



Whitecliff Road Experimental Road Traffic Order (ETRO)

August 2020 to January 2021

Consultation Report

Consultation and Research Team

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2. Introduction

The Whitecliff Road Experimental Traffic Regulation Order (ETRO) consultation started on 31 July 2020, in advance of the implementation of the scheme on 19 August 2020.

Information about the trial and a consultation form was available online at bcpcouncil.gov.uk/WhitecliffRoad, enabling respondents to give their views on the trial. The consultation closed on 15 January 2021, when the Portfolio Holder for Transport and Sustainability's decision was published with the intention to revoke the scheme. This decision was subsequently implemented at a meeting of the Council's Overview and Scrutiny Board on 1 March 2021.

An update report (October 2020) was published together with the decision details on bcpcouncil.gov.uk/Whitecliffroad. This report is the full report of the consultation findings.

3. Executive Summary

450 respondents took part in the consultation between 7 August 2020 and 15 January 2021, when the online consultation was closed.

This section summarises the results to the key questions in the consultation.

Levels of agreement with aspects of the trial

- 60% agree that Whitecliff Road should be prioritised for walking and cycling at Keyhole Bridge, 37% disagree.
- 67% agree that the changes have reduced through traffic in the area, 23% disagree.
- 64% agree that the changes make it safer for me to cycle in/through this area, with 28% disagreeing.
- 62% agree that the changes make it safer for me to walk in/through this area. 32% disagree.

Figure 1: How strongly do you agree or disagree with the following.....

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Whitecliff Road should be prioritised for walking and cycling at Keyhole Bridge (444)	57%	3%	2%	4%	33%
The changes have reduced through traffic in the area (393)	53%	14%	10%	6%	17%
The changes make it safer for me to cycle in/through this area (400)	58%	6%	9%	8%	20%
The changes will/do make it safer for me to walk in/through this area (432)	56%	6%	6%	9%	23%

Bases (as shown)

Differences in response

In terms of agreement that *Whitecliff Road should be prioritised for walking and cycling at Keyhole Bridge*:

- Residents living in (or a road off) [Whitecliff Road or Sherwood Avenue](#) are more supportive of the changes (62% agree, 32% disagree). Those living in [Twemlow Avenue or Orchard Avenue](#) have lower levels of agreement (26% agree, 64% disagree).
- Those [living in the Whitecliff area](#) have more mixed views (47% agree, 53% disagree), as do those who [park along Whitecliff Road](#) (50% agree, 47% disagree).
- The views of those who [visit Poole Park/Whitecliff Park](#), [travel through the area for work](#) and [work in the area](#) are similar, with 62% to 64% agreeing that *Whitecliff Road should be prioritised for walking and cycling at Keyhole Bridge*. 71% of [BCP residents \(not living in the Whitecliff area\)](#) agree.

Responses also vary by age, gender and disability. Levels of agreement generally decrease with [age](#), and [males](#) have more positive opinions than [females](#). Those [without a disability](#) have higher levels of agreement than those [with a disability](#).

Changes to mode of travel

The table below shows the changes to mode of travel as a result of the implementation of the scheme. Overall, responses show a shift to more active forms of travel, with more respondents being less likely to **drive** and more likely to **walk** and **cycle** in the area.

Figure 2: Will the changes make you more or less likely to use the following.....

	More likely	No change	Less likely
car or motorcycle (399)	12%	39%	49%
public transport (304)	5%	69%	25%
cycle (392)	60%	28%	12%
walk (416)	56%	31%	13%

Impact of the trial.

Overall, just over six out of ten (61%) respondents feel a positive impact from the changes. Just over one third (34%) feel a negative impact, with 3% mixed and 2% no impact.

Figure 3: How much of an impact, if at all, do the change have on you?

Positive impact	Mixed impact	Negative impact	No impact
61%	3%	34%	2%

Base = 443

450Summary of comments

Impact

Respondents were asked to explain how they felt about the closure of Whitecliff Road to all motorised traffic at Keyhole Bridge and the impact this would have on them. 413 respondents provided feedback to this question. 247 of the respondents who commented felt that the closure would have a positive impact on them, while 141 of the respondents who commented felt that the closure would have a negative impact on them.

Advantages of closing Keyhole Bridge

There were 444 comments relating to advantages of closing Keyhole Bridge to motorised vehicles. 197 of these comments related to improved safety as a result of the closure; relating to increased safety of pedestrians and cyclists using the bridge, as well as within Poole Park and feeling generally safer in the local area.

There were 103 comments relating to the closure resulting in the area being an enhanced amenity for cyclists and pedestrians. These comments were that the closure of the bridge has encouraged more people to cycle and walk in the park and through the bridge, as well as the associated health benefits of this increase. In addition, respondents commented that the closure has made the park a more pleasant place to walk or cycle in. Comments also related to the fact that the closure of the bridge to motorised vehicles means that pedestrians are no longer splashed by vehicles travelling through the flood water under the bridge.

There were 126 comments relating to the advantages as a result of reduced access for vehicles. These comments related to the closure has resulted in reduced rat-running through Poole Park by motorised vehicles. In addition, comments were that the bridge is unsuitable and too narrow for vehicles to get through. Comments also related to there being alternative routes into Poole Park as well as to travel across the local area, while the closure is better for the environment.

There were 18 comments relating to general advantages of the bridge being closed to motorised vehicles, with these being that the scheme was an excellent idea and that there were no obvious negative impacts on local residents.

Complementary measures

There were also 27 comments relating to measures that could be implemented in addition to the closure of Keyhole Bridge to motorised vehicles. Respondents suggested that motorised vehicles should not be allowed to access Poole Park at all, while the flooding at the bridge needs to be addressed. Other complementary measures suggested included improved road surfaces, there is a need for bike stores within Poole Park and the safety of roads for cyclists and pedestrians needs to be addressed.

Disadvantages of closing Keyhole Bridge

In contrast, there were 395 comments relating to disadvantages of closing Keyhole Bridge to motorised vehicles. Of these, 90 comments related to the closure adversely affecting access to Poole Park, with respondents finding access more difficult and will result in them visiting the park less often. In addition, these respondents commented that the closure discriminates against and restricts the access to the park for the elderly and disabled, and that not everybody is able to walk or cycle. The closure meant that they were no longer able to enjoy a pleasant and relaxing drive through the park, while roads should not be locked to motorised vehicles.

There were 128 comments relating to the closure of the bridge to motorised vehicles displacing traffic elsewhere, increasing traffic and congestion on other local roads. These comments also related to an increased use of Orchard Avenue and Twemlow Avenue as an alternative route both entering and exiting from Poole Park. Sandbanks Road is also now more congested with additional queuing at the Railway Bridge. The increased congestion results in increased car emissions and pollution on local roads.

There were 39 comments relating to the closure of Keyhole Bridge reducing safety on other roads, in particular along Twemlow Avenue and Orchard Avenue, especially at the junction with Sandbanks Road.

37 respondents commented on increased conflict between cyclists and pedestrians as a result of the closure, with the majority of these relating to cyclists now travelling at unsafe speeds in and around the bridge without due care and attention for pedestrians.

There were 101 comments relating to the belief that there is no need to close Keyhole Bridge to motorised vehicles, with the majority of these being that respondents had never witnessed or experienced any conflicts between motorised vehicles, cyclists or pedestrians and that all users approach the bridge with caution and consideration of others and potential hazards, and that cars approach the bridge at low speed therefore reducing the risks of collisions and accidents.

Alternative measures

There were 19 comments relating to alternative measures that could be implemented instead of closing Keyhole Bridge to motorised vehicles, with suggestions including installing barriers within Poole Park instead, installing traffic lights at Keyhole Bridge and increase signage at the bridge along with mirrors to allow users to see what is coming in the other direction.

Consultation process

There were 17 comments relating to the consultation process, with respondents commenting that consultation should have taken place prior to implementing the closure, while the repair work in the park had distorted traffic figures and there was a lack of data supporting the closure.

Comments and suggestions

294 respondents provided other comments and suggestions about the closure of Keyhole Bridge to motorised vehicles.

Advantages of closing Keyhole Bridge

There were a total of 127 comments relating to advantages of closing Keyhole Bridge to motorised vehicles. 69 of these comments were that the closure was an excellent idea and should be kept in place, as well as praising the scheme for prioritising cyclists and pedestrians.

There were 18 comments relating to improved safety, including at the bridge, within Poole Park as well as generally within the local area.

There were 14 other comments relating to the closure making it an enhanced amenity for cyclists and pedestrians. Comments related to the closure has made the park more pleasant to walk and cycle in, it had encouraged more people to walk and cycle in the area and has therefore had health benefits.

There were 26 additional comments relating to the advantages of reduced access for vehicles, including reduced rat-running through Poole Park, benefits for the environment, cars still having alternative routes and that surrounding roads can cope with additional volume of traffic.

Complementary measures

There were also 103 comments and suggestions relating to measures that could be implemented in addition to the closure. 40 of these comments suggested measures relating to motorised vehicle access within the park, including that the park should not be able to be used as a through route at all, with access restricted to the car parks only, while others suggested that vehicles should be banned from Poole Park altogether, or that there should be barriers at the Twemlow Avenue junction with Whitecliff Road.

There were 33 comments relating to complementary measures at Keyhole Bridge, with suggestions that flooding in Keyhole Bridge needed to be addressed and that measures are needed to ensure that cyclists slow down to prevent conflict and accidents with pedestrians.

7 respondents suggested additional traffic calming measures, while other complementary measures included a range of measures to improve safety for cyclists and pedestrians in the local area.

Disadvantages of closing Keyhole Bridge

There were a total of 146 comments relating to the disadvantages of closing Keyhole Bridge. 83 of these comments were that there was no need to close the bridge to motorised vehicles and that the closure should be removed, while respondents also commented that they had never witnessed any issues or conflict with the shared use of the bridge and that all modes of travel treat other users with due consideration.

There were 18 comments relating to the restricted access of the bridge, including reduced and restricted access to Poole Park for the elderly and disabled, and that not everyone is able to walk or cycle.

There were 20 comments relating to increased traffic on other roads in the area as well as increased emissions and pollution from the congestion.

There were 19 comments relating to an increased conflict between cyclists and pedestrians as a result of the closure, including cyclists travelling too fast without enough care for pedestrians, and that cyclists have alternative routes that they could use.

6 respondents commented on reduced safety as a result of the closure, including on Orchard Avenue and Twemlow Avenue, as well as a result of vehicles having to perform 3-point turns in areas with pedestrians and cyclists.

Alternative measures

There were 34 additional comments or suggestions relating to alternative measures that could be implemented instead of closing Keyhole Bridge. Respondents commented that there should be a traffic light system installed at the bridge instead, there should be a separate tunnel for pedestrians and cyclists, or the current bridge should be made wider. Suggestions also included additional time restrictions to motorised vehicles within Poole Park.

Consultation process

There were 57 additional comments or suggestions relating to the consultation process. Respondents commented that a consultation should have taken place prior to closing the bridge, while they also questioned whether there was sufficient supporting data to warrant the closure. Some of these comments suggested that the trial should be allowed to run its duration before a final decision is made, while comments also referred to the views and influence of councillors and 3rd party campaign groups.

Other active travel schemes

There were 15 additional comments and suggestions relating to other active travel schemes in the local area. The majority of these suggested that more active travel schemes should be introduced and that those currently in place should remain, while there were some comments that suggested that other active travel schemes should be removed.

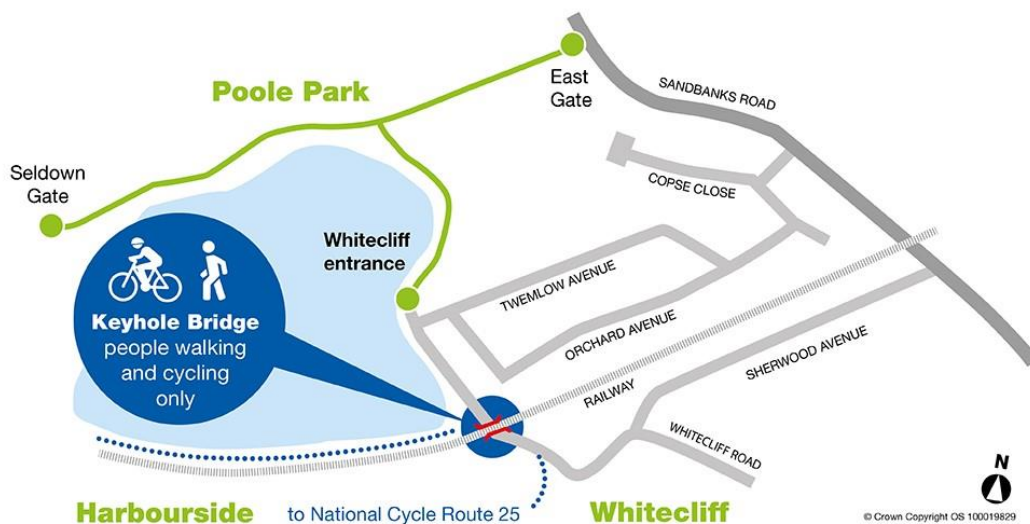
4. Background

An ETRO to prioritise walking and cycling on Whitecliff Road at Keyhole Bridge (between Poole Park and Whitecliff Park) was implemented on 19 August 2020.

The aim of this trial was to create a safer environment to travel to and through the area on foot or by bicycle with safer and more sustainable access to the Poole Park area. A further aim was to reduce the number of vehicles driving through the park itself. The trial also improved accessibility to the well-used National Cycle Network Route 25.

The changes meant that:

1. Whitecliff Road was closed to all motor traffic at Keyhole Bridge to prioritise walking and cycling in the area. The closure used timber planters placed either side of Keyhole Bridge.
2. Motor traffic could park in Copse Close. Motor traffic travelling from Whitecliff could access Poole Park via the Park Gates entrance, opposite the Civic Centre.
3. Motor traffic exiting Poole Park towards Whitecliff could travel through Twemlow Avenue/Orchard Avenue.



5. Methodology



The consultation ran online from 31 July 2020 to 15 January 2021 at bcpcouncil.gov.uk/WhitecliffRoad. Respondents were asked to read the consultation Information Document and respond via an online survey.

Formal emails of objections or support could also be sent to ETROresponse@bcpcouncil.gov.uk or to ETRO/2, Growth and Infrastructure, BCP Council, Civic Centre, Poole, BH15 2RU. These have been analysed and reported separately and published at bcpcouncil.gov.uk/WhitecliffRoad.

The consultation was promoted through the BCP Travel e-newsletter and social media posts on Facebook and Twitter.

6. Analysis

Results are broken down by respondent type, how people travel through the area and by equalities groups (where large enough) and response date (where large enough) to show significant differences.

Bases with less than 10 respondents are not shown. Those bases with 11 to 29 responses are denoted with an * to highlight that these are small, so caution is needed in using the results.

Percentages

Figures in this report are presented as a percentage of people who answered the question. The percentages in this report will not always add up to 100%. This can be because of rounding, or because for some questions, respondents can select more than one response.

Qualitative comments

Qualitative responses (write in text) were exported into Excel and were thematically analysed by Darmax Research. The most common themes are reported on within this report. Anonymised quotes from participants have been used to illustrate the themes identified.

Please note that while the purpose of qualitative data is to provide deeper insights into reasoning and impact rather than to quantify data, the numbers of respondents who mentioned the most prevalent themes are provided in this report to give an indication of the magnitude of response. However, given the nature of qualitative data, it should be noted that this does not provide an indication of significance in relation to the question asked.

In addition, where respondents have provided comments that relate to more than one theme, their feedback has been categorised into multiple categories.

7. Key Results

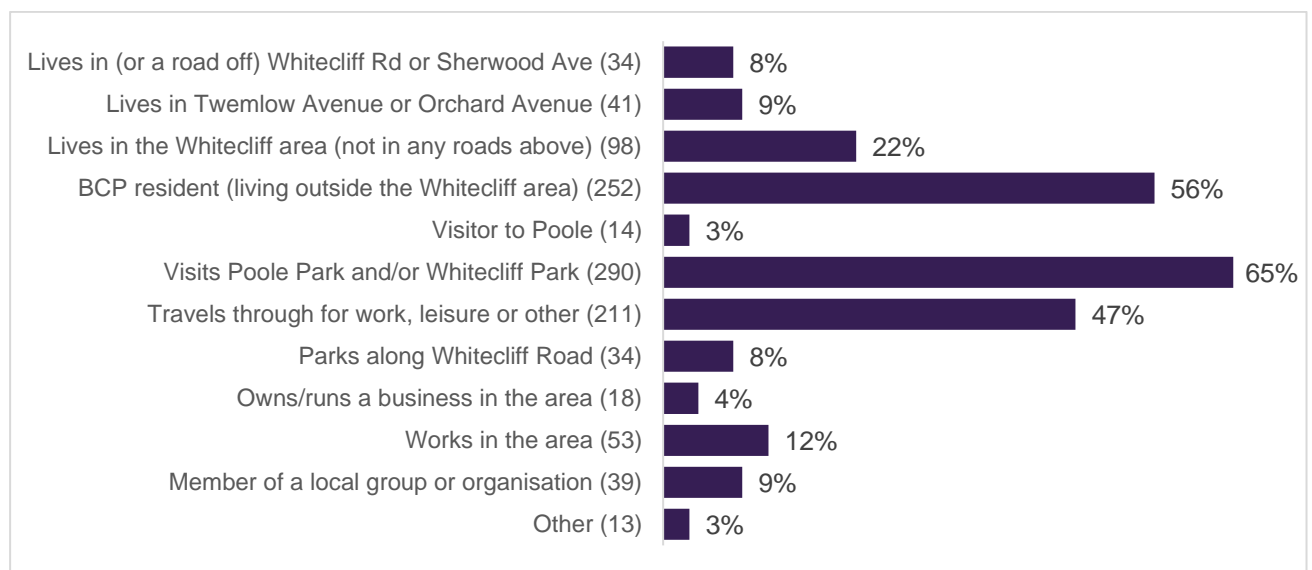
450 respondents took part in the consultation between 7 August 2020 and 15 January 2021.

The equalities profile of respondents and postcode maps are shown in the Appendix.

Respondent profile

Just under two thirds of respondents (65%) visit Poole Park and/or Whitecliff Park, and 56% are BCP residents. Just under one half (47%) travel through for work, leisure or other. 22% live in the Whitecliff area. 9% live in Twemlow Avenue or Orchard Avenue and 8% live in Whitecliff Road or Sherwood Avenue.

Figure 4: Respondent type



Base = 447 respondents

How respondents travel through the area

Just under three quarters of respondents travel through the area on foot (74%), with just under two thirds (64%) travelling by bike and 55% by car/van. Other includes motorbike, wheelchair, mobility scooter and taxi (all <10 respondents).

Figure 5: How travel through the area

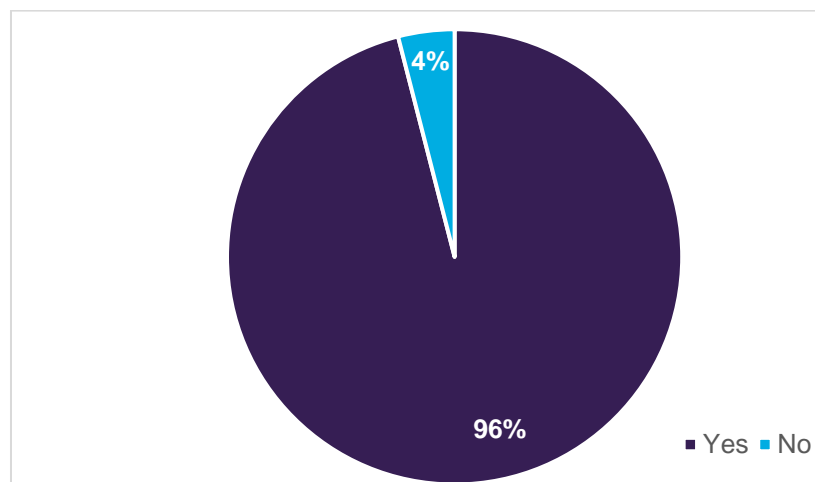


Base = 443 respondents

Car ownership

The vast majority of respondents (96%) own, or have use of, a car or van.

Figure 6: Own, or have use of, a car or van

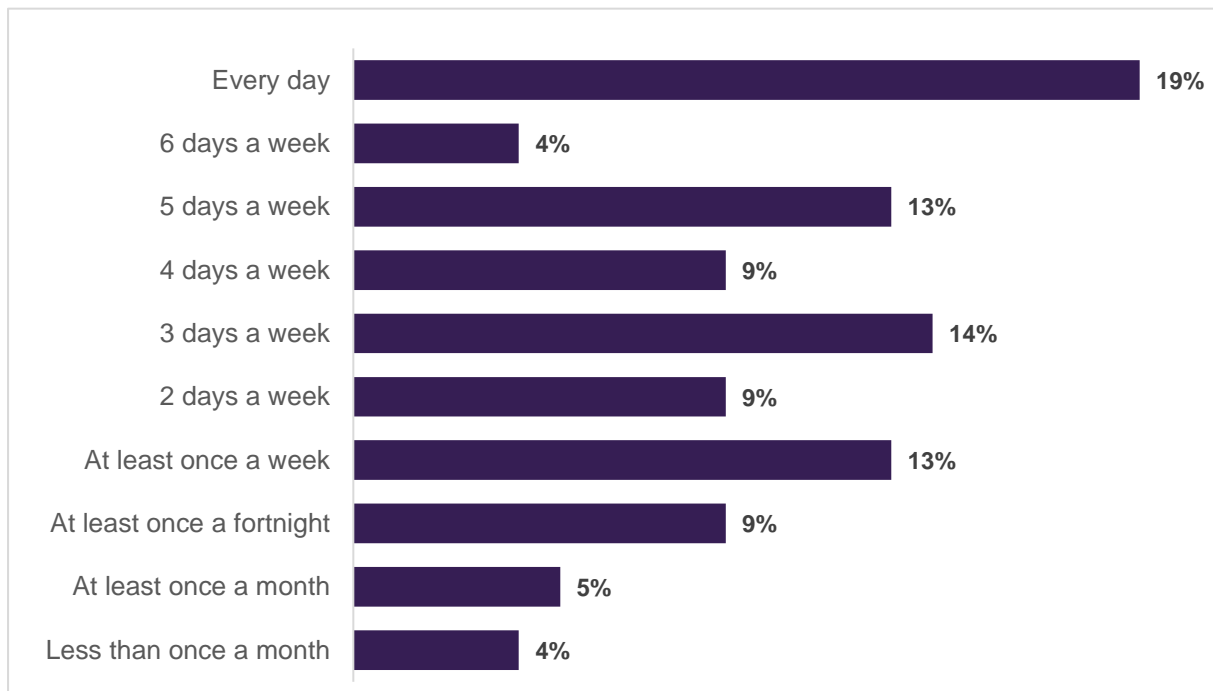


Base = 442 respondents

On average, how often do you travel to, or through, this area?

Just over eight out of ten respondents (81%) travel through the area once a week or more often, including just under one fifth (19%) travelling through every day.

Figure 7: How often travel to/through this area



Base = 445 respondents

Respondents by response date

The response varied throughout the trial. 15% of respondents completed a form before the scheme was implemented, 27% during the first four weeks and 58% completed a form after four weeks. There was an increase of 235 responses after the Portfolio Holder announced his intention to open the road in October 2020. The majority of these respondents were BCP residents (living outside the Whitecliff area), people who visit Poole Park and/or Whitecliff Park and/or people travelling through the area for work, leisure or other reasons. The online form was closed on 15 January 2021.

Figure 8: Response by date

Time period	%
Before launch	15%
First four weeks	27%
After four weeks	58%

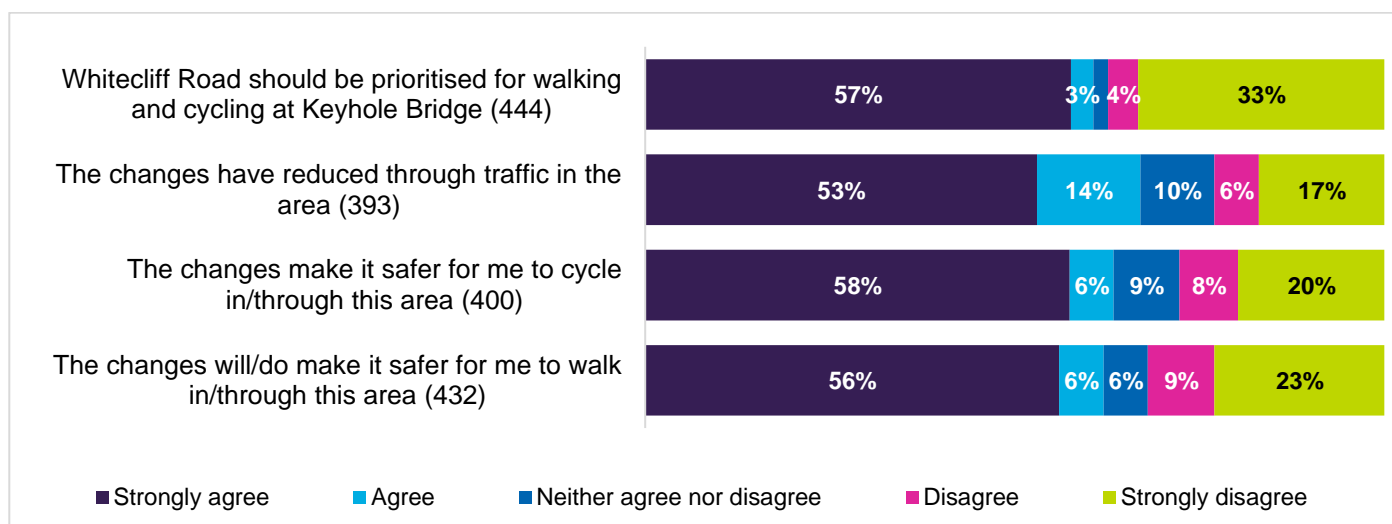
Base = 450 respondents

Levels of agreement with aspects of the trial

Respondents were asked how strongly they agree or disagree with a number of statements about the trial. The overall responses are shown below:

- Six out of ten respondents (60%) agree that Whitecliff Road should be prioritised for walking and cycling at Keyhole Bridge, 37% disagree.
- 67% agree that the changes have reduced through traffic in the area, 23% disagree.
- Just under two thirds (64%) agree that the changes make it safer for me to cycle in/through this area, with just under three out of ten respondents (28%) disagreeing.
- Just under two thirds (62%) agree that the changes make it safer for me to walk in/through this area. Just under on third (32%) disagree.

Figure 9: How strongly do you agree or disagree with the following.....



Bases (as shown)

Views differ by respondent type, how they travel to/through the area and by equalities groups (age, gender and disability), as shown in more detail on the following pages.

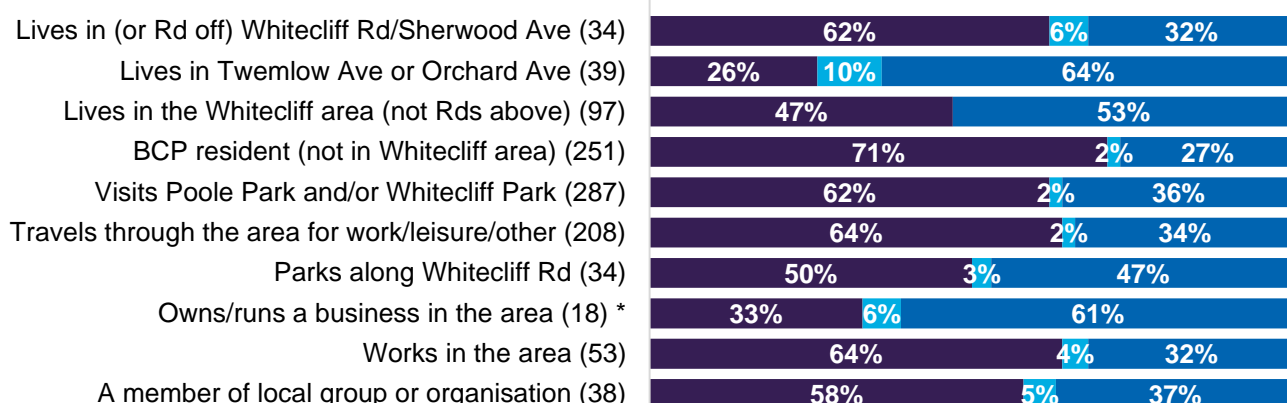
Views by respondent type

Levels of agreement vary by respondent type, as shown in the chart on the next page:

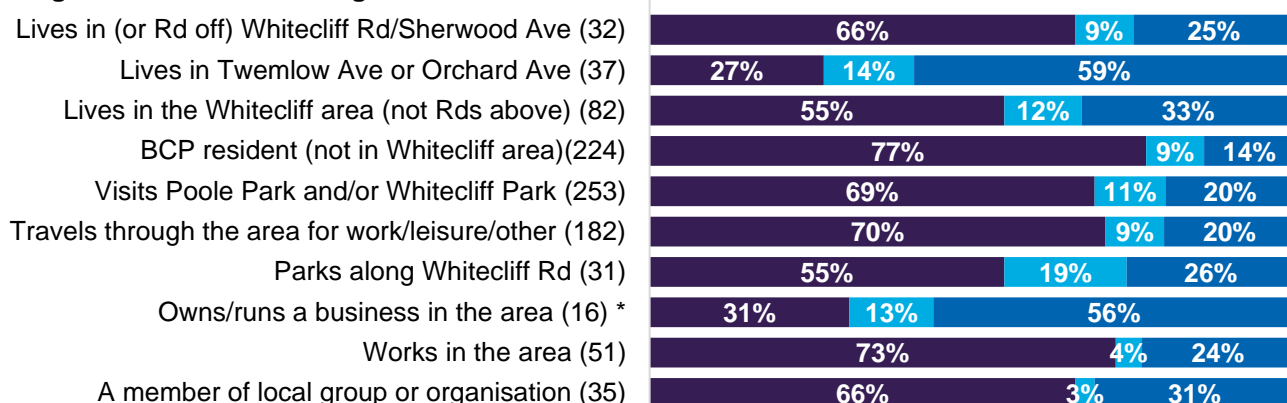
- Residents living in (or a road off) [Whitecliff Road or Sherwood Avenue](#) are more supportive of the changes, with just under two thirds (62%) agreeing that *Whitecliff Road should be prioritised for walking and cycling at Keyhole Bridge* (32% disagree).
- Those living in [Twemlow Avenue or Orchard Avenue](#) have lower levels of agreement than other respondent types for all statements.
- Those [living in the Whitecliff area](#) have more mixed views. Just under one half (47%) agree that *Whitecliff Road should be prioritised for walking and cycling at Keyhole Bridge* (53% disagree). Views for those who [park along Whitecliff Road](#) are also more mixed.
- Just over seven out of ten (71%) of [BCP residents](#) agree that *Whitecliff Road should be prioritised for walking and cycling at Keyhole Bridge*, with 27% disagreeing.
- The views of those who [visit Poole Park/Whitecliff Park](#), [travel through the area for work](#) and [work in the area](#) are similar, with 62% to 64% agreeing that *Whitecliff Road should be prioritised for walking and cycling*.

Figure 10: Views on the statements by respondent type.

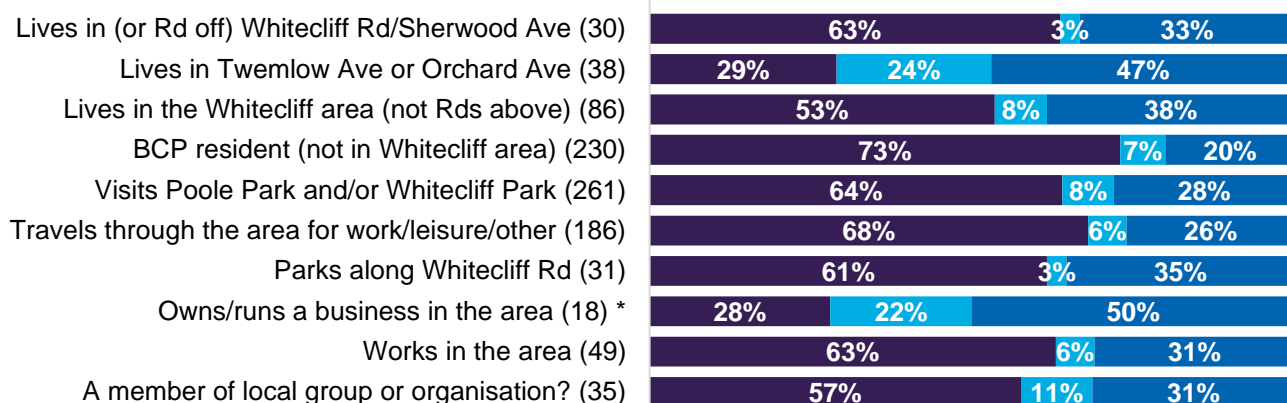
Whitecliff Road should prioritise walking & cycling at Keyhole Bridge.



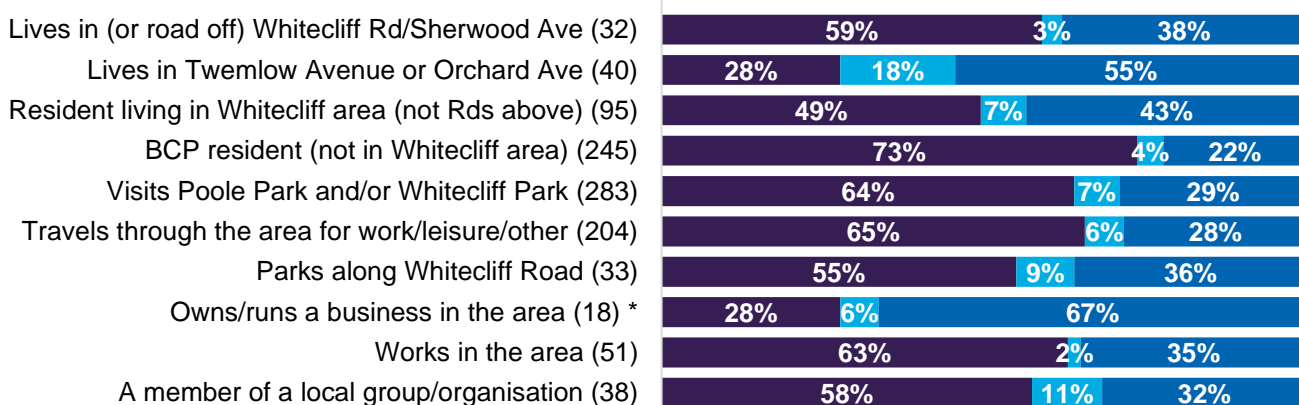
The changes have reduced through traffic in the area.



The changes make it safer for me to cycle in/through this area.



The changes make it safer for me to walk in/through this area.



■ Agree ■ Neither agree nor disagree ■ Disagree

Bases (as shown) * denotes small sample for this group.

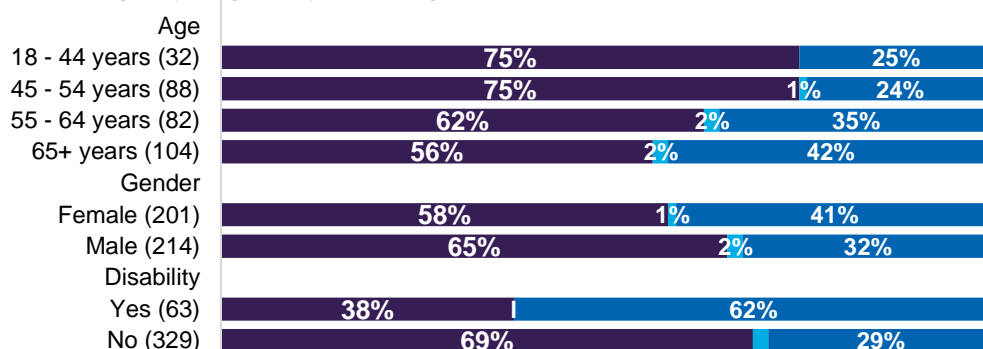
Views by equalities groups

Views on each of the statements vary by age, gender and disability.

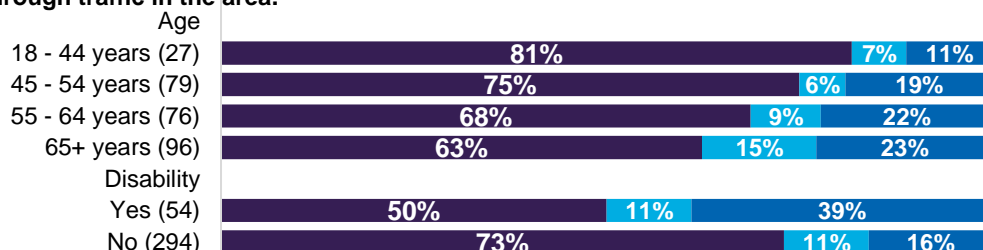
- Age Levels of agreement generally decrease with age.
- Gender 58% of females agree that 'Whitecliff Road should be prioritised for walking and cycling, compared to 65% of males.
58% of females agree that 'the changes make it safe for me to walk in the area' compared to 68% of males.
- Disability Those without a disability have higher levels of agreement than those with a disability.

Figure 11: views on the statements by equalities groups

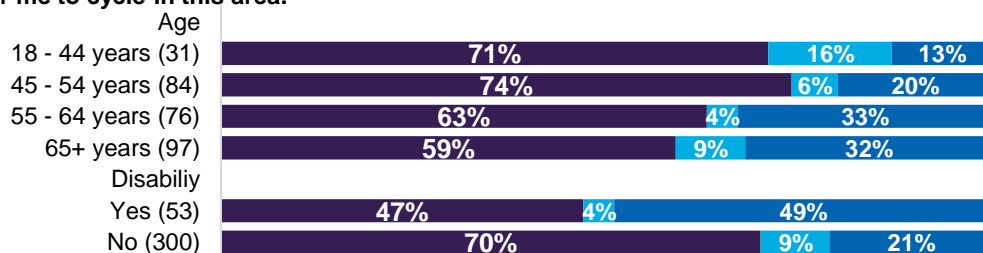
Whitecliff Road should prioritise walking & cycling at Keyhole Bridge.



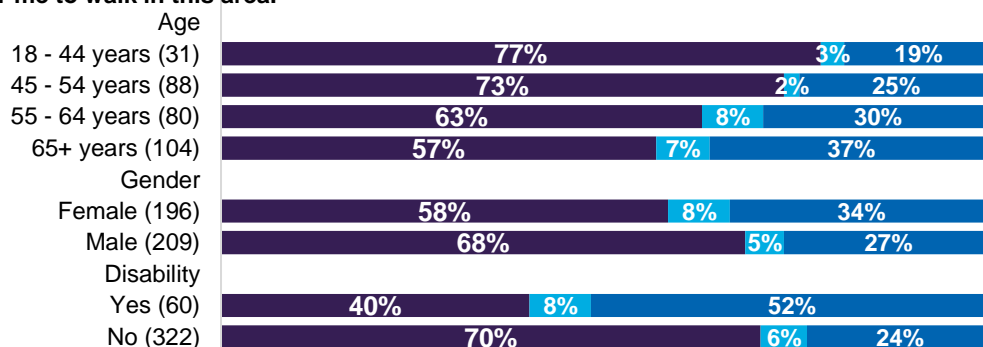
The changes have reduced through traffic in the area.



The changes make it safer for me to cycle in this area.



The changes make it safer for me to walk in this area.



■ Agree

■ Neither agree nor disagree

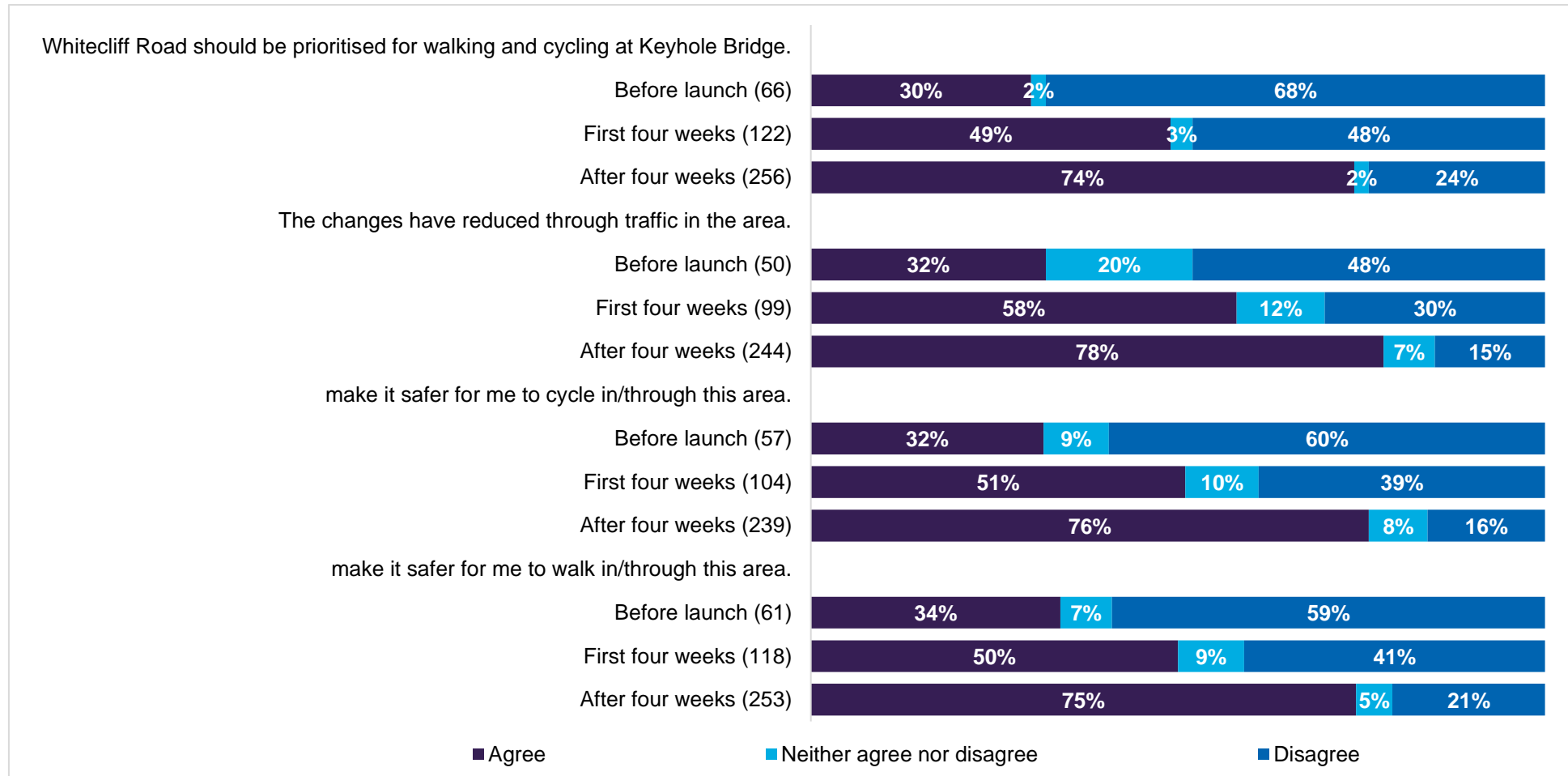
■ Disagree

Bases (as shown)

Views by response date

Respondents' views vary by response date, with levels of agreement increasing as the trial progresses. The number of respondents (BCP residents, people who visit Poole Park and/or Whitecliff Park and those who travel through the area) increased after an announcement was made of the Portfolio Holder for Transport and Sustainability's intention to re-open the road on 15 October 2020.

Figure 12: Views on aspects of the trial by response date.



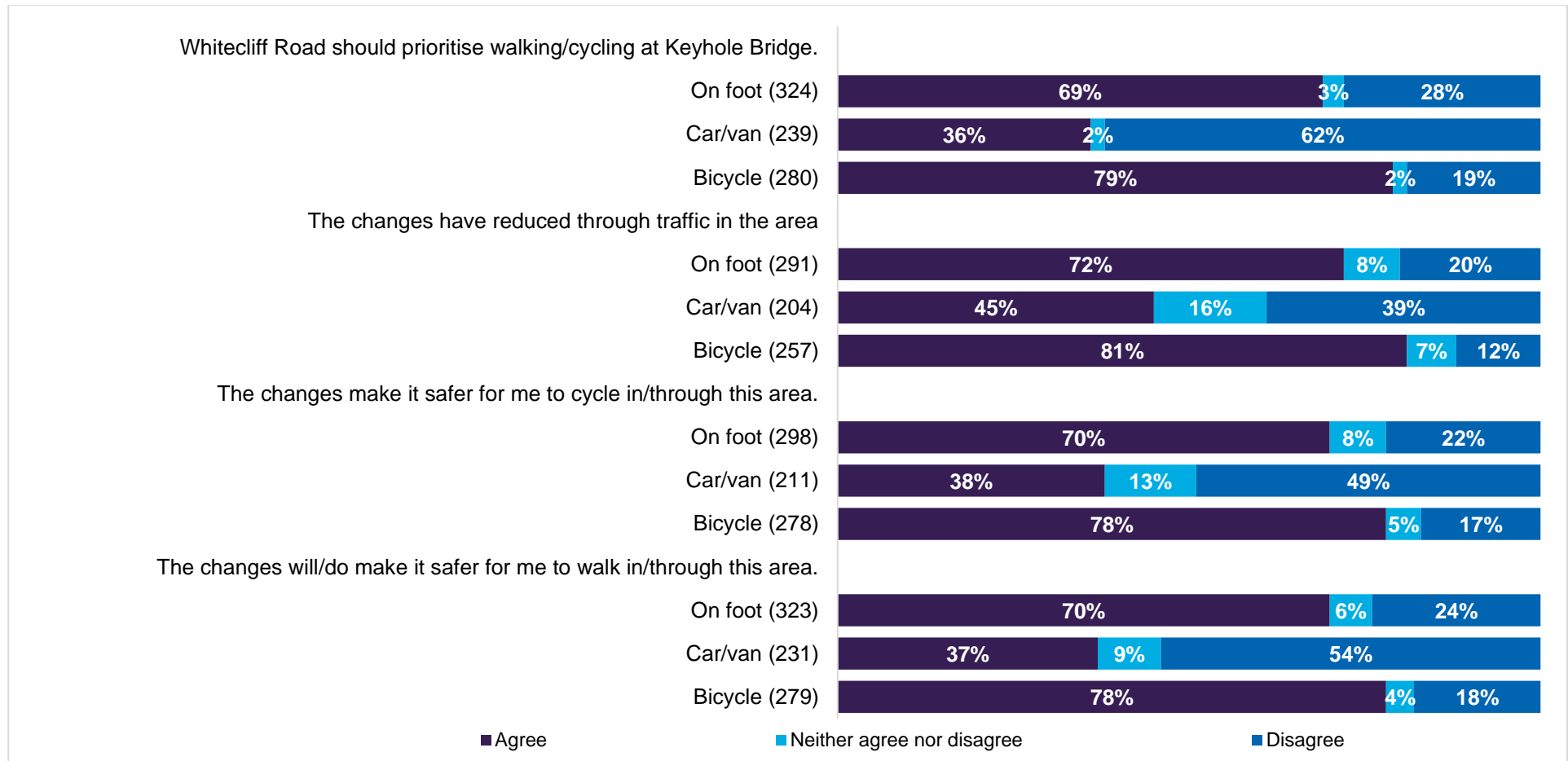
Bases, as shown.

Views by how travel through the area

As the chart below shows, respondents views varied by how people travel through the area.

- Those traveling **by bicycle** have the highest levels of agreement for all aspects of the trial, followed by those traveling **on foot**.
- Those **travelling by car/van** have higher levels of disagreement than agreement.

Figure 13: Views on aspects of the trial by how travel through the area.

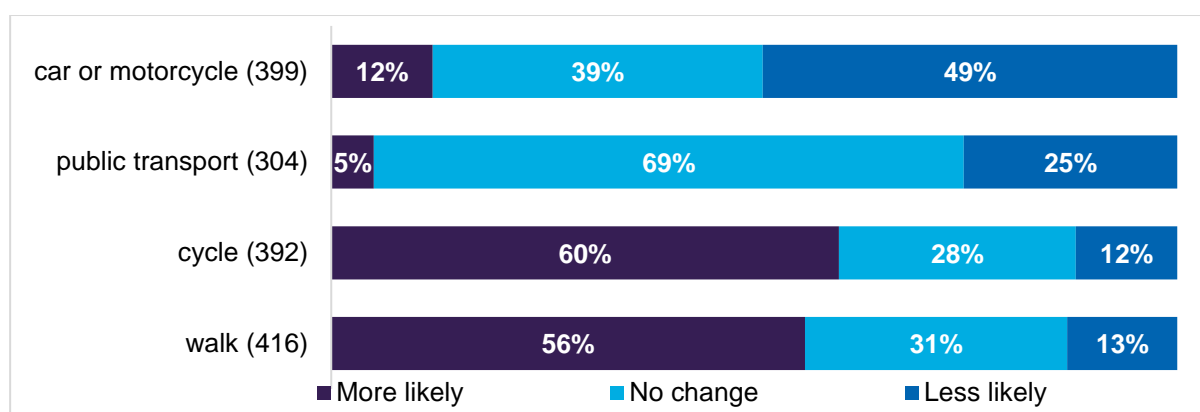


Bases, as shown.

Changes to mode of travel

- The changes would make 12% of respondents more likely to travel by **car or motorcycle** when travelling in the area. 39% would not make any changes and 49% would be less likely to travel by **car or motorcycle**.
- The changes would make 5% of respondents more likely to travel by **public transport**. 69% would make no change and 25% would be less likely to travel by **public transport**.
- 60% would be more likely to **cycle**, 28% would make no change and 12% would be less likely to **cycle**.
- 56% would be more likely to **walk**, 31% would make no change and 13% would be less likely to **walk** because of the changes.

Figure 14: Do the proposed changes make you more or less likely to use the following when travelling in the area?

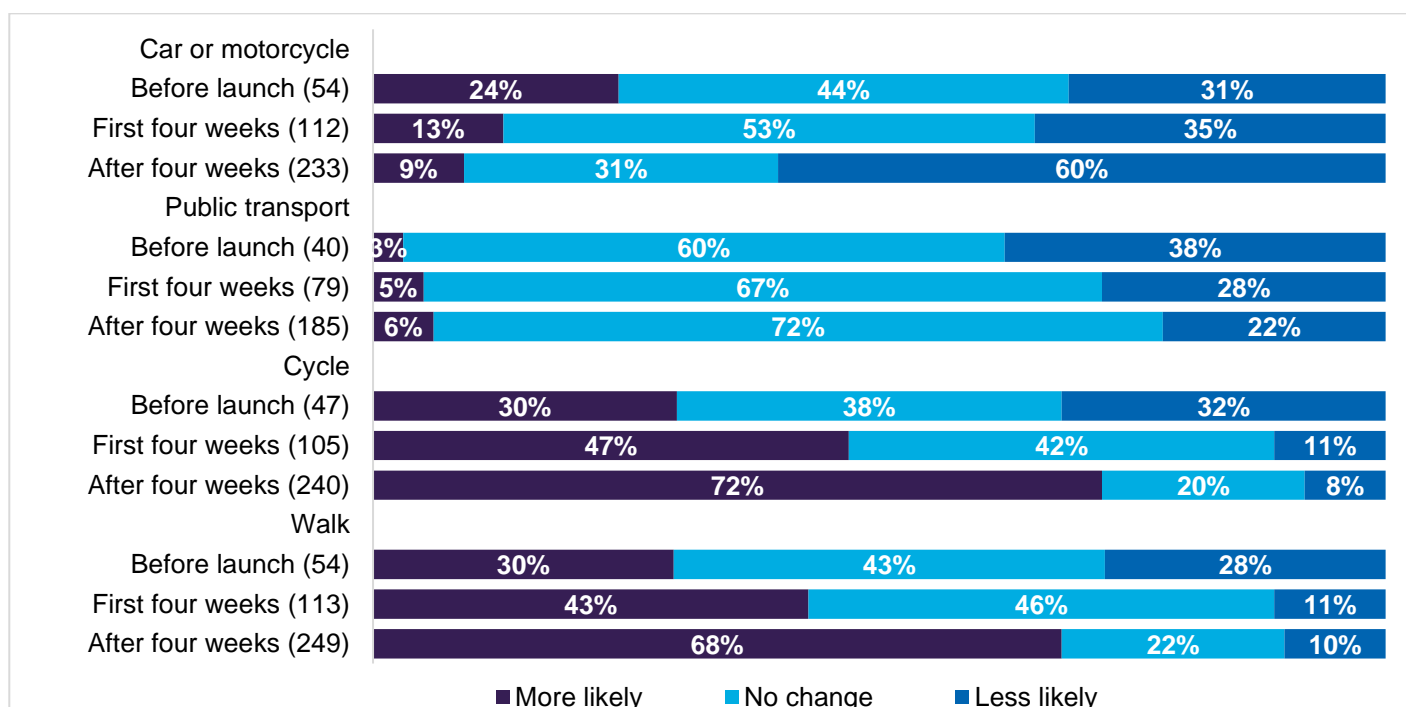


Bases (as shown)

Changes to mode of travel by date of response

Changes to mode of travel used vary by date of response (as shown in the chart below).

Figure 15: Do the proposed changes make you more or less likely to use the following when travelling in the area by response date



Bases (as shown)

Changes to mode of travel by mode of travel used

Changes to mode of travel vary by current mode of travel used, as shown in the chart below.

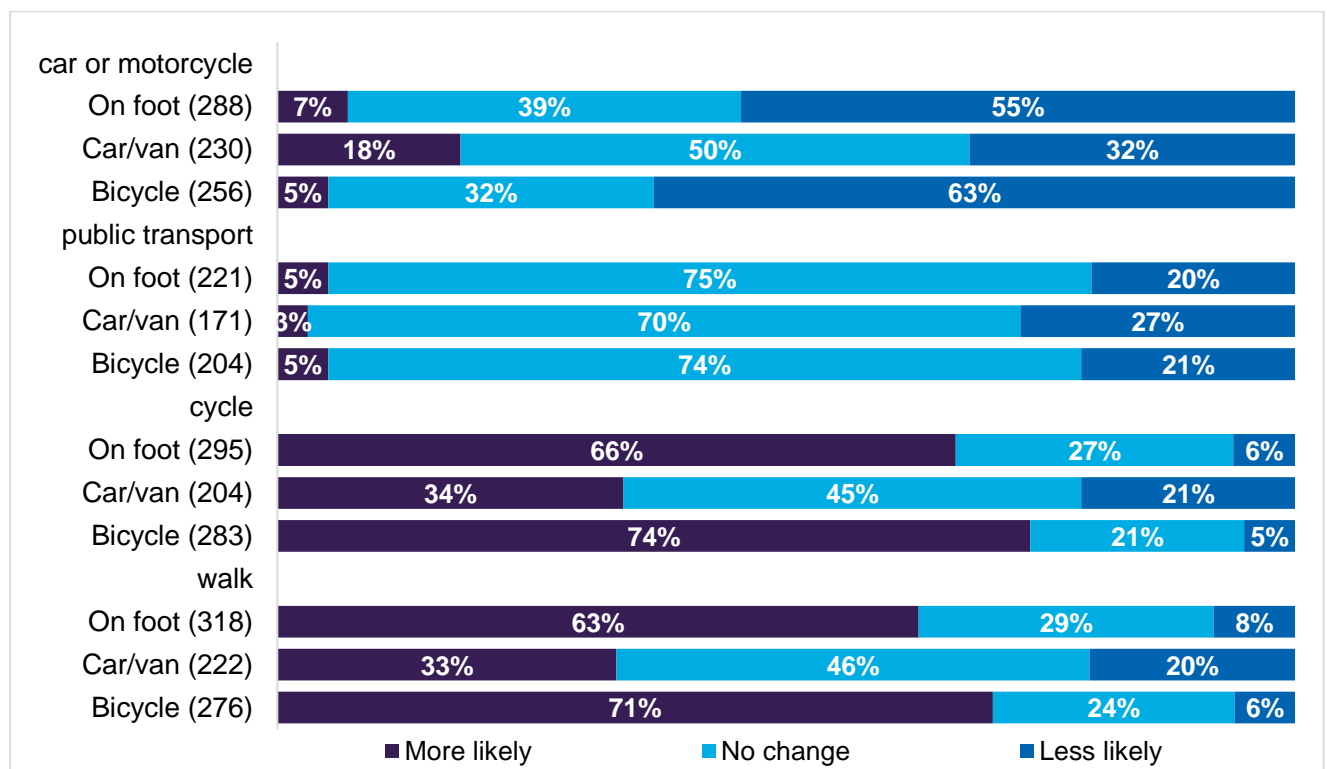
The biggest changes are for:

- those who **cycle**, who said they would be more likely to cycle (74%) and walk (71%). 63% would be less likely to drive.
- those who **walk**, who said that they would walk more (63%) or cycle (66%). 55% said they would be less likely to drive.

Of those who **drive**, 32% said they would be less likely to **drive** (18% would be more likely), 34% would be more likely to **cycle** (45% would make no change, 21% would be less likely) and 33% more likely to **walk** (46% would make no change, 20% would be less likely).

Only 10 respondents travel by public transport through the area.

Figure 16: Do the proposed changes make you more or less likely to use the following when travelling in the area by mode of travel



Bases (as shown)

Changes to mode of travel by equalities

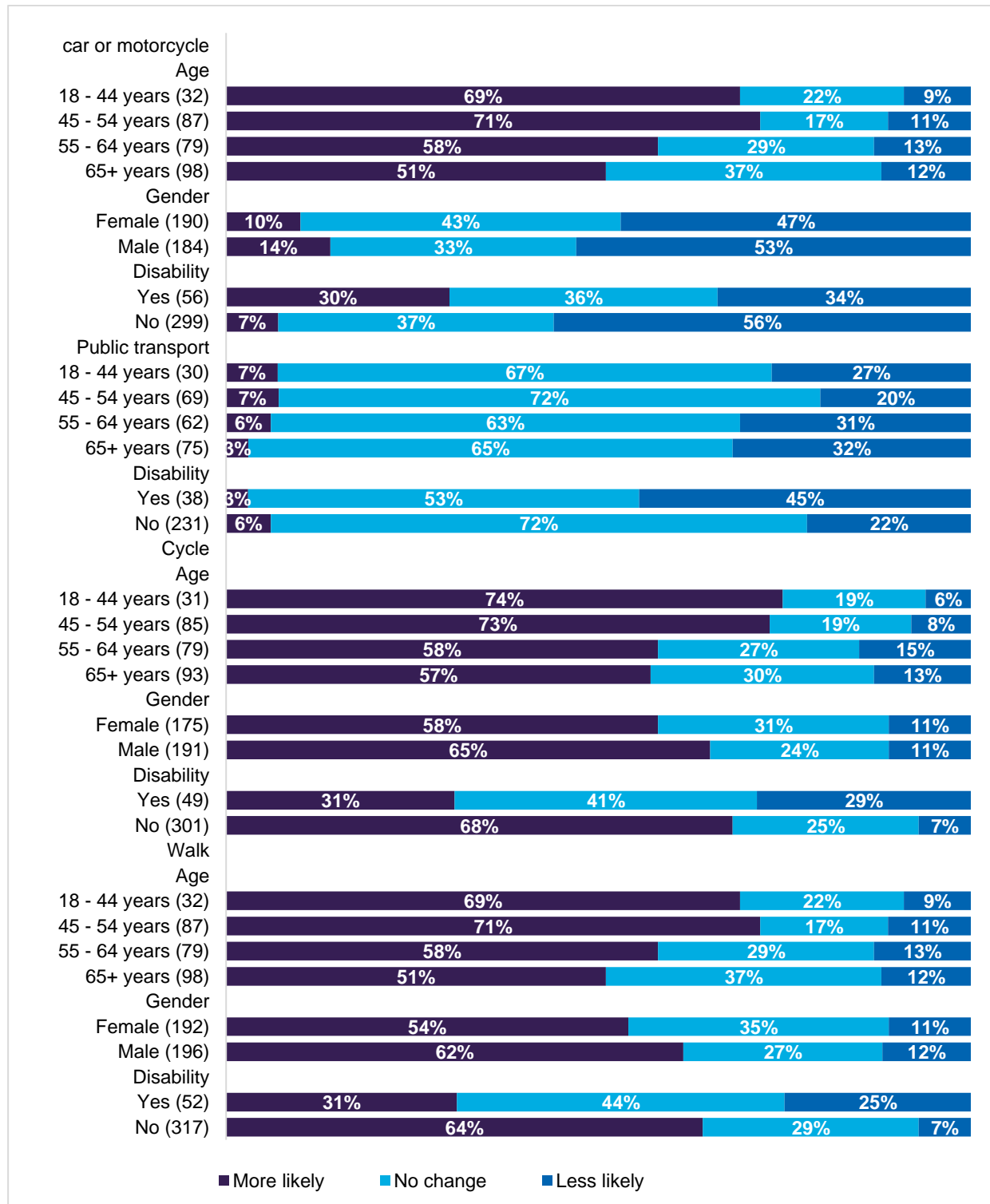
There are differences in changes to mode of travel by age, gender and disability.

Age Use of more active forms of travel (walking and cycling) generally increase with age.

Gender There is slightly higher active travel by males compared to females.

Disability Those without a disability are more likely to use active travel than those with a disability.

Figure 17: Do the proposed changes make you more or less likely to use the following when travelling in the area by equalities groups

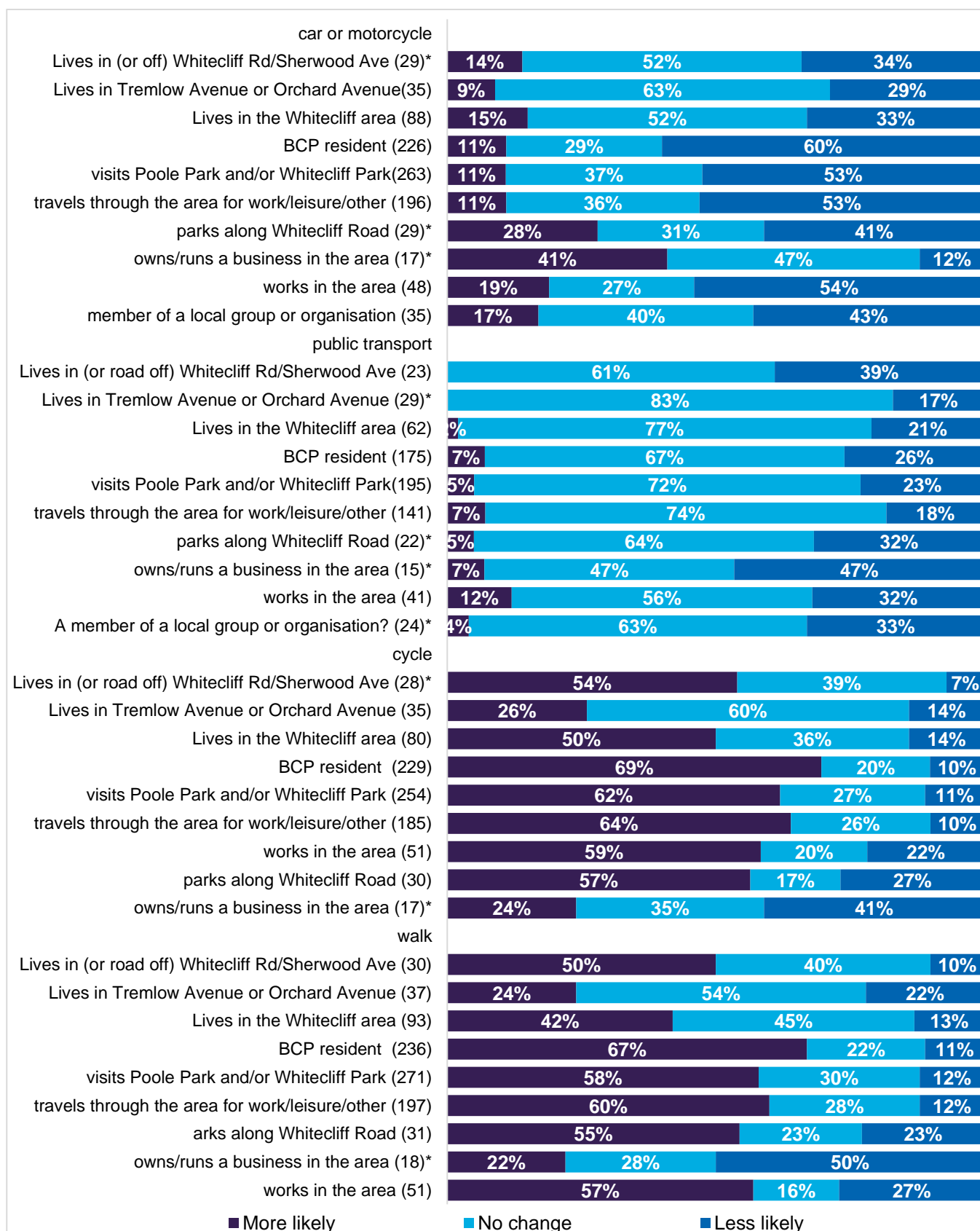


Bases (as shown)

Changes to mode of travel by respondent type

Changes to mode of travel differ by **respondent type**, as shown in the chart below. Overall, responses show a shift to more active forms of travel, with more respondents being less likely to **drive** and more likely to **walk** and **cycle** in the area.

Figure 18: Do the proposed changes make you more or less likely to use the following by respondent type

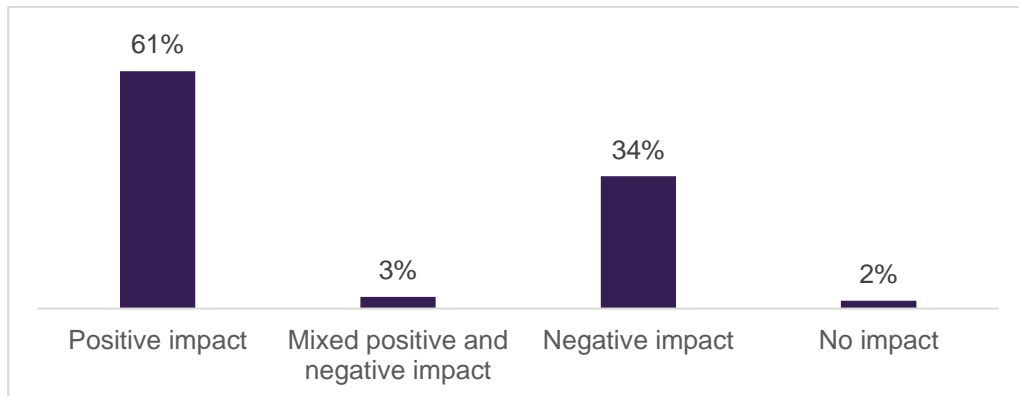


Bases (as shown) * denotes small sample for this group.

Impact of the changes

Overall, just under two thirds (61%) of respondents feel a positive impact from the changes. Just over one third (34%) feel a negative impact, with 3% feeling a mixed impact and 2% no impact.

Figure 19: How much of an impact, if at all, do the changes have on you?



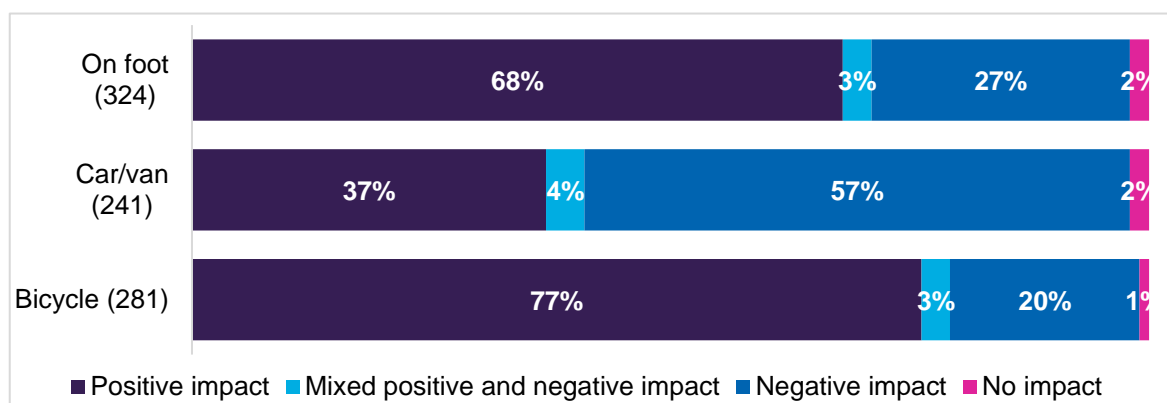
Base (443)

The results vary by response date, respondent type, age and how people travel through the area, as shown in the next few pages.

Impact by how travel through the area

- Impact varies by how people travel through the area, with just over two thirds (68%) of those who travel **on foot** feeling a positive impact. 27% feel a negative impact.
- Those traveling by **car/van** feel the greatest negative impact (57%), with 37% feeling a positive impact.
- Just over three quarters of those who travel through the area by **bicycle** (77%) feel a positive impact and 20% a negative impact.

Figure 20: How much of an impact do the changes have by how travel through the area



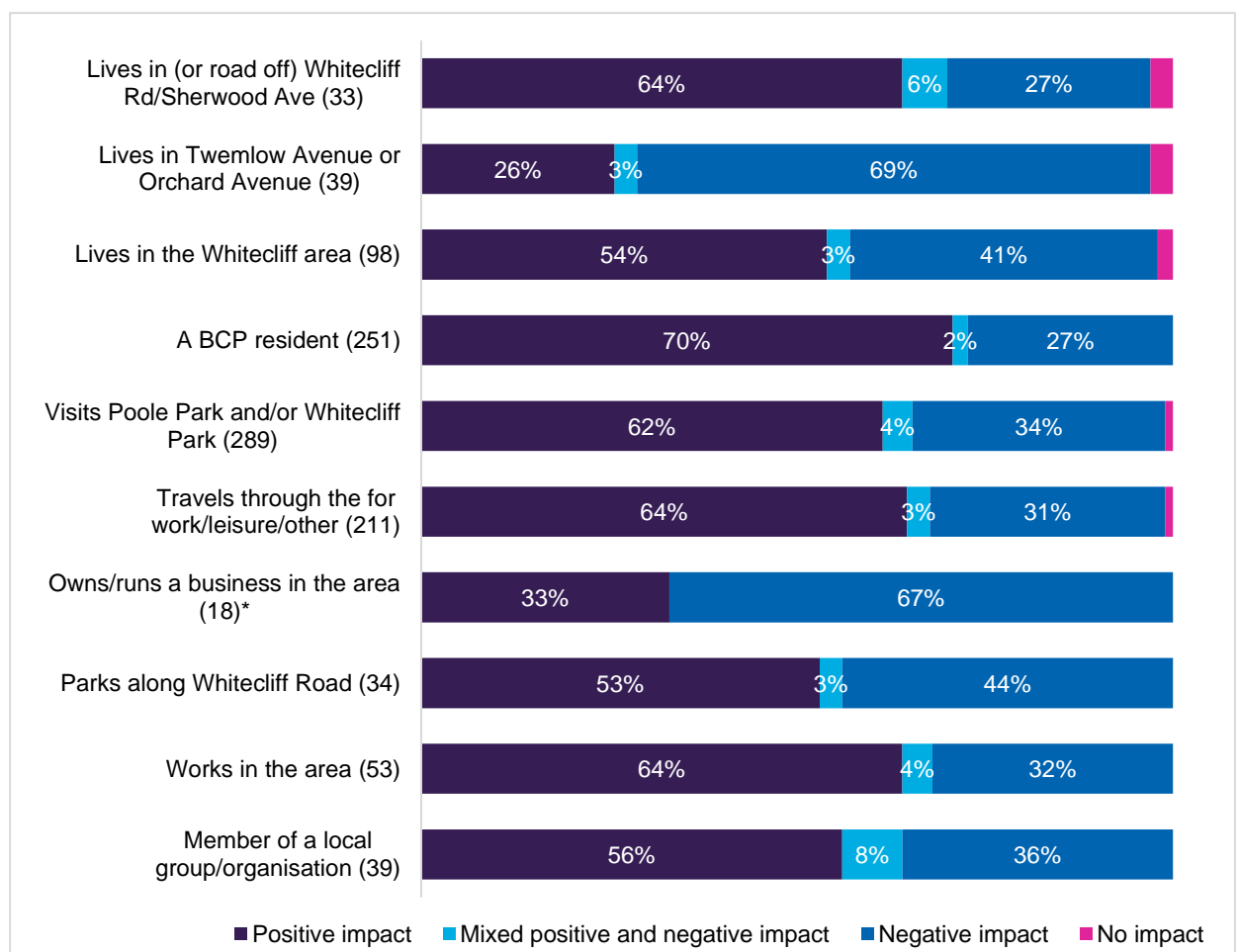
Bases (as shown)

Views by respondent type

Impact varies by respondent type, as the chart below shows.

- Just under two thirds (64%) of those who live in (or a road off) [Whitecliff Road or Sherwood Road](#) report a positive impact. 27% report a negative impact.
- Just over two thirds (69%) of those living in [Twemlow Avenue or Orchard Avenue](#) report a negative impact, 26% report a positive impact.
- Just over half (54%) of [those living in the Whitecliff area](#) report a positive impact and 41% report a negative impact.
- Seven out of ten (70%) of [BCP residents](#) report a positive impact, 27% report a negative impact.
- Those who [visit Poole Park and /or Whitecliff Park](#) (62% positive), [travel through the area for work/leisure/other](#) (64% positive) and [work in the area](#) (64% positive) have similar views of impact.
- Just over one half of those who [park along Whitecliff Road](#) (53%) report a positive impact. 44% report a negative impact.
- 56% [members of a local organisation/group](#) report a positive impact, with 36% reporting a negative impact.

Figure 21: How much of an impact, if at all, do the changes have on you by respondent type

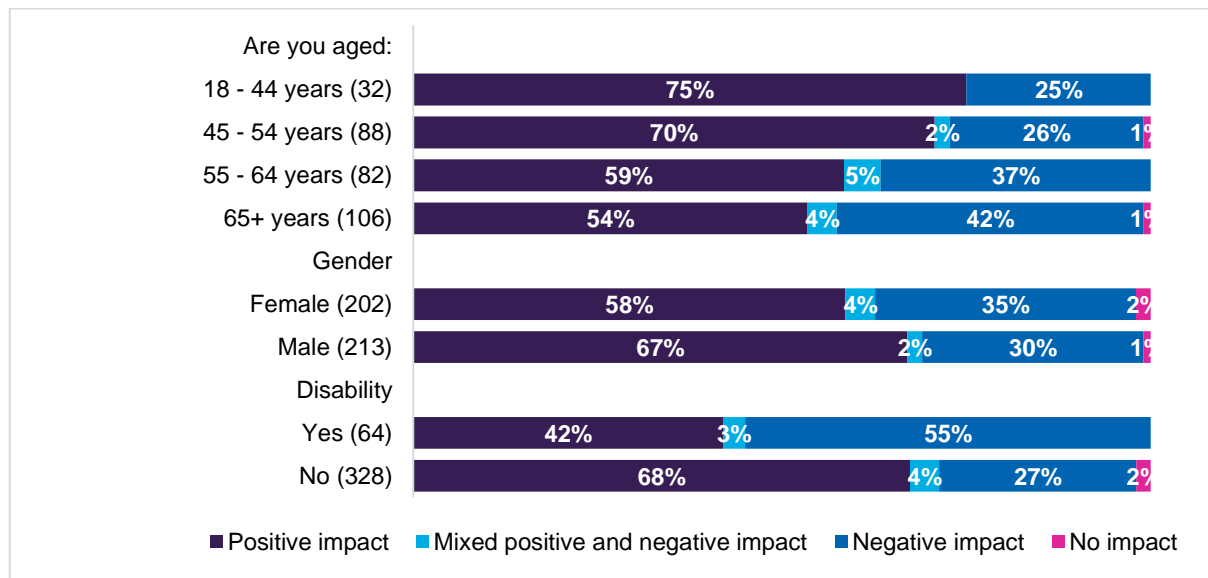


Bases (as shown) * denotes a low base

Impact by age

- Impact varies by age, gender and disability, with **younger age** groups generally feeling a more positive impact than **older age groups**.
- **Males** report more of a positive impact than **females**.
- Those with **no disability** feel a more positive impact than those with a **disability**.

Figure 22: How much of an impact, if at all, do the changes have on you by equalities groups



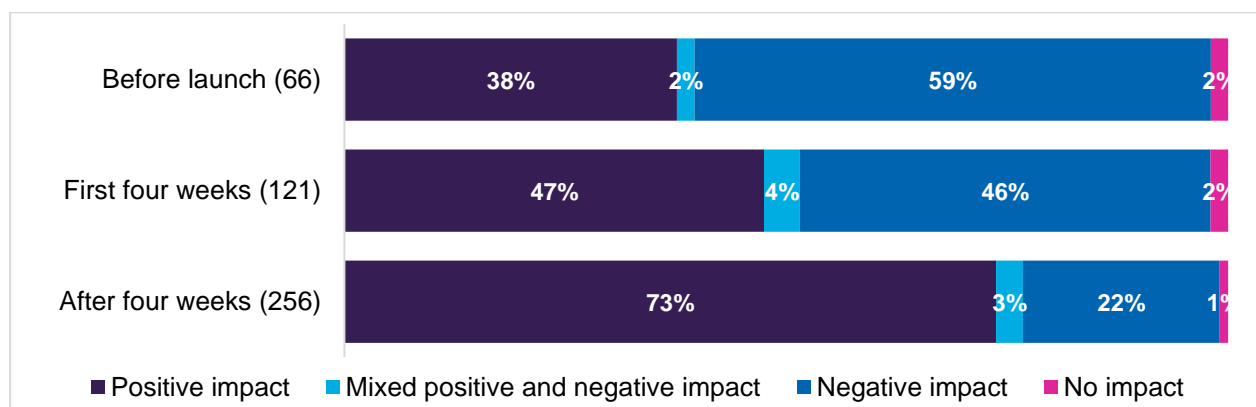
Bases (as shown)

Impact by response date

Impact changes by response date, as shown in the chart below, with respondents reporting more of a positive impact as time goes on.

Just over one third (38%) report a positive impact **before launch** (59% report a negative impact), compared to 47% who report a positive impact **in the first four weeks of the trial** (46% report a negative impact) and 73% who report a positive impact **after four weeks** (22% report a negative impact).

Figure 23: How much of an impact, if at all, do the changes have on you by response date



Bases (as shown)

Comments about the trial

Impact

Respondents were asked to explain how they felt about the closure of Whitecliff Road to all motorised traffic at Keyhole Bridge and the impact this would have on them. 413 respondents provided feedback to this question which has been coded into themes to make them easier to interpret. Please note that where respondents have provided comments that relate to more than one theme, their feedback has been categorised into multiple categories.

In terms of impact, 247 of the respondents who commented felt that the closure would have a positive impact on them, 141 felt that the closure would have a negative impact, 13 felt that it would have a mixed positive and negative impact, while 7 felt that the closure would have no impact on them. 2 respondents who commented felt that the closure does not apply to them, 1 respondent did not know how the closure would impact on them, and 1 respondent who commented did not indicate what impact the changes would have on them.

Responses were coded in to five key themes relating to 'advantages of closing Keyhole Bridge to motorised vehicles', 'complementary measures', 'disadvantages of closing Keyhole Bridge to motorised vehicles', 'alternative measures' and 'comments about the consultation process'.

Theme	Number of comments
Advantages of closing Keyhole Bridge to motorised vehicles	444
Complementary measures	27
Disadvantages of closing Keyhole Bridge to motorised vehicles	396
Alternative measures	19
Comments about the consultation process	17

Advantages of closing Keyhole Bridge to motorised vehicles (444 comments)

There were 444 comments relating to advantages of closing Keyhole Bridge to motorised vehicles. These comments were further analysed into 4 themes and further sub-themed within these. These 4 themes related to 'improved safety', 'enhanced amenity for cyclists and pedestrians', 'reduced access for vehicles', and 'general advantages'.

Theme	Number of comments
Improved safety	197
Enhanced amenity for cyclists and pedestrians	103
Reduced access for vehicles	126
General advantages	18

Improved safety

There were 197 comments relating to improved safety as a result of the closure of the bridge to motorised vehicles. Of these, 131 comments related to **increased safety for both cyclists and pedestrians in and around the bridge**. Reasons included the fact that these users no longer fear a collision with vehicles travelling too fast, it is not possible to see what is coming from the opposite direction, and that the pavement is too narrow for pedestrians, particularly those with dogs, pushchairs and children on bikes.



"Can negotiate safely as a walker or cyclist without fear of suddenly encountering speedy motorist."

"Despite the road signs clearly stating that pedestrians have priority of motor vehicles, this is rarely observed by drivers and I often find that cars try to go through when I am walking on the narrow pavement (which is barely wider enough to walk on alone, let alone with my dog too). Additionally, I often walk through with friends who have babies in buggies and pushchairs who clearly cannot use the pavement at all - this is particularly dangerous when the tunnel is blind from Whitecliff Road so this often causes unsafe head-on situations."

"I have had several bad experiences and "near misses" cycling from Lilliput to Poole Park through the Keyhole Bridge. The size and orientation of the bridge makes it very difficult for cyclists and walkers to safely negotiate it while cars are also using it."

A further 34 comments related to feeling **safer within Poole Park** due to reduced vehicles accessing the park.



"I always felt unsafe trying to cycle or walk through the bridge as you'd never know if a car was coming the other way. The park also feels much safer to cycle and walk through as there is less traffic coming through."

"Much safer and more pleasant to walk through the area, through the park, under the bridge and back along Whitecliff and Baiter Park."

"My son and husband like to cycle to, from and around Poole Park. The reduced amount of cars driving through the park have made it a lot safer for my family. My son is still learning so this change has made a very positive impact."

In addition, there were 32 comments relating to **generally feeling safer within the area**, and that this increased feeling of safety meant that they were more confident and likely to walk between Poole Park and Whitecliff.



"Hugely positive for myself and my children. Cars used to race along Whitecliff Road making it dangerous at the crossing for the park and for people (particularly children) going through the tunnel. The changes mean myself and my family are much more at ease and safer, and we strongly support them being made permanent."

"Whitecliff Road now much safer for all users when crossing, parking and unloading children and animals in order to use Whitecliff Park and the children's playground."

Enhanced amenity for cyclists and pedestrians

There were 103 comments relating to the closure resulting in the area being an enhanced amenity for cyclists and pedestrians. 36 respondents commented that the closure of the bridge has **encouraged more people to cycle and walk in the park and through the bridge**.



"I think the changes overall will be positive as it will encourage people to consider alternative modes of travelling to that area."

"We normally drive through this road to Poole Park but have now changed to cycling."

"When the roads became quieter at the beginning of lockdown I borrowed a bike which I used on the quiet roads and cycle routes. Now the roads are busy again the new roadblocks have meant I can keep cycling."

Further to this, 6 respondents commented on the **health benefits** that this brings them.



"The closure of Keyhole Bridge to traffic will undoubtedly make it safer for families with young children to use this area and it is so important to promote exercise and healthy lifestyles to all."

In addition, 43 respondents commented that the closure has made the **park a more pleasant place to walk or cycle in**.



"Since the Keyhole Bridge has been closed to through traffic the park is much less busy with cars making it extremely pleasant for people who enjoy nature and some peace and quiet."

"Pleasure to use the park without the fear of being injured by cars. So much more enjoyable. Used it so much more."

"The atmosphere has completely changed with families, mothers with prams and older people feeling relaxed using the route."

There were 15 comments relating to the fact that the closure of the bridge to motorised vehicles means that they are **no longer splashed by vehicles travelling through the flood water** under the bridge.



"I will no longer get soaked by inconsiderate drivers who drove into Keyhole Bridge at speed."

3 respondents commented that they welcomed the closure because **schemes need to prioritise pedestrians and cyclists**.



"The building of a path to the gate makes it part of an integrated route to use connect the parks, pedestrians and cyclists need to be prioritised here."

Reduced access for vehicles

There were 126 comments relating to the advantages as a result of reduced access for vehicles. Of these, there were 60 comments relating to the fact that the closure results in **reduced rat-running through Poole Park** by motorised vehicles.



"I walk and cycle under the bridge and cars use it as a 'rat run' and far too often motorists are going far too fast through this bridge."

"Keyhole Bridge is used as a cut through at evening rush hour, much to the detriment of the park. This will make the park an even nicer place to enjoy as a park rather than as a main road."

"Opening this route up again is simply a rat run bypass of the ex-council offices roundabout and nothing more. The majority of vehicles that use this route are in a rush and lack consideration for walkers and cyclists in such a confined space as the bridge."

In addition, there were 24 comments that the **bridge is unsuitable and is too narrow for vehicles** to get through, particularly with the bridge being used by cyclists and pedestrians.



"The bridge is clearly not fit for purpose, currently. Modern cars are too big to go through safely, and it is scary to walk or cycle through there as you never know if someone might come through too fast from the other direction."

"The bridge is too narrow for cars and vans to share the space with pedestrians and cyclists."

"The bridge was not designed for motor vehicles and the use by these should never have been allowed."

There were 25 comments relating to there being **alternative routes into Poole Park** as well as to **travel across the local area**, and that it was therefore unnecessary for motorised vehicles to have to use Keyhole Bridge.



"The road goes through a park, there is no need to drive in a park. A park is for walking & cycling in not for driving through."

"Motor traffic should not be accessing the park using this entrance. There are other entrances. It is a park not a cut through for motor vehicles."

"I have occasionally driven through the bridge, but it is really not necessary as it would generally cut less than 5 mins off the journey."

In addition, there were 17 comments relating to the closure being **better for the environment**, both in terms of reduced emissions in general as well as for the wildlife within Poole Park.



"I walk regularly in Poole Park approaching down the steps from Orchard Avenue and the air is much cleaner there now."

"I am a resident of Twemlow Avenue and I am supportive. Partly this is because of the need for structural change and the need to mitigate against climate change. We all need to use our cars less."

"This closure has meant it is now so much safer for walkers / joggers and cyclists plus the reduction in exhaust emissions improves the environment which will enhance not only us humans but will positively impact on the surrounding nature."

General advantages

There were 18 comments relating to general advantages of the bridge being closed to motorised vehicles. 14 of these comments were that the scheme was **an excellent idea** and that respondents were generally supportive of the restriction. In addition, 4 respondents commented that they **could not see a negative impact on local residents** due to the ETRO.



"It's a brilliant change and a very well thought out demonstration of the sort of changes we need to make much more of in the next few years if we are to deal with the appalling traffic pollution - delay, smell and noise - in this conurbation."

"This change is a massive improvement for the vast majority of Keyhole Bridge users in just the right place. Plus nicely done with the planters."

"Since the bridge has closed the road is so quiet we can access our drive (on Whitecliff Road) all the time as we don't need to worry about rush hour traffic!"

Complementary measures (27 comments)

There were 27 comments relating to measures that could be implemented in addition to the closure of Keyhole Bridge to motorised vehicles. 10 respondents commented that **motorised vehicles should not be allowed to access Poole Park at all**.



"There shouldn't be any through traffic through the park. It is a public park for people to enjoy, not for drivers to use as a short cut and avoid the main road."

"It's great getting rid of the cars. The park should be car free and this tunnel is just ridiculous to allow driving through."

4 respondents suggested that **work to reduce flooding at the bridge** is required, while 1 respondent suggested that there should be a **separate cycle lane under the bridge** to reduce the conflict between cyclists and pedestrians.



"I frequently use the bridge to cycle through the park. Sometimes I don't use it because I think it may be flooded."

"Wonder if a specified cycle lane under the actual bridge might make it safer for pedestrians as visibility is so limited."

3 respondents suggested that the **road surface alongside the boating lake** is needed to be improved, while 2 respondents suggested that there is a need for **more provision of bike stores/parking** to encourage people to cycle and stop in the area.



"The road past the bridge should be paved over and nice planting areas created."

"More cycle parking in Poole Park too please."

3 respondents felt that the **safety of roads generally for cyclists and pedestrians** is needed to be improved in the area, while 1 respondent suggested that **cyclists need to improve how they use the roads**.



"We should be making more roads safer for bikes and walking. The safer it is, the easier it is, the more I will do it."

"Cyclists still enjoy causing mayhem cycling along the main road to Poole."

1 respondent suggested that **speed limits** need to be reduced, 1 respondent suggested that **access at the Sandbanks Road Railway Bridge** needs improving, while 1 respondent suggested that the **no exit from Poole Park onto Parkstone Road** needs to be enforced.



"The whole of the Whitecliff Triangle should be a 20-mph area."

"Never seen an accident at Keyhole but I have seen countless knocks and worse at the bridge on Sandbanks Road."

"Lots of people are ignoring the no entry sign coming out of the park onto Parkstone Road which is a blind corner and it is only a matter of time before this causes a major accident."

Disadvantages of closing Keyhole Bridge to motorised vehicles (395 comments)

There were a total of 395 comments relating to disadvantages of closing Keyhole Bridge to motorised vehicles. These comments were analysed into 5 themes and further sub-themed within these. These 5 themes related to 'access', 'displaced traffic', 'reduced safety', 'conflict between cyclists and pedestrians' and 'no need to close bridge'.

Theme	Number of comments
Access	90
Displaced traffic	128
Reduced safety	39
Conflict between cyclists and pedestrians	37
No need to close bridge	101

Access

There were 90 comments relating to the closure adversely affecting access to Poole Park. 23 of these comments related to **access to the park being restricted and more difficult**, and that they will therefore visit the park less often. A further 9 comments stated that the route and access to the park **should be open to all**.



"Makes it more difficult to access Poole Park so will stop coming and after a pleasant walk round the lake will not be visiting the Arndale Centre."

"This has stopped us from visiting Poole Park on a few occasions as we have been at Whitecliff Park and gone to go through but have to drive all the way round. I'm heavily pregnant and unable to walk the distance to get to the other side to use the cafe and toilets!"

"It's a public park therefore should not be limited in any way whatsoever. It limits me using the park as I have to drive further to get to the different parts. I also run a mummy walking group at the park so therefore limits members of the group too."

In addition, 22 respondents commented that the closure of the bridge to motorised vehicles **discriminates against and restricts the access to the park for the elderly and disabled**, with a further 7 comments stating that **not everybody is able to walk or cycle**.



"My main concern is that I am disabled and therefore can no longer walk far, cannot cycle and can't use public transport. I love being driven through the park and admiring the scenery and just feel that you are making it difficult for disabled, and some elderly to be able to get the benefit of places in our area - the same with closing Poole Quay."

"Totally pointless. Designed for the minority. Could be considered discriminatory against the disabled and elderly."

"I cannot walk distances; I am unable to cycle. I found great enjoyment in driving through the bridge and taking in beautiful Poole Park with its peaceful relaxing atmosphere."

"This adds a long diversion to my regular route. I can't carry tools on a bicycle."

"No matter the ideals, some people cannot do without cars and it is cruel to think they can."

There were also 13 comments relating to the closure means that they **can no longer enjoy the pleasant drive through the park** that they used to be able to do.



"I sometimes drive through the park on route but I often stop and take five mins for a quick breath of fresh air or to eat a sandwich before my next appointment. Haven't got time to park off site and walk. Driving slowly through the park is good for mental health."

"My husband is disabled & the joy of driving through the park via Keyhole Bridge has been taken away by the closure. We are certainly more likely to stop to use the facilities if we have the choice to go that way."

There were 11 comments that felt that **roads should not be blocked to motorised vehicles**, while there were 5 comments relating to the route through Poole Park via Keyhole Bridge is **helpful when there are blockages on other local roads** and helps alleviate the resultant congestion.



"Why don't you just admit that you're doing your best to drive cars off the roads."

"Completely ridiculous decision to close a major arterial route to vehicular traffic, forcing vehicles to use unsuitable alternative routes that force longer journeys that produce higher net levels of exhaust emissions, to the general detriment of the area."

"Concerned about if there is a blockage on other roads around the park as this is the easiest diversion route."

Displaced traffic

There were 128 comments relating to the closure of the bridge to motorised vehicles displacing traffic elsewhere. 39 of these comments related to **displaced traffic and increased congestion in the local area generally**.



"Blocking of the bridge just causes gridlock on surrounding roads."

"By closing this route to vehicles, the vehicle traffic has increased on other routes. Including some really nasty bottle necks."

"Diverts traffic onto surrounding roads and makes traffic congestion worse."

40 comments related to the **increased use of Orchard Avenue and Twemlow Avenue** as an alternative through route, as well as increased queueing out of Orchard Avenue trying to turn onto Sandbanks Road.



"I am concerned that the amount of 'rat run' traffic through Twemlow and Orchard Avenues will increase, which it does when the Keyhole Bridge is blocked. The rat run is caused by drivers trying to avoid the more congested main route of Parkstone Road and Sandbanks Road by cutting through Poole Park to Sandbanks Road. These residential roads should not be used as commuter rat runs, which are associated with the hazards of speeding and careless driving."

"Will cause too much traffic down Twemlow Avenue and Orchard Avenue. It will cause queues pulling out of Orchard Avenue onto Sandbanks Road which is already a difficult junction to pull out from especially at busy times."

17 comments related to increased traffic along **Sandbanks Road**, with a further 11 comments specifically referring to **increased congestion at Sandbanks Road Railway Bridge**.



"I now have to queue for longer at the railway bridge on Sandbanks Road as ALL traffic now has to use this bridge."

"The closure will increase traffic on Sandbanks Road which is already very congested around the railway bridge."

"Additional traffic is now diverted on Sandbanks Road where the rail bridge is unable to cope with the additional traffic flow."

4 respondents commented on there being increased traffic at the **Civic Centre roundabout**.



"If anything, it will redirect traffic to the Civic Centre roundabout and roads around it which will mean cars are crossing traffic and is more dangerous."

There were 13 comments that felt that the displaced traffic results in **increased emissions and pollution** due to longer journeys and increased congestion.



"I have to drive a long way round and therefore make more pollution and more congestion."

"It has caused more traffic queues, congestion & pollution on the surrounding roads as traffic all converges on other roads that previously used the bridge."

2 respondents commented on the displaced traffic causing an **inconvenience to other road users'** journeys who are travelling elsewhere, while 2 respondents commented on the impact the closure has on **local residents**.



"Being sent along the now allocated roads I cause other people an unnecessary inconvenience."

"This means that ALL residents of Orchard Avenue, Twemlow, and Copse Close will now only have ONE way to exit from their streets in the morning from 6am-10am.... That is 185 houses which will have to exit via Orchard Avenue onto Sandbanks Road! It is going to be a complete and utter nightmare."

Reduced safety

There were 39 comments relating to the closure of Keyhole Bridge reducing safety. 5 of these comments related to **reduced safety on alternative routes in general**, while 29 comments related to **reduced safety along Orchard Avenue and Twemlow Avenue**, as a result of increased traffic and cars speeding on these roads, using them as a rat run. In addition, these comments suggested that the **junction of Orchard Avenue with Sandbanks Road was dangerous** as visibility was limited and it was less safe than the junction of Whitecliff Road with Sandbanks Road.



"Traffic has increased on Sandbanks Road as well as increased speeding of vehicles on Whitecliff Road/Sherwood Avenue, traffic cutting through Twemlow and Orchard Avenue."

"I live in Orchard Avenue and when driving find the right-hand turn into Sandbanks Road dangerous, especially taking into account the speed of cars coming around the gyratory system. Cutting through the Keyhole Bridge and turning onto Sandbanks Road from Whitecliff Road may take longer but is a much safer option. I am sure increasing traffic and making Twemlow/Orchard Avenues through roads will cause many issues at the junction."

"Twemlow Avenue & Orchard Avenue have now become dangerous due to the increase in fast driven cars since Whitecliff Road has been blocked. Turning out of & into Orchard Avenue to & from Sandbanks Road is difficult & dangerous as visibility is poor at the junction."

A further 5 comments related to safety concerns of pedestrians and cyclists as a result of **cars turning around at the closure**, both within Poole Park as well as along Whitecliff Road outside of the park.



"The boat club parking has to three-point turn, it appears people have lost the ability to look for risks. I have also seen pedestrians and cyclists using that stretch of road as if they own it."

Conflict between cyclists and pedestrians

37 respondents commented on increased conflict between cyclists and pedestrians as a result of the closure. 32 of these comments related to **cyclists travelling at speed** both around the park as well as through the tunnel and **cyclists do not pay attention to whether there may be pedestrians using the bridge**, who have priority over cyclists. This has made it less safe for pedestrians and they have been subject to verbal abuse from cyclists.



"Cyclists zoom through the bridge without any thought for others coming from the other side. There have been many near misses with pedestrians too. At least cars went through slowly."

"I have just run through there at 9am on Sunday 27th September and was nearly hit by a bike. I was wearing a fluorescent pink top so could be easily seen. He tried to ride through a tiny gap between me and the wall, causing me to stumble onto him. This delightful individual then said he hoped I didn't have the virus and rode away. Your 'improvements' have meant cyclists now cycle through at near to full speed with little regard for other path users. It was safer to walk through there when cars were there."

"Since the closure, cyclists have taken to riding at speed through the bridge. While walking through on my way to the Whitecliff play area with my grandchildren, cyclists seem to speed through because they know that there will not be any cars coming through, and I have had to pull my grandchildren out of the way of danger. Before the closure, all users were aware of the likelihood of coming against another vehicle or bike and accordingly took the correct approach - slow down and see if it's clear before going through. It's much safer with traffic going through."

5 comments related to the fact that there are **alternative routes in the area that cyclists could use** instead of Keyhole Bridge.



"Cyclists already have a cycle path along Whitecliff and Baiter which can be used to access Poole Park."

No need to close bridge

There were 101 comments relating to the belief that there is no need to close Keyhole Bridge to motorised vehicles. 78 of these comments were that they have **never witnessed or experienced any conflicts between motorised vehicles, cyclists or pedestrians** and that all **users approach the bridge with caution and consideration of others** and potential hazards. In addition, a further 10 comments felt that **vehicles are not able to go through the bridge at speed** and therefore did not pose a risk to others.



"Absolutely pointless, all types of traffic has used this bridge for 50 + years with no issues. Every user is careful, courteous and goes very slowly passing through 100% safely."

"As a walker and cyclist I have negotiated the Keyhole Bridge with no problems at all for 50 years, the sight lines are good and cars have to slow to a crawl from the Whitecliff end anyway."

"I use this route on foot, bicycle and by car. I've never seen or heard of an accident. All cyclists and motorists have to slow down to carefully drive through the narrow bridge."

"It's a completely unnecessary change. Motorised traffic has to drive slowly and carefully when using the road there due to the layout. If cyclists or pedestrians are using the road/path, cars wait for them to go through."

There were 8 comments that suggested that the closure was a **waste of money** and just because there was funding available does not mean that it is necessary to use in this area.



"An example of using government funding just because it is available."

"Obviously you have applied for some funding and are looking for pointless ways to use it! Wasting money as are the government."

2 respondents commented that there is **minimal footfall through the bridge to justify the closure**, while 2 respondents felt that the scheme **should not prioritise cyclists over motorised vehicles**, while 1 respondent felt that the closure meant that **litter and leaves/dirt was no longer being cleared** from under the bridge by the passing vehicles.



"If you monitor the amount of foot traffic under this bridge it seems to be very minimal, it makes no sense to make it a cyclist/pedestrian only, if you watch the bridge you may only see 10 - 15 people walk under the bridge every hour."

"Lack of cars through the Keyhole Bridge means a build-up of leaf litter, silt and litter under the bridge. This has not been effectively cleared by the mechanical action of pedestrians and cyclists."

Alternative measures (19 comments)

There were 19 comments relating to alternative measures that could be implemented instead of closing Keyhole Bridge to motorised vehicles. 4 of these comments suggested that there should be **barriers installed within Poole Park instead**, to allow access to motorised vehicles to access the park via Keyhole Bridge but to limit the rat-run traffic.



"Put a barrier halfway through Poole Park so that people can access both car parks but not drive all the way through is definitely what should be done, that will dramatically decrease the bridge traffic but not burden surrounding roads."

"We would like to see the bridge open but would like to suggest a barrier in the park between the two car parks, by the memorial. This would prevent the park and Whitecliff becoming again a rat run."

The remainder of the comments for alternative measures related to changes at Keyhole Bridge, with 6 respondents commenting that there should be a **traffic light system at the bridge**, while 3 respondents suggested that there should be **increased signage** stating that pedestrians and cyclists have priority within the bridge.



"Surely there is a better way of running this, maybe a traffic light system which gives pedestrians time to cross under the bridge?"

"A reasonable measure of control at the Keyhole Bridge could be introduced with priority signage and/or traffic lights."

"Signs saying that pedestrians and cyclists have priority are good."

2 respondents suggested that the bridge needs **mirrors** to allow users to see what is coming in the other direction.



"The placement of a mirror on the either side of the tunnel may make it easier for all to see what is approaching?"

1 respondent suggested that the bridge should be a **one-way system**, 1 respondent suggested that the bridge should be **widened**, 1 respondent suggested that **emergency services should still be able to use the bridge** while 1 respondent suggested that access should still be allowed for **blue badge holders to be able to access Poole Park via this route**.



"I think the Keyhole Bridge should be one way. Closing it just puts more traffic on the main routes."

"Why not just engineer another gap or a wider gap in the bridge for cyclists and walkers?"

"It is not appropriate as a through route but should allow emergency service access if required."

"Vehicular access could be restricted to disabled badge holders only to enable those with disabilities to enjoy the amenities. All other residents/visitors could arrive/travel through on foot or cycle/scoot."

Comments about the consultation process (17 comments)

There were 17 comments relating to the consultation process. 7 respondents commented that consultation **should have taken place prior to implementing the closure**.



"There should have been a public consultation BEFORE you 'trialled' the closure to vehicles, not AFTER you put it in place."

"I live locally to this and often drive under the bridge. Ridiculous to just take it away without a consultation."

3 respondents commented that the **repair work undertaken in Poole Park distorted traffic figures**, while 1 respondent commented that there was a **lack of data to support the closure** to motorised vehicles. 2 respondents commented that the **closure was not in place at the start of the ETRO** and that vehicles were still able to use Keyhole Bridge.



"Please note that I am unable to answer the questions above because the trial period has been during a time firstly, when it was not possible for traffic to drive through the park due to the works and, secondly, during the winter when there is no tourist traffic."

"Having worked in the traffic / road safety industry for 15yrs+, I'd love to understand the accident data that supports this decision as I don't think it exists."

"It is now over a week since this supposedly came into force yet, despite there being signs on Sandbanks Road etc there is nothing at the bridge to stop traffic and not even a sign by the bridge. As such the traffic is still simply driving through it."

1 respondent felt that the closure was a **publicity stunt**, while 2 respondents commented on the **survey and questions asked**.



"I think it's ridiculous. I don't really believe your motives for the changes, and someone in the Council who is trying to implement this needs to get off their ego trip. I use this bridge when I am driving, cycling and walking. I have had no issues and feel safe. Closing this bridge to motorised vehicles is nothing but a publicity stunt, and is not practicable, and feasible."

"The questions are very bias towards cycling and walking!"

1 respondent commented that the **changes do not make any difference to them**.



"I walk through this bridge 4 or 5 times a week. Closing it to traffic has not made a lot of difference to me. I do not cycle."

Comments and suggestions

Respondents were asked to write in any other comments or suggestions they had about the closure. 294 respondents provided feedback to this question. Please note that where respondents have provided comments that relate to more than one theme, their feedback has been categorised into multiple categories.

Responses were coded in to six main themes, and then further analysed into sub-themes within these. The six main themes related to 'advantages of closing Keyhole Bridge to motorised vehicles', 'complementary measures', 'disadvantages of closing Keyhole Bridge to motorised vehicles', 'alternative measures', 'comments about the consultation process' and 'other active travel schemes'.

Theme	Number of comments
Advantages of closing Keyhole Bridge to motorised vehicles	127
Complementary measures	103
Disadvantages of closing Keyhole Bridge to motorised vehicles	146
Alternative measures	34
Comments about the consultation process	57
Other active travel schemes	15

Advantages of closing Keyhole Bridge to motorised vehicles

There were a total of 127 comments relating to advantages of closing Keyhole Bridge to motorised vehicles. These comments were further analysed into 4 themes and further sub-themed within these. These 4 themes related to 'keeping the closure in place', 'improved safety', 'enhanced amenity for cyclists and pedestrians' and 'reduced access for vehicles'.

Theme	Number of comments
Keep the closure in place / good initiative	69
Improved safety	18
Enhanced amenity for cyclists and pedestrians	14
Reduced access for vehicles	26

Keep the closure in place / good initiative

There were 62 comments that stated that the closure of Keyhole Bridge to motorised vehicles was an **excellent idea** and that the council should **keep the closure in place**.



"It's brilliant. Please keep it!"

"I think it is a great improvement and hope in time it will become permanent."

"I would like the bridge to remain closed to motor vehicles permanently."

In addition, 7 respondents praised the scheme for **prioritising cyclists and pedestrians** over motorised vehicles.



"We shouldn't give priority to cars."

Improved safety

There were 18 comments relating to improved safety as a result of the closure of Keyhole Bridge. 7 of these comments related to improved **safety at the bridge** for both pedestrians and cyclists, while 5 comments related to increased **safety in the park**, and 6 comments related to increased **safety in general**.



"Less traffic means it is safer. No need for traffic to come through this way."

"The new arrangement helps everyone, but especially children to be safe and those less able people, say with hearing, sight or mobility limitations to have access which they would have found hazardous previously."

"I hope the changes are successful as it benefits the safety of everyone using the park."

"It's December and in today's visit we did not see any traffic turning around on either side of Keyhole Bridge. I suspect the Southern junction at Sandbanks Road will be safer with less traffic turning South."

Enhanced amenity for cyclists and pedestrians

There were 14 other comments relating to the closure making it an enhanced amenity for cyclists and pedestrians. 4 respondents commented that the closure made the **park more pleasant to walk and cycle in**.



"It's a minor change that could make the area much more attractive to young families and others keen to try riding a bike."

In addition, 4 respondents commented that the closure **encouraged people to walk and cycle more** than they did previously, while 6 respondents commented on the **health benefits** that result from increased walking and cycling.



"I am incredibly grateful for the positive improvements on the cycle infrastructure and slowly chipping away at pinch points such as this really helps me choose to cycle rather than drive."

"To remove the Keyhole Bridge closure would negate some of the value of this investment and so would seem to be in conflict with the aim of encouraging healthier lifestyles."

Reduced access for vehicles

There were 26 additional comments relating to the advantages of reduced access for vehicles. 3 respondents commented that the scheme has resulted in **reduced rat-running through Poole Park**. 8 respondents also commented that the closure meant that it was **better for the environment**, with less pollution and car fumes in Poole Park.



"The use of Poole Park as a 'rat run' has been an issue for many years. It was partially solved in the morning, 6 days a week, by stopping East to West through traffic. The evening rat run West to East, is a well-recognised safety risk and would be resolved by this solution."

"If we are to improve life in Poole, then reducing car use and therefore levels of pollution is vital. This seems a great location in which to do that."

"Lack of traffic enhances the overall wildlife / wildfowl habitats which Poole Park, Whitecliff and Baiter Parks are encouraging."

8 respondents commented that there were **alternative routes that motorised vehicles could use** and that it was unnecessary for them to use this route, while 2 respondents commented that **surrounding roads can cope with the additional volume of traffic**.



"The impact for car drivers is an extra few minutes in a car, however it'll have immensely positive impact on the people who live in the area, helping them feel safe in their area and improving physical and mental wellbeing."

"The complainers will undoubtedly find other ways of getting from a to b and the complaints will die down if given time."

"The park has been closed to through traffic for many months due to Lottery funded refurbishment and amazingly, all the surrounding road systems coped perfectly with any displacement."

3 respondents commented that the **bridge is unsuitable and too narrow for vehicles**, while 1 respondent commented that **cars are still able to access Poole Park** from other entrances.



"It is essential that the changes are made permanent. Keyhole Bridge is simply not suitable for motor vehicles."

"It needs to be emphasised that this change in no way inhibits access to either park by people using cars."

1 respondent commented that the closure of the bridge has **not negatively impacted on local residents**.



"Please keep the changes. I live in Fernside Road and haven't noticed more or longer traffic jams."

Complementary measures

There were also 103 comments and suggestions relating to measures that could be implemented in addition to the closure of Keyhole Bridge to motorised vehicles. These comments were further analysed into 4 themes and further sub-themed within these. These 4 themes related to 'motorised vehicle access within Poole Park', 'additional work at Keyhole Bridge', 'additional traffic calming measures' and 'other complementary measures'.

Theme	Number of comments
Motorised vehicle access within Poole Park	40
Additional work at Keyhole Bridge	33
Additional traffic calming measures	7
Other complementary measures	23

Motorised vehicle access within Poole Park

There were 40 comments that suggested complementary measures relating to motorised vehicle access within Poole Park. 19 of these comments suggested that **Poole Park should not be able to be used as a through-route at all**, with access only for the car parks.



"I would go further and suggest that motorists are prevented from using Poole Park as a short cut."

"In my opinion, there should be no through motor traffic in the park at all. Access from each end for the car parks."

8 respondents suggested that **motorised vehicles should be banned from Poole Park altogether**.



"I would like all traffic stopped in Poole Park. Whilst the car parks were being renovated and there was no through traffic it was lovely to see the roads through the park being used by the elderly and young families pushing prams safely on the roads."

"I would like to see the park closed to all traffic except bikes."

7 respondents suggested that **access to Poole Park should be blocked at Twemlow Avenue or the park gates**, while 3 respondents suggested that a **barrier should be installed halfway in Poole Park**.



"To eliminate the rat run, the Whitecliff Road entrance to the park should also be closed to motorised traffic."

"Ideally the road through Poole Park should be closed in the middle, too, to stop the commuter traffic."

3 respondents suggested that **Poole Park should operate as a one-way system** for motorised vehicles.



"Make road near to bridge one way to prevent it becoming a rat run."

Additional work at Keyhole Bridge

There were 33 comments relating to complementary measures at Keyhole Bridge. 16 respondents suggested that **flooding in Keyhole Bridge** needed to be addressed, either through improved drainage or by raising the level of the road.



"The level of the roadway through Keyhole Bridge should be increased and drainage improved so that it is possible to walk and cycle through at all times of year without fear of getting wet feet."

"It would be great if the flooding problem could also be fixed, as sometimes it's not actually possible to walk through!"

11 respondents suggested that measures were needed to **ensure that cyclists slowed down** to prevent conflict with pedestrians.



"Arrange the planters to make it more difficult for cyclists to approach the bridge at speed going downhill."

"There perhaps needs to be better signage/bollards/measures to slow cyclists down coming from Whitecliff end as there have been reports of bikes whizzing through there too fast."

1 respondent proposed a **separate cycle lane under the bridge**.



"Speed limit under the bridge or defined sides for pedestrians and cyclists. The pavement is a joke. Wheelchairs, pushchairs or Zimmer frames don't even fit on it. Pavement needs widening as cyclists think they have right of way."

3 respondents suggested that more needed to be done to **prevent motorbikes and scooters from using the bridge** for access.



"Stop motorcycles and cycles travelling through the bridge at speed by fitting staggered planters."

2 respondents commented on the **visual appeal of using planters** as barriers.



"I would suggest the barriers are improved in an aesthetically sympathetic manner to prevent or at least discourage rogue motorcyclists from passing through."

Additional traffic calming measures

7 respondents suggested additional traffic calming measures, with 3 respondents suggesting **traffic calming measures along Orchard Avenue and Twemlow Avenue**, while 1 respondent suggested that **traffic lights should be installed at the Orchard Avenue/Sandbanks Road junction** to improve safety.



"If this was to become permanent better road markings on Twemlow/Orchard and speed calming - or at least do some assessments of the amount of traffic."

"There's been an increase off traffic trying to cut onto Sandbanks Road from Orchard Avenue, which is annoying to pull out on at peak times and summer. It might be worth having traffic lights there so it's easy to pull out."

2 respondents suggested **larger turning areas** were required either side of the bridge, while 1 respondent proposed that **speed bumps within Poole Park should be removed** due to restricted vehicle access.



"The removal of 2 parking spaces on the east side of the bridge will not give sufficient vehicle turning space: many times I have watched drivers struggle with such manoeuvres. To be effective a proper hammerhead would need to be constructed."

"If this is a permanent traffic solution, please remove the speed bumps so that it is a smooth and pleasurable route through the park."

Other complementary measures

3 respondents suggested that **safety on roads for cyclists and pedestrians** needs to be improved in general, while 6 respondents suggested that **road surfaces needed improvement** in the area. 5 respondents suggested that **access at Sandbanks Road Railway Bridge** needed to be improved.



"There are many roads in BCP which have no safe cycle or pedestrian routes."

"It would be helpful if the road surface around the narrow bridge could be changed from black tarmac in order to visually enhance the area and provide a green link between Baiter and the park."

"Widen Sandbanks Road rail bridge or install efficient traffic lights."

4 respondents suggested that **cyclists and pedestrians needed to have separate pathways** in general to reduce conflict.



"The road should be segregated between pedestrians and cyclists, in order to minimise conflict between the two sets of users in the bridge area."

2 respondents suggested that **parking charges** needed reviewing, 2 respondents proposed that there needed to be **better access through gates** in the local area and parks, while 1 respondent proposed that the **timings of the Civic Centre traffic lights** needed altering to reflect the change in traffic volume using alternative roads.



"Reduced the charges for parking around the vicinity of the park."

"I would strongly agree to keep the closure in place and also introduce parking charges along Whitecliff Road to stop people using the road for parking all day while at work thereby preventing parking for access to the park area and recreational facilities."

"The present wooden gate from Baiter onto Whitecliff Road to be removed to improve access between the two. The present gate is not at all wheelchair/pushchair friendly."

"May I suggest that there are alterations to the phasing of the traffic lights at the Civic Centre roundabout to take into account the flows of traffic during the day."

Disadvantages of closing Keyhole Bridge to motorised vehicles

There were a total of 146 comments relating to the disadvantages of closing Keyhole Bridge to motorised vehicles. These comments were analysed into 5 themes and further sub-themed within these. These 5 themes related to 'remove closure / no need to close bridge', 'access', 'displaced traffic', 'reduced safety', and 'conflict between cyclists and pedestrians'.

Theme	Number of comments
Remove closure / no need to close the bridge	83
Access	18
Displaced traffic	20
Conflict between cyclists and pedestrians	19
Reduced safety	6

Remove closure / no need to close the bridge

83 respondents commented that there was no need to close the bridge to motorised vehicles and that they want the closure removed. 51 of these respondents suggested that the **closure should be removed**, while 24 respondents commented that they had **never witnessed any issues or conflict** with the shared use of the bridge and that **all modes of travel treat other users with due consideration**.



"Please revert this change and concentrate on more positive changes to the area."

"Definitely revert to the previous usage of the Keyhole Bridge."

"Vehicles, pedestrians and cyclists have shared the bridge road for many years with no accidents."

7 respondents commented that the closure was a **waste of money**, while 1 respondent commented that there was **not enough footfall to justify the closure** of the bridge to motorised vehicles.



"No reason to do this. Use the money elsewhere."

"Some of these changes were unnecessary as they were little used by bikes & pedestrians."

Access

There were 18 comments relating to the restricted access of the bridge. 6 of these comments related to **reduced and restricted access to Poole Park for the elderly and disabled**, while a further 6 comments related to **not everyone being able to walk or cycle** and the closure discriminates against those that can't.



"The disabled do not appear to have been considered in many of the road changes - it is disheartening to be denied access to our beautiful surroundings and public spaces. A large proportion of residents are of limited mobility or disabled. Could you please take measures to help us or restore what we used to be able to do?"

"Please remember the wider implications for those who are not able to walk or cycle."

2 respondents commented that **everyone should be able to access and use the bridge**, while 1 respondent commented that the closure to motorised vehicles means that they **will no longer visit Poole** as a result.



"It is a rite of passage for ALL local people to a lovely area which has been made more attractive with all the recent improvements."

"I doubt I'll visit any area of Poole with the road closures to the actual town and parks. All it does is make one feel unwelcome and not be bothered to visit."

2 respondents commented that the **council should not block car routes**, and 1 respondent commented that the **route provided relief from other roads when there were blockages**.



"This is not a rat run road - only local people use it."

"If traffic is snarled up in Sandbanks Road or Parkstone Road, then why shouldn't people use other roads to cut through?"

Displaced traffic

There were 20 comments relating to displaced traffic as a result of the closure. 12 of these comments related to **increased traffic on other roads** in the area, with the majority of these comments referring to **Orchard Avenue and Twemlow Avenue**.



"Should your changes go ahead, then Orchard Avenue and Twemlow Avenue will become very busy."

"This closure just sends traffic down Twemlow Avenue and others and it's a joke! Revoke this now!"

"Revert to what it was it worked perfectly. The traffic on the main road has increased considerably as a result."

A further 4 respondents commented that the closure results in **increased emissions and pollution** from increased traffic and congestion on other roads.



"The slow traffic especially on colder mornings emit so much exhaust it is not comfortable to a walk on Sandbanks Road."

An additional 4 respondents commented that the closure **negatively impacts on local residents**.



"Just don't reduce traffic to one bridge! Your way inconveniences Bridge users AND residents of Orchard and it's not a broken system!"

Conflict between cyclists and pedestrians

There were 19 comments relating to an increased conflict between cyclists and pedestrians as a result of the closure. 9 respondents commented that **cyclists now travel too fast without due consideration for pedestrians**.



"It is more dangerous now because cyclists go at speed and don't look and expect pedestrians to move out the way."

"I walk this area every day, and the enjoyment I used to get is rapidly disappearing because of the speeding cyclists who don't care about anyone else but themselves."

4 respondents commented that **cyclists have alternative cycle paths** and routes that they could use instead of the bridge, while 6 respondents commented that **cyclists should not be prioritised**.



"There is already a cycle way along Baiter with access to Poole Park.....why are 2 access points required for a minority group?"

"Keep it as it is. If cyclists or walkers feel uncomfortable going under the bridge they have other options, walking around via Baiter, etc."

"The prioritisation of cycling and walking is to the general detriment of open use of Poole Park."

Reduced safety

6 respondents commented on reduced safety as a result of the closure of the bridge, with these evenly split between a sense of **decreased safety on Orchard Avenue and Twemlow Avenue**, and those concerned by reduced safety as a result of cars having to perform **3-point turns either side of the bridge**.



"There will be more traffic exiting the park via Orchard Avenue which is a dangerous junction due to a poor sight line."

"Now I will have to do a 3-point turn at the bridge which will cause a danger to cyclists if they go too fast."

Alternative measures

There were 34 additional comments or suggestions relating to alternative measures that could be implemented instead of closing Keyhole Bridge to motorised vehicles. 13 respondents commented that there should be a **traffic light system** installed at the bridge instead.



"I object to this scheme. Install traffic lights if you feel the need to introduce a safety measure."

"If it is perceived that access or safety problems they could easily be overcome by the provision of traffic control signals."

5 respondents commented that there should be a **separate tunnel/bridge for cyclists and pedestrians** built, while 3 respondents suggested that **the current bridge should be widened** to allow all users to co-exist in the same space.



"Make the bridge bigger or a separate one for cycling."

"How about spending the money on a wider bridge that can accommodate everyone instead of penalising drivers?"

5 respondents suggested that there should be **time restrictions in place for use of the bridge and park** by motorised vehicles instead of closing the access at the bridge.



"The road through the park is closed at certain times already so why can't these times just be extended so at least we can get full benefit of the drive through the park up to Sandbanks Road at some times of the day/week."

"Maybe the bridge could be closed to cars only during heavy daytime use of the park. Therefore in winter when very few people around cars can continue to use that road and in the summer between the hours of 10 am and 5pm they can't use it. That also helps reduce congestion on the main roads during rush hour when there are few people using the park as pedestrians/visitors but the roads are in heavy use."

4 respondents suggested that there needs to be **more signage stating that pedestrians and cyclists have priority**, while 2 respondents suggested a **decreased speed limit**.



"Put large, clear signs on the bridge itself (as well as the current signs 10 m before the bridge) stating that pedestrians (and possibly cyclists) have the right of way over motorised traffic."

"Why not just make it a 20 mile an hour speed limit?"

1 respondent suggested that there should be a **barrier within Poole Park instead**, while 1 respondent suggested that **emergency services should still be able to have access** through the bridge.



"A barrier in the park."

"Some of these changes were unnecessary as they were little used by bikes & pedestrians and now are a hazard for emergency vehicles to gain swift access."

Comments about the consultation process

There were 57 additional comments or suggestions relating to the consultation process. 8 respondents commented that a **consultation should have taken place prior to closing the bridge** to motorised vehicles, while 15 respondents questioned whether there was **supporting data to justify the closure**, or if there was any **supporting data since it has been closed**.



"I do not understand why the consultation has not been held before implementing the scheme."

"It would have been good if the good people of Poole had been consulted before the council announced its plans. Consultation is always better than autocracy in a Democratic society."

"How many accidents involving pedestrians and or cyclists and cars have there been under the bridge?"

"There have been some complaints about speeding cyclists. I have not seen this myself but it would be good to do a traffic survey at the bridge to see who is using it now and if speed is a problem."

4 respondents commented that the trial should **run for the full duration** before any final decision is made.



"I think run the trial and then base the decision on facts."

A further 4 respondents commented that the **work in the park had distorted traffic** within the area during the scheme.



"This scheme needs testing properly when work in park and the road closures connected with that have ceased."

7 respondents commented on the **views of councillors** influencing the closure, while 5 respondents commented on the involvement of **3rd party campaign groups**.



"This would, yet again, appear to be little more than an anti-car measure from a council influenced and led by people who don't like cars and really don't like people who do."

"The action of an irresponsible council members who clearly believe promotion of their own pet schemes is a responsible use of funding, it is a reprehensible abuse of power and not undertaken in the balanced interest of all."

"The selfish group of active travel have been leafleting homes trying to persuade people to vote for keeping these changes. What about the mental health of us who use the park for lunch and peace and quiet for the 20 mins or so we can. What about the disabled who are not able to walk or cycle and need to drive?"

"Brilliant work long called for by BHAT. Park should, as it now is, be a destination. There are loads of parking, special wide spots for disabled cars, and more with the improvements, this couldn't come at a better time as the park is finished."

3 respondents felt that the scheme was a **publicity stunt**, while a further 3 respondents suggested that it was **not right to use the COVID pandemic as the reason** for introducing the scheme.



"This has clearly not been thought through to any great length and I am sure there are many more appropriate places to make things safer for cyclists and walkers. Or is the Keyhole Bridge just an easy option for the council."

"The Keyhole Bridge road closure had a large red road sign stating 'COVID - for social distancing', but it does nothing to achieve that."

3 respondents commented on the **survey** and that it needed to be promoted more.



"You need to make this more public so more people can have a say, I found out only by accident on a Facebook comment."

4 respondents suggested that the **bridge was not closed to motorised vehicles at the start of the scheme**.



"It is now over a week since this supposedly came into force yet, despite there being signs on Sandbanks Road etc there is nothing at the bridge to stop traffic and not even a sign by the bridge. As such the traffic is still simply driving through it."

1 respondent commented that the changes **do not make any difference to them**.



"I live in Anthony's Avenue so not directly affected by the closure."

Other active travel schemes

There were 15 additional comments and suggestions relating to other active travel schemes in the local area. 8 of these comments suggested that **more active travel schemes need to be introduced** in the local area, while a further 4 comments suggested that the **other active travel schemes that are currently in place should remain**.



"More of these please and do not listen to the noisy minority of selfish drivers."

"Keep them coming, can we see more of this please."

"I do hope other projects in this vein are being considered in the council area in order to make a lovely area even lovelier."

In contrast, 2 respondents suggested that **other active travel schemes should be removed** and roads reopened to motorised vehicles.



"I can't park on Evening Hill anymore to enjoy the views briefly, why? The cyclists come first again where it isn't particularly necessary, especially in winter."

1 respondent suggested that the **park and ride service needs to be cheaper** to encourage more use of it.



"Make the park & ride cost £1 all day & encourage people to use that instead."

8. Appendix – Respondent Profile Information

Equalities profile

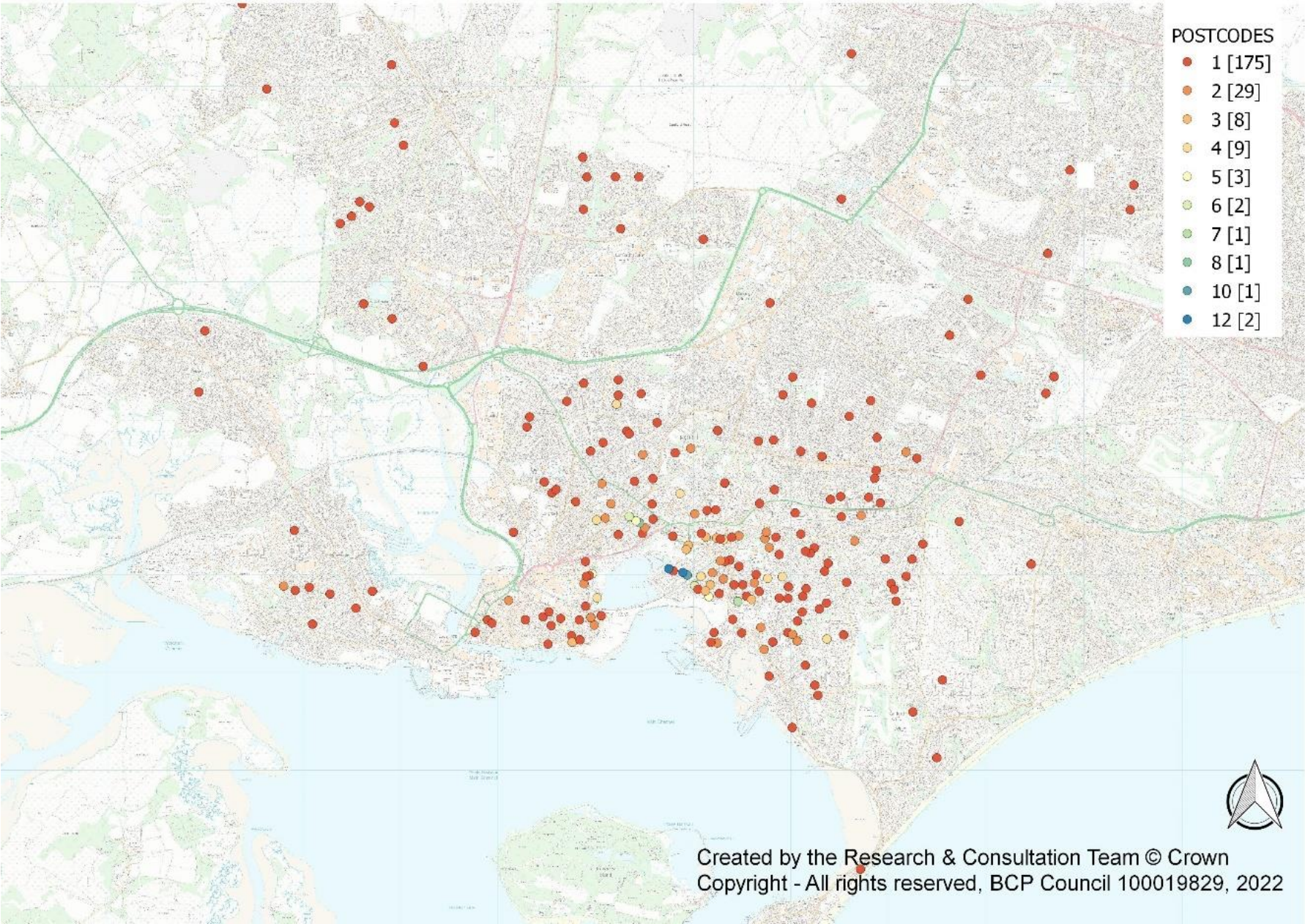
The equalities profile is shown below. Percentages are provided where groups are large enough.

Figure 24: demographic and equalities profile

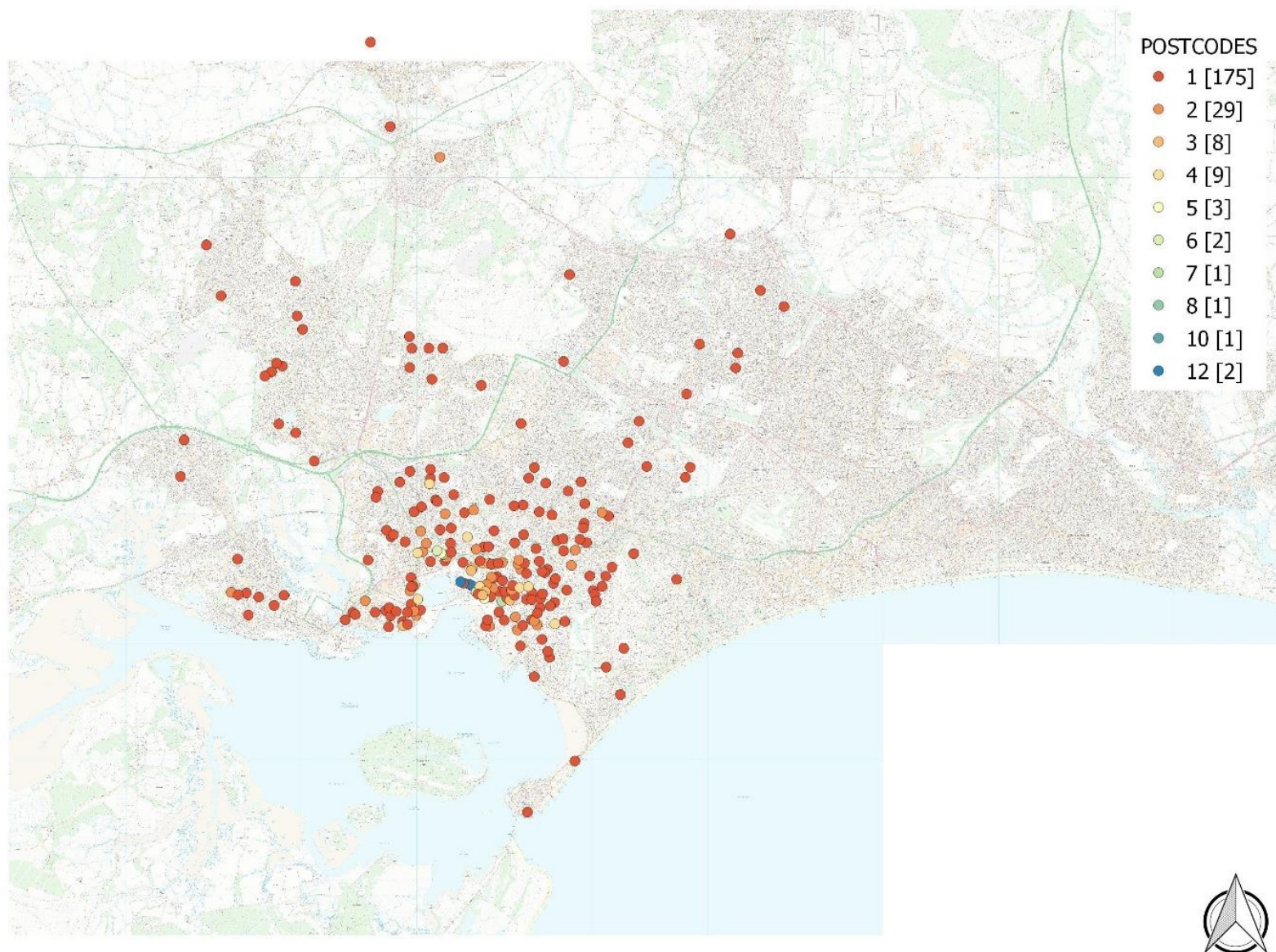
Group	Breakdown	Number	%
Gender	Male	214	51%
	Female	204	49%
Age	18-44	32	10%
	45 - 54 years	88	28%
	55 – 64	82	27%
	65 years and over	107	35%
Disability	Yes	64	16%
	No	332	84%
Ethnicity	White British	365	-
	White Other	<20	-
	BME	<20	-
Religion	No religion	187	-
	Christian	150	-
	Other religion	<10	-
Sexual Orientation	Heterosexual	317	95%
	All other sexual orientations	16	5%

Map of respondents postcodes

369 respondents provided a postcode that could be mapped. The maps below show the postcodes of respondents. The first is of the area surrounding Whitecliff Road, and the second shows all respondents in the BCP area.



All respondents in the BCP area.



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