Ward	13
East Cliff & Springbourne Ward	11
Penn Hill Ward	11
Mudford, Stanpit & West Highcliffe Ward	10
Newtown & Heatherlands Ward	8
Oakdale Ward	8
Broadstone Ward	5
East Southbourne & Tuckton Ward	5
Poole Town Ward	5
Bournemouth Central Ward	4
Canford Cliffs Ward	4
Canford Heath Ward	4

BCP Ward	Responses
West Southbourne Ward	4
Queens Park Ward	3
Christchurch Town Ward	2
Hamworthy Ward	2
Moordown Ward	2
Muscliff & Strouden Park Ward	2
Bearwood & Merley Ward	1
Boscombe West Ward	1
Burton & Grange Ward	1
Commons Ward	1
Kinson Ward	1
Talbot & Branksome Woods Ward	1
Wallisdown & Winton West Ward	1
Winton East Ward	1

42 respondents provided incomplete postcodes that could not be mapped.

10. Appendix 3a – Map Respondents Postcodes by Ward

Respondent postcodes are indicated by blue dots. Most respondents who dropped a map pin lived in Broadstone (80), Highcliffe & Walkford (63), Talbot and Branksome Woods (45) and Poole Town (42) wards. A full breakdown can be found in [Appendix 3b](#).



11. Appendix 3b – Map Respondents Postcodes by Ward (Table)

BCP Ward	Responses
Broadstone Ward	80
Highcliffe & Walkford Ward	63
Talbot & Branksome Woods Ward	45
Poole Town Ward	42
East Cliff & Springbourne Ward	36
Canford Cliffs Ward	28
Christchurch Town Ward	24
Newtown & Heatherlands Ward	23
Parkstone Ward	21
West Southbourne Ward	20
Westbourne & West Cliff Ward	20
Penn Hill Ward	18
Bearwood & Merley Ward	13
Alderney & Bourne Valley Ward	12
Bournemouth Central Ward	9

BCP Ward	Responses
Oakdale Ward	9
Redhill & Northbourne Ward	7
Boscombe East & Pokesdown Ward	6
East Southbourne & Tuckton Ward	6
Hamworthy Ward	6
Mudford, Stanpit & West Highcliffe Ward	6
Muscliff & Strouden Park Ward	6
Winton East Ward	6
Littledown & Iford Ward	5
Wallisdown & Winton West Ward	5
Creekmoor Ward	4
Queens Park Ward	3
Kinson Ward	2
Moordown Ward	1

49 respondents provided incomplete postcodes that could not be mapped.