



Seafront Strategy Consultation summary analysis

Report December 2021

Destination Development Team (Destination & Culture)

BCP Seafront Strategy consultation summary report: December 2021

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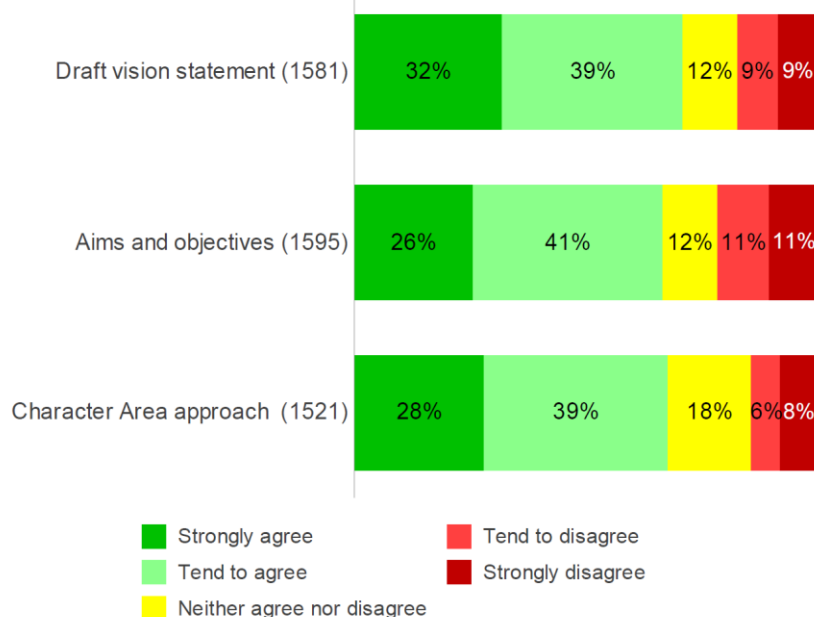
1. How the consultation was conducted

- 1.1 This report summarises key responses and messages to the consultation on the draft BCP Seafront Strategy. The complete range of responses are included in the appendices.
- 1.2 Consultation was developed by the Council's Insight Team with support from Destination & Culture and the Planning Policy Team.
- 1.3 The results of this consultation will be used to revise the draft Seafront Strategy, which will then be brought forward for adoption by the Council in early 2022.
- 1.4 The new Seafront Strategy will supersede the Poole Seafront SPD, the Bournemouth Seafront Strategy and the
- 1.5 The draft BCP Seafront Strategy was launched online for consultation between 21st July and 26th September 2021. 1,615 people submitted an online questionnaire survey, setting out their responses to the draft vision, aims and objectives and character area approach taken by the strategy. People were also asked to identify their top five investment priorities for the areas of the seafront they visited most often. An open question inviting people to submit further comments was also included.
- 1.6 83.5% of respondents were residents of the BCP area. 12.4% were regular visitors from outside of the BCP area.
- 1.7 Seafront Strategy Ideas Board: The online consultation also encouraged the public to post their own [ideas](#) together with visuals and allow others to comment and 'like'. The ideas board page received 1173 visits, 227 individual contributions and 448 submissions (this includes ideas and comments) along with 1653 'likes'
- 1.8 Written submissions: A further 42 written submissions in the form of emails and letters were received independently of the consultation questionnaire
- 1.9 Online Workshops: 277 stakeholder groups, organisations and individuals with a known interest in the seafront were identified and invited to attend either of two online Workshop events that took place on 5th August and 8th September. These ranged from resident groups, local clubs and groups using the seafront, commercial operators, land-owners, non-government organisations and agencies. Further workshops engaged with BCP Council elected members and members representing Highcliffe and Walkford Parish Council and Christchurch Town Council.
- 1.10 Seafront Roadshows: A series of roadshow events took place across the seafront in September. These advertised events enabled the public to ask questions face to face with the Destination Development Team and provide further feedback. In total, approximately 240 people attended these events.
- 1.11 Events took place at:
 - Mudeford Quay, 14th September
 - Poole Quay, 15th September
 - Bournemouth, Pier Approach 22nd September
 - Sandbanks, Poole 23rd September

- 1.12 Seafront Visitor Survey: In addition, 1134 face to face visitor surveys were conducted across the seafront from Sandbanks in Poole to Highcliffe beaches (excluding the harbour areas) from 5th July to 8th August 2021. 45% of those interviewed were residents of the BCP area. 36% were staying visitors and 19% were day visitors.

2. The summary results of the consultation

- 2.1 The consulted upon draft vision set out: 'To establish a World Class Seafront promoting inward investment, tourism, community use, wellbeing, inclusivity and sustainability, whilst protecting our natural environment and celebrating the distinctive identities of each section of our coastline'
- 2.2 Draft Aims and Objectives for the Strategy were:
- To conserve and enhance the natural coastal environment
 - To maintain and enhance the distinctive look, feel and identity of each of the character areas
 - To deliver sustainable investment in facilities, access and infrastructure across the seafront
 - To unlock the potential for new leisure attractions to encourage local economic growth and year-round visitor footfall
 - To maximise income potential to support Council services
- 2.3 The Draft Character Area approach presented an interactive map dividing the seafront and harbour coastline into 17 distinct areas. Each character area contained a summary description together with key proposals for that area.
- 2.4 Overall support for the draft vision was 71%. A further 12% neither agreed nor disagreed and 18% disagreed.
- 2.5 Overall support for the draft aims and objectives was 67%. A further 12% neither agreed nor disagreed and 22% disagreed.
- 2.6 Overall support for the character area approach was 67%. A further 18% neither agreed nor disagreed and 14% disagreed.



- 2.7 Additional comments from all forms of consultation feedback disagreeing with the vision statement focused on putting the interests protecting the environment ahead of development:

Theme	Number of comments
Emphasis should be on protecting the environment	41
Leave it as it is	10
Investment is contradictory to protecting the environment	16
Overdevelopment concerns	14
Do not need more tourists/overcrowding	33
Increased litter	7
Sewerage/water quality concerns	5
No mention of climate change	2
Increased number of huts puts pressure on Mudeford/local area	36
Need to maintain uniqueness of each different area	12
Tourism placed before needs of local community	15
Focus is on making profits	21
Money would be better spent elsewhere	7
Parking issues	11
Area lacks infrastructure to cope	8
Safety has not been considered	8
Will not provide 'world class' status	7
Lack of information provided	3
All words and no action	3
Other	3

- 2.8 Additional comments from all consultation feedback disagreeing with the Aims and Objectives for the Strategy were concerned with conflicting aims and objectives, reflecting more emphasis on conserving the natural environment and the needs of local residents over maximising commercialisation / over-development and tourism:

Theme	Number of comments
Aims and objectives conflict with each other	46
Focus should solely be on conserving the natural environment	47
Do not increase commercial activity/risk of overdevelopment	72
Concerns over increased footfall and capacity to meet demand	67
Against development/more beach huts at Mudeford	63
Disagree with maximising income potential	39
Lack of focus on local residents / money should be spent elsewhere	23
Concerns over maintaining unique identity of each area	14
Enhance existing facilities rather than increasing them	15

Sewerage/water quality concerns	4
Car park provision/availability	7
Aims and objectives do not address safety concerns	6
Antisocial behaviour concerns not addressed	6
Provision of toilets	7
Provision of shower/changing facilities	3
Public transport/park & ride	1
Lack of information on how and what the council will deliver	10

2.9 Top 5 investment priorities for each of the character areas identified in the consultation are listed below. For the full list of priorities, see the appendix:

2.9.1 Turlin Moor

- Investment in public toilets: 63%
- Making the promenade easier to use: 56%
- Connected walking and cycling routes: 38%
- Leisure / sports activities: 31%
- Public BBQ facilities: 31%

2.9.2 Rockley Park

- Investment in public toilets: 67%
- Making the promenade easier to use: 45%
- Connected walking and cycling routes: 31%
- Improvements to beach access: 28%
- Leisure / sports activities: 27%

2.9.3 Lake Pier & Ham Common

- Investment in public toilets: 72%
- Connected walking and cycling routes: 41%
- Making the promenade easier to use: 39%
- Better choice of cafes and restaurants 32%
- Making more of the cliffs and habitats as a nature attraction 31%

2.9.4 Hamworthy Beach

- Investment in public toilets: 72%
- Making the promenade easier to use: 47%
- Connected walking and cycling routes: 42%
- Better choice of cafes and restaurants 34%
- Improve appearance of promenade 26%

2.9.5 Holes Bay

- Investment in public toilets: 70%
- Connected walking and cycling routes: 54%
- Making the promenade easier to use: 50%

- Improving appearance of promenade 33%
- Making more of the habitats as a nature attraction 32%

2.9.6 Harbourside Park

- Investment in public toilets: 67%
- Making the promenade easier to use: 46%
- Connected walking and cycling routes: 42%
- Better choice of cafes and restaurants 38%
- Making more of the habitats as a nature attraction 32%

2.9.7 Evening Hill to Sandbanks

- Investment in public toilets: 63%
- Making the promenade easier to use: 47%
- Connected walking and cycling routes: 44%
- Better choice of cafes and restaurants 40%
- Improving the appearance of the promenade 33%

2.9.8 Sandbanks Beach

- Investment in public toilets: 65%
- Making the promenade easier to use: 45%
- Better choice of cafes and restaurants 41%
- Connected walking and cycling routes: 35%
- Improving the appearance of the promenade 33%

2.9.9 Shore Road

- Investment in public toilets: 66%
- Making the promenade easier to use: 48%
- Connected walking and cycling routes: 41%
- Better choice of cafes and restaurants 38%
- Improving the appearance of the promenade 34%

2.9.10 The Chines (Canford Cliffs to Durley Chine)

- Investment in public toilets: 67%
- Making the promenade easier to use: 48%
- Better choice of cafes and restaurants 39%
- Connected walking and cycling routes: 35%
- Improving the appearance of the promenade 34%

2.9.11 Central Beaches (West Beach to Boscombe Pier)

- Investment in public toilets: 70%
- Making the promenade easier to use: 51%
- Better choice of cafes and restaurants 37%
- Connected walking and cycling routes: 34%
- Making more of the habitats as a nature attraction 30%

2.9.12 Coastal Nature Park (Honeycombe Chine to Hengistbury Head)

- Investment in public toilets: 69%
- Making the promenade easier to use: 45%
- Connected walking and cycling routes: 36%

- Improve the appearance of the promenade 34%
- Making more of the habitats as a nature attraction 33%

2.9.13 Mudeford Sandspit

- Investment in public toilets: 70%
- Connected walking and cycling routes: 35%
- Making more of the habitats as a nature attraction 32%
- Making the promenade easier to use: 26%
- Improving appearance of promenade 23%

2.9.14 Christchurch harbour

- Investment in public toilets: 72%
- Connected walking and cycling routes: 35%
- Making more of the habitats as a nature attraction 35%
- Making the promenade easier to use: 34%
- Improving appearance of promenade 26%

2.9.15 Mudeford Quay and Gundimore

- Investment in public toilets: 69%
- Connected walking and cycling routes: 36%
- Making the promenade easier to use: 31%
- Making more of the habitats as a nature attraction 31%
- Improving appearance of promenade 24%

2.9.16 Avon & Friar's Cliff Beaches

- Investment in public toilets: 65%
- Connected walking and cycling routes: 37%
- Making the promenade easier to use: 37%
- Making more of the habitats as a nature attraction 35%
- Improving appearance of promenade 28%

2.9.17 Highcliffe Beaches

- Investment in public toilets: 64%
- Connected walking and cycling routes: 37%
- Making more of the habitats as a nature attraction 35%
- Making the promenade easier to use: 35%
- Improving appearance of promenade 26%

- 2.10 Additional written comments from all forms of consultation feedback disagreeing with the Character Area approach to the Strategy focus on concerns around loss of character, loss of tranquillity and nature and concerns around over-development.

Theme	Number of comments
Will disrupt natural environment/tranquillity of area	27
Leave alone/will lose history/character	27
Disagree with more beach huts	24
Do not overdevelop/do not need new facilities	21
Overcrowding/increased footfall	13
Does not consider what locals want	13

Too much focus on profit/making money	8
Better spent elsewhere/waste of money	5
Area is already overdeveloped	5
Dog fouling	1
Don't understand what Character Area means	11
Do not know what is actually planned	2
In support of proposals	5

2.11 Additional written comments from all forms of consultation concerning priorities for improvement have been clustered by theme. Priorities have been further divided into:

- Regulatory (byelaws)
- Operational (investing in maintaining and improving existing services and facilities)
- Investment (additional or new facilities)

Theme	Regulatory	Operational	Investment	Other	Total number of comments
Bins/litter/beach cleaning	1	6	34	-	41
Toilets	-	2	19	-	21
Car parking	-	14	44	-	58
Cafés / restaurants	-	1	16	-	17
Retail	-	-	1	-	1
Showers/changing facilities	-	-	28	-	28
Cycling/escooters	22	14	17	-	53
Dogs	15	7	3	-	25
Cliffs and natural environment	-	-	37	-	37
Signage	1	-	10	-	11
Beach huts	3	2	14	-	19
Access to the beach	1	-	6	-	7
Disability access	-	-	18	-	18
Public transport / park & ride	-	1	13	-	14
Lido / swimming pool	-	-	6	-	6
Roads/infrastructure	-	1	7	-	8
BBQs	-	1	3	-	4
Widen promenade	-	-	1	-	1
Watersport facilities	2	-	12	-	14
Antisocial behaviour	2	1	4	-	7
Events	-	-	3	-	3
Sand on promenade	-	-	9	-	9
No additional facilities / don't overcommercialise	-	-	-	26	26
Improve current facilities	-	-	17	-	17

Lifeguard facilities	-	-	7	-	7
Storage facilities	-	-	7	-	7
Cliff lifts	-	-	8	-	8
Safety of beaches	-	-	18	-	18
Seating	-	-	2	-	2
Poole Quay / Old Town	-	-	3	-	3
Sports facilities	-	-	12	-	12
Hotels	-	-	3	-	3
Water quality	-	-	7	-	7
Introduce Motorhome facilities	-	-	4	-	4
Quiet zones	-	-	4	-	4
Different areas have different needs	-	-	-	3	3
Other	-	-	2	-	2
General rules	1	2	-	-	3

2.12 Additional written comments from all forms of consultation around themes linked to an equalities issue are summarised below:

Theme	Number of comments
Disability/elderly/pushchair access	
Accessibility to seafront	68
Wheelchair access onto beach	39
Accessible/disabled toilets	24
Disability parking spaces	16
More seating	10
Accessible beach huts	5
Hidden disabilities	5
Toilets/showers/changing rooms	
Keep unisex facilities	14
Provide gender neutral facilities	6
Baby changing/family facilities	6
Improved/more facilities required	15
Overdevelopment	
Overdevelopment spoils natural beauty	41
More huts will create overcrowding	21
Needs of locals need to be put ahead of tourism	24
Use of promenade	
Bikes should not be allowed	20
Concerns of e-scooters using promenade	16
Allow cycling along promenade	2
Council should use EVs	1
Dogs need to be kept on leads	1
Antisocial behaviour	

Concerns over antisocial behaviour	17
More wardens/patrols required	8
Litter/dog fouling	11
Water quality/pollution in sea	15
Transport	
Parking availability	8
Improve public transport links	10
Motorhomes/campervans	3
Other protected characteristics	
LGBTQ	4
Ethnicity	3
Language barriers	2
Faith/religion/belief	2
Young people	2
Economically disadvantaged	7
Slavery impacts/issues	1
N/A - everyone should be treated equally regardless	49
Other comments	
Segregated areas of seafront	3
Exercise equipment	2
Other	7

2.13 Additional written comments in relation to 'other' issues:

Theme	Number of comments
Overdevelopment	
Mudford beach huts (not wanted/will impact on local community, increase footfall, litter, traffic)	284
Maintain natural environment	134
Avoid 'tackiness'	38
Plans do not consider locals/do not overcommercialise	134
Litter/bins	91
Water quality/sewerage	22
Invest money in other parts of the conurbation and services	50
Maintain uniqueness of each area	48
Other beach hut comments	24
Use of promenade	
Walkers safety / ban bikes and escooters	70
Enforce bike restrictions (times/speed)	35
Create safe cycle routes/paths/separate pedestrian and bike lanes	64
Restrict/ban dog access to beaches	30
Allow dogs access to beaches	14
Electric vehicles	5
Land train	13

Do not allow any vehicle on promenade	6
Widen promenade	5
Enforce byelaws	5
Facilities	
Provide shower/changing facilities	42
Provide more/better toilet facilities	101
Café/dining	70
Refurb existing facilities	28
Sea defences	11
Provide storage facilities	18
BBQs	23
Provide seating	9
More shaded areas/palm trees	13
Shops	4
Hotels	6
Sand replacement	3
Access	
Parking availability	89
Public transport/park & ride	39
Roads/infrastructure	24
Disabled access	43
General access	14
Cliff lifts	13
Motorhome parking/aires	13
Safety/antisocial behaviour	
Tackle antisocial behaviour	62
Improved signage	21
Lifeguards/beach safety	43
Increased lighting	8
Designated quiet zones	7
Activities	
Water sports/facilities	47
Sea swimming	19
Sports provision (indoor and outdoor)	28
Events/exhibitions	22
Children/family friendly activities	12
Other	
Need more information/do not support strategy	18
Support the strategy	8
Other comments	11

2.14 Online Workshops: A series of workshops with invited stakeholders took place in August and September. Issues raised at these events included:

- Prioritising and balancing environmental needs over development and growth

- More reflection in the strategy around the climate emergency and the impacts of climate change on the coast on the future provision of the leisure offer
- Concerns for the proposed height and mass of future buildings along the seafront
- Call for greater understanding of the constraints around development and the need for improved infrastructure and services eg: toilets, power, water, wifi
- The need for a clear strategy around Poole Quay and the power station site given the range of proposed activities and investments by both the Council and the private sector
- A need to define what 'great' looks like in terms of ambitions to deliver a 'world class' offer
- Concerns around the environmental vulnerability of Mudeford Sand Spit and any proposed development there
- Call for more local community facilities along the seafront
- Call to prioritise long term investment to secure future of Bournemouth Pier
- Call to embed wellbeing and links to Public Health into the Seafront Strategy
- Improvement of access to the seafront from the hotel areas on the East and West Cliff in Bournemouth
- Call for further consideration of likely conflicts between water sport development and ecology preservation in the two harbours
- Suggestion that the Council re-looks at the Borough of Poole act of Parliament, constraining development at Sandbanks recreation ground (car park, café and beach huts area).

2.15 Ideas Board: The online consultation encouraged the public to post their own [ideas](#) together with visuals and allow others to comment and 'like'. The ideas board page received 1173 visits, 227 individual contributions and 448 submissions (this includes ideas and comments) along with 1653 'likes'. We have grouped these ideas around a number of themes:

Theme	Number of comments
Regulatory	63
Operational	22
Investment	336
Cycling	42
Litter	9
Accessibility/ Disability	32
Parking	40
Public Transport	23
Piers	10
Food/restaurants/ café	60
Activities	112
Toilets/showers	28

Dogs	18
Environment	83
Beach Huts	34
Safety	9

2.15.1 Regulatory top ideas with the most 'likes'

- Banning of beach watercraft inside yellow buoys
- Allow dogs on beaches after 6pm and dog friendly beach between Bmth & Bosc Piers
- Remove cars from the prom and car parking between piers & replace with park and ride
- Remove graffiti from zig-zags
- Make seafront land train electric powered
- Ban electric bikes and e-scooters along seafront
- Dedicated resident-only parking areas
- More investment in daily cleaning of paths and promenades eg: dog mess. Zig zag paths such as Fisherman's Walk in particular are mentioned
- Dogs on leads on promenades at all times
- Remove red and white cones in the road by Sandbanks car park

2.15.2 Operational top ideas with the most 'likes'

- Renovate beach huts eg: Sandbanks to Branksome
- Entrance to Boscombe Pier requiring upgrade (presentation of commercial offer) and cleaning
- Cliff top between Boscombe and Southbourne in poor state (litter, shelters, planting and mowing, suggestion for proper path along fence line)
- Keep kiosks open longer, especially in September
- More litter pickers. Signage promoting request for volunteer litter pickers
- Bring Avon Beach and promenade under BCP control rather than lease to commercial operator
- Retain natural offer and concerns around over development
- Better maintenance of beach huts by Council and Owners. Wooden huts at Canford Cliffs (Chine) are rotten and need maintaining or removing
- Reduce number of vagrants in Bournemouth
- Employ beach wardens to patrol promenades and issue fines for littering and dog fouling

2.15.3 Investment top ideas with the most 'likes'

- Strategy to deal with sewage discharge
- Improve access to beach / waterline for disabled / dedicated beach area
- More commercial outlets eg: art galleries, bars, coffee shops, unique restaurants / Mediterranean feel
- Water taxi service – eg: Studland, Brownsea, Bournemouth, Sandbanks, Hengistbury, Swanage, Poole Quay
- Permanent cycle path, separating pedestrians from cyclists along the promenade
- Harbour baths (open air lido) in Poole Harbour eg Baiter or Hamworthy Park / Open air swimming pool at the seafront / beach club
- Market hall pop up food and drink area eg: former Imax space

- More public toilets for the seafront & revamp existing
- Showers at all beaches to wash off salt water after swimming
- Beach front lockers
- More cycle parking facilities at the beach
- Cheaper / free public parking for BH residents
- Fun litter bins to encourage children and families to dispose of litter
- Investment in piers eg: new destination offer Bournemouth Pier, a pier for Branksome
- Replace land trains with either electric or tram system
- Motorhome parking provision
- Skatepark
- Outdoor gym
- Whitecliffe Park as a destination for SUP and water-based activities
- More public benches

2.15.4 Cycling top ideas with the most 'likes'

- Permanent segregated cycle path along promenade
- More cycle parking at the beach
- Connect cycle / walking access from Holes Bay/ Upton to tramway path to Broadstone and intermediate parks and nature reserves
- Replace tired beach huts with cycle / jogging lane
- Ban electric bikes and scooters, except for the disabled
- Extend cycle ban to April to September or June – mid-Sept
- Resurface key roads near beachfront, eg Southbourne Overcliff, wide enough to introduce a bike lane
- Widen the promenade to allow for separate cycle lane
- Introduce e-bikes for hire along the seafront
- Make the promenade for pedestrians only

2.15.5 Accessibility / Disability improvements top ideas with the most 'likes'

- Improve access to the sea from the promenade/ boardwalk eg; Sandbanks & Shore Road. More dedicated accessible parking with level access to the beach
- More accessible toilets
- Dedicated disabled beach users area similar to facilities in Barcelona
- Water going accessible wheelchairs for hire
- Boardwalk at top of beach linking Friars Cliff to Highcliffe Castle zig zag
- Sandbanks: one of the few beaches with level access from car park. Opportunity to focus dedicated accessible beach facilities here
- Restore East Cliff Lift or redevelop into modern vertical lift with restaurant and toilets at the bottom
- More accessible spaces at Branksome beach
- Widen the promenade with decking at pinch points
- Autism friendly beach zone (quiet zone) with dedicated pods and interactive way-finding (idea was deleted)
- More public seating for elderly and physically disabled
- Improve beach access at Lake Pier for wheelchair users
- Increase number of disabled parking bays between Bournemouth and Boscombe piers
- Do not removing car parking at the beach as those with restricted mobility rely on it

2.15.6 Litter related top 'likes'

- Fun litter bins to encourage the young
- Fewer unsightly litter bins and higher fins for people littering
- Better designed and more accessible bins and more frequent emptying. No swearing on signage
- More volunteer litter pickers

2.15.7 Parking and transport related top 'likes'

- Better signage and advertising of park and ride
- Park and ride multi-storey car park with destination to Bournemouth Pier rather than Boscombe
- Cheaper public parking for BH residents or free after 6pm
- Improved public transport to the Chine
- Sustainable motorhome parking for up to 48 hour stay. Requirements could include an electric hook up, water and grey waste disposal.
- Remove cars from promenade and only retain disabled parking at the beach
- Remove cars parking along harbour edge at Sandbanks and replace with park and ride
- Stop use of grassed area at Highcliffe as overflow car park. Advertise the nearby Worley Road car park as suitable alternative
- Develop Beach Road car park as main parking for Branksome Chine. With Branksome Chine car park changed to drop off and disabled parking only
- Parking app for all beach car parks
- Water taxis between quays and piers
- Replace land train with modern tram
- Cable car or aerial tram running the length of Poole Bay
- More regular (and later running) bus service to Sandbanks (no. 60)
- Extend land train to whole of Poole Bay

2.15.8 Pier ideas, top 'likes'

- Restore Victorian style entrances to Bournemouth and Boscombe piers
- Create a new pier at Branksome
- Replace Bournemouth Pier with a new destination pier or extension of the Lower Gardens eg St Petersburg Pier
- Refurbish Bournemouth Pier

2.15.9 Activity ideas, top 'likes' in addition to those already mentioned in other sections above

- Coastal amphitheatre at either Bath Road South car park or Monkey Island, Boscombe Overcliff
- Adventure playground for older kids / beach play
- Regenerate Happyland into restaurant / bar by West beach
- A 200m vertical pier observation deck
- Floating rafts in Christchurch Harbour for paddle boarders, and kayakers
- Community based water sport and lifeguard facility at Branksome Dene Chine
- Dedicated kite surfing zone, keeping out the general public, dogs and watercraft
- Outdoor trampoline park
- More beach volleyball areas
- Fixed BBQ stands
- Pedalo and kayak hire

- Redevelop former imax site into premium entertainments, eating area with summer shows, theatre, pop up restaurant
- Redevelop former imax site to incorporate an enclosed tropical biodome
- Create storage space in site of some beach huts for watersports clubs
- Public table tennis facilities across the waterfront inc. Baiter park
- More public community buildings like Branksome Dene Community Room
- Amusement park similar to Tivoli in Copenhagen
- Horse/pony/ donkey riding
- Electric marine charging network for leisure craft, reducing noise and pollution
- More events and festivals eg live music, dance shows
- Public saunas
- Wind wand attraction
- Smooth flat area for roller skating rink
- Marine discovery centre
- Remote working hubs / beach huts supported by 5G or high speed wi-fi
- Promote Mudeford Sandbanks for nature watching (dogs on leads)
- Go Ape style facility around Middle and Durley Chone
- New marina and lido within Poole Harbour

2.15.10 Environment ideas, top 'likes' in addition to ones already mentioned above

- No development of additional beach huts at Mudeford Sandspit
- Create Japanese/Easter Garden attraction
- Linke to Future Parks initiatives to promote wild habitats and extend goat grazing to reduce risks of cliff slips
- Make Rockley Point a no swimming zone, in wake of recent tragic accident
- Exclude public from environmentally sensitive sand dunes at Sandbanks, Poole
- Oppose idea of additional promenade street lighting between Alum Chine and Shore Road in order to preserve dark skies and protect nearby SSSI
- Invest in presentation of promenades and in particular the promenade at Hamworthy Park
- Oppose idea of additional cafes at Hengistbury Head

2.15.11 Food / restaurants / café top ideas with the most 'likes':

- More bars, restaurants, cafes, art galleries
- Make use of the Adventure Golf site at Bournemouth Pier Approach to house a market hall concept
- More beach side pop-up restaurants
- Water refill stations
- Introduce more competition and choice into the food and drink offers at Avon Beach
- Introduce a more cosmopolitan food and drink offer between Bournemouth pier and Sandbanks, converting existing buildings and kiosks
- Develop a clear masterplan for Sandbanks
- Example references to locations like St Tropez, Barcelona and Copenhagen setting a standard that we should aim for

2.16 The Seafront Visitor survey (full survey results published on the Seafront Strategy webpage) establishes demographics, what activities visitors currently enjoy on their visit to the seafront, how important and how satisfied visitors are with current facilities, spend and travel. This provides a snapshot for how the seafront is currently performing and the survey is conducted every two years to establish trends and benchmarks for the Council's Seafront Operation service.

- 2.17 The limitations of the visitor survey are that it does not capture the views of people who currently do not visit the seafront, for whatever reason.
- 2.18 The Visitor Survey only covered the coastal part of the seafront from Sandbanks in Poole to Highcliffe beaches. Surveys took place at nine principal locations. These locations do not directly correspond to the character areas defined in the draft seafront strategy
- 2.19 The 2021 Seafront Visitor Survey asked the same question around priorities for investment that featured in the online Seafront Strategy Consultation.
- 2.20 Top five priorities for investment, identified in the visitor survey:
- 2.20.1 Sandbanks Beach
- Pop up units selling local produce and crafts: 29%
 - Better choice of cafes and restaurants: 28%
 - Wider range of food and drink: 26%
 - Connected walking and cycling routes: 25%
 - Leisure/ sports facilities eg skatepark, lido, children's play: 22%
- 2.20.2 Branksome Beach
- No additional facilities: 40%
 - Better choice of cafes and restaurants 23%
 - Wider range of food and drink: 19%
 - Pop up units selling local produce and crafts: 16%
 - Public BBQ facilities: 15%
- 2.20.3 Alum to Durley Chine
- No additional facilities: 73%
 - Pop up units selling local produce and crafts: 18%
 - Better choice of cafes and restaurants: 10%
 - Wider range of food and drink: 8%
 - Investment in public toilets: 8%
- 2.20.4 Bournemouth West Cliff to Boscombe Pier
- No additional facilities: 54%
 - Pop ups selling local produce and crafts: 22%
 - Investment in public toilets 17%
 - Better choice of cafes and restaurants: 14%
 - Wider range of food and drink 13%
- 2.20.5 Boscombe
- No additional facilities: 39%
 - Pop up units selling local produce and crafts: 29%
 - Investment in public toilets: 20%
 - Wider range of food and drink: 18%
 - Better choice of cafes and restaurants: 17%
- 2.20.6 Southbourne
- No additional facilities: 34%
 - Investment in public toilets: 25%

- Wider range of food and drink: 23%
- Better choice of cafes and restaurants: 20%
- Pop up units selling local produce and crafts: 20%

2.20.7 Mudeford

- No additional facilities: 76%
- Investment in public toilets: 13%
- Wider range of food and drink: 6%
- Connected walking and cycling routes: 6%
- Better choice of cafes and restaurants: 5%

2.20.8 Avon Beach and Friars Cliff

- No additional facilities: 60%
- Investment in public toilets: 17%
- Wider range of food and drink: 16%
- Better choice of cafes and restaurants: 14%
- Pop up units selling local produce and crafts: 10%

2.20.9 Highcliffe Beaches

- No additional facilities: 49%
- Connected walking and cycling routes: 32%
- Investment in public toilets: 17%
- Improvements to beach access: 13%
- Leisure/ sports activities eg: yoga, sea swimming, watersports: 12%

3. Next Steps:

3.1 The results of this consultation summary report will be used to inform an update to the draft Seafront Strategy which will then be brought forward for adoption.

3.2 This report will be published on the Council's Seafront Strategy webpage

Ends

Appendix 1: Consultees directly approached for comment in addition to BCP Elected Members:

Above & Beyond Trust
Active Dorset
AFC Bournemouth
All Out Leisure inflatables
ARC Amphib & Reptile Conserv/n Trust
Arts Council England South West
Arts University Bournemouth
ARUBA & West Beach
Avon Beach shop
BAHA
Banquets
Beach House Café
Beach Hut café
Beyond the Blue open water swim club
BH Live / DMB Rep
Bistro on the Beach
Blackhouse
Bmth Chamber of Trade & Commerce
Bmth Civic Society
Bmth Natural Science Society
Body Positive
Boscombe Lifeguards
Bournemouth Airport
Bournemouth Beach Hut Association
Bournemouth Boating
Bournemouth Coastal BID
Bournemouth Development Company
Bournemouth Lifeguard Corps
Bournemouth Outrigger Canoe Club
Bournemouth Town Centre BID
Bournemouth University
Branksome Chine Surf Lifesaving Club
Branksome Park & Canford Cliffs Residents Association
Branksome Surf Lifesaving
Branksome West Residents Association
Broadstone Neighbourhood Forum
Brownsea Island Ferries
BSO
Business Events Bournemouth
Café Riva, Fisherman's Walk
Canford Cliffs Land Society
Captain's Club

Chineside
CHOG (Christchurch Harbour Ornithological Group)
Christchurch Chamber of Trade & Commerce:
Christchurch Food Festival
Christchurch Harbour Assoc
Christchurch History Society
Christchurch Life Saving Club (CLSC)
Christchurch Rowing Club (CRC)
Christchurch Sailing Club (CSC)
Christchurch Sea Scouts
Christchurch Town Council:
Christchurch Windsurfing Club
City Cruises
CLIFFHANGER CAFÉ
Cobbs Quay Marina
Cooper Dean Estate
Crown Estate
Cultural Collective
Cultural Enquiry
DCCI
Destination Management Board
Diverse Abilities
Dorset Local Economic Partnership
Dorset Belle
Dorset Bird Club
Dorset Devils
Dorset Disability Canoe Club
Dorset Equality Group
Dorset Forces Veterans Group
Dorset Lake Residents Assoc
Dorset Mental Health Forum
Dorset Race Equality Council
Dorset Wildlife Trust
Dorset - Poole and Purbeck Group
DOTS disability
DURLEY INN (Mitchell & Butlers)
Durley Sea Swims
Eagle School
East Dorset Open Water Swimming Club
East Dorset Sailing Club
Easyriders
Elkins Boatyard
Environment Agency
Faith Links
Fawcett Society
FJB Hotels
Friars Cliff Beach Hut Association (FCBHA):

Friars Cliff Residents Association (FCRA):
Friends Of Highcliffe Beaches And Cliffs (FOHBAC):
Friends of Poole Park
Friends of Stanpit Marsh
Front Bike Hire
Gervis Meyrick Estate
Glynn Gifford
Go South Coast Bus Operator
Graham Whitehall
Greenslade Pleasure Boats
Gundimore kiosk
H2O
Happyland
Harbour hotels
Harry Ramsdens
Haven Holidays Rockley Park
Haven Inn
Hengistbury Head Adult Sailors
Hengistbury Head coastwatch station
Hengistbury Head Residents Association
Hengistbury Head Visitor Centre
Highcliffe & Walkford Parish Council:
Highcliffe Food & Arts Festival:
Highcliffe Residents Association (HRA):
Highcliffe Sailing Club (HSC):
Hiker café
Historic England
Holes Bay Residents & Preservation Association
Hot Rocks
International Education Association
Jacqui Rock
Jazz Café Shore Road
Land & Wave
Lighthouse Poole
Lighthouse Poole
Litter Free Dorset
Marine Management Organisation
MCGA Coastguard
Maternity Matters Dorset
More Bus
Morgan Sindall
Mudford & District Fishermen's Association (M&DFA):
Mudford Arts Festival: Tony Eden
Mudford Beach Hut Action Group (BHAG):
Mudford Ferry
Mudford Lifeboat Funday Committee:

Mudford Quay Fish Stall
Mudford Sailing Club (MSC):
Mudford Sandbank Beach Hut Association (MSBHA)
Mudford Sea Scouts:
Muse Developments
National Trust
National Trust Brownsea Island
Natural England (Cliff habitats)
Natural England (Coastal Access)
Natural England (Wessex Seas)
Natural England (Marine Adviser)
Neptune Inn
North Haven Yacht Club, Sandbanks
Oceanarium
Openwide
Parkstone Yacht Club
Pavilion Dance South West
Pilgrim Bandits
Pink Champagne Dragon Boat Club 2009
Poole & District Sea Angling Assoc
Poole Beach Hut Association
Poole Boat Hire
Poole Diving
Poole Harbour Association
Poole Harbour Canoe Club at Lake Pier (Jan)
Poole Harbour Commissioners
Poole Harbour Watersports
Poole Jetski hire
Poole Lifeguards
Poole Old Town Conservation Group
Poole Quays (Neighbourhood) Forum
Poole Rowing Club
Poole Sea Safaris
Poole Town Centre BID
Poole Windsurfing
Poole Yacht Club
Poseidon Kite School
Reid Steel
Resurface
Rivershock Boat Sales
Riverside Bmth
RNLI
Rockley Watersports MD
Royal Motor Yacht Club, Sandbanks
Russell Cotes Art Gallery & Museum
Sandbanks Community Group Chair
Sandbanks Mini Golf

Sandbanks Neighbourhood Forum
Sandhills Holiday park
Shaka Surf
Shoresports
Silicon South
Society for Poole
Solent Kiosk
Sorted Surf School
South West Lakes Trust
South West Railway
Southbourne Area Forum
Southbourne Canoe Club
Southbourne Surf Life Saving Club
Space Youth Project
Splashdown Waterparks
Stanpit And Mudeford Residents Association (SAMRA):
Stompin' On The Quomps Festival:
Stonewall
Sunseeker
Support group for transgendered people in Bournemouth
The Boat House Bar & Restaurant (Christchurch Quay)
Tony webb
Tuckton Tea Gardens
Urban Reef
Vesuvio
Water Sports Academy - Sandbanks
Wave 23 Sea Swimming Club
Wessex Beach Volleyball Club
Wessex Hand Gliding and Paragliding Club -
Wessex Water
Willow Way Marina
Women's equality group
Wonky Table
Yellow Buses

