

Question 11: Improvement of Swanage seafront

11.1 This question considered the seafront at Swanage which forms an important asset for the town. The area includes the important interface of the town centre, beach and pier areas. The consultation responses are shown below:

Q11. Can you suggest ways to improve the seafront?	Number of suggestions
Allow/improve cycling on seafront	13
Provide more toilets	13
Add traffic calming to Shore Road	16
No motor home/camper-van parking on Shore Road	19
Make all/part of Shore Road one-way	25
Repair/improve the road surface for Shore Road	26
Build a marina/harbour/provide access from the sea	26
Provide a 'promenade'	27
Provide more seating/shelter	30
More planting/keep tidy-litter free	34
Improve the appearance of/redevelop the Mowlem	39
Leave it as it is	52
More facilities/cafes/etc.	71
No parking on Shore Road	106
Pedestrianise part/all of Shore Road for part/all year	229

Table 8: Responses to Question 11 (suggestions for improving the seafront)

11.2 The consultation responses fall into 15 categories shown in Figure 11:

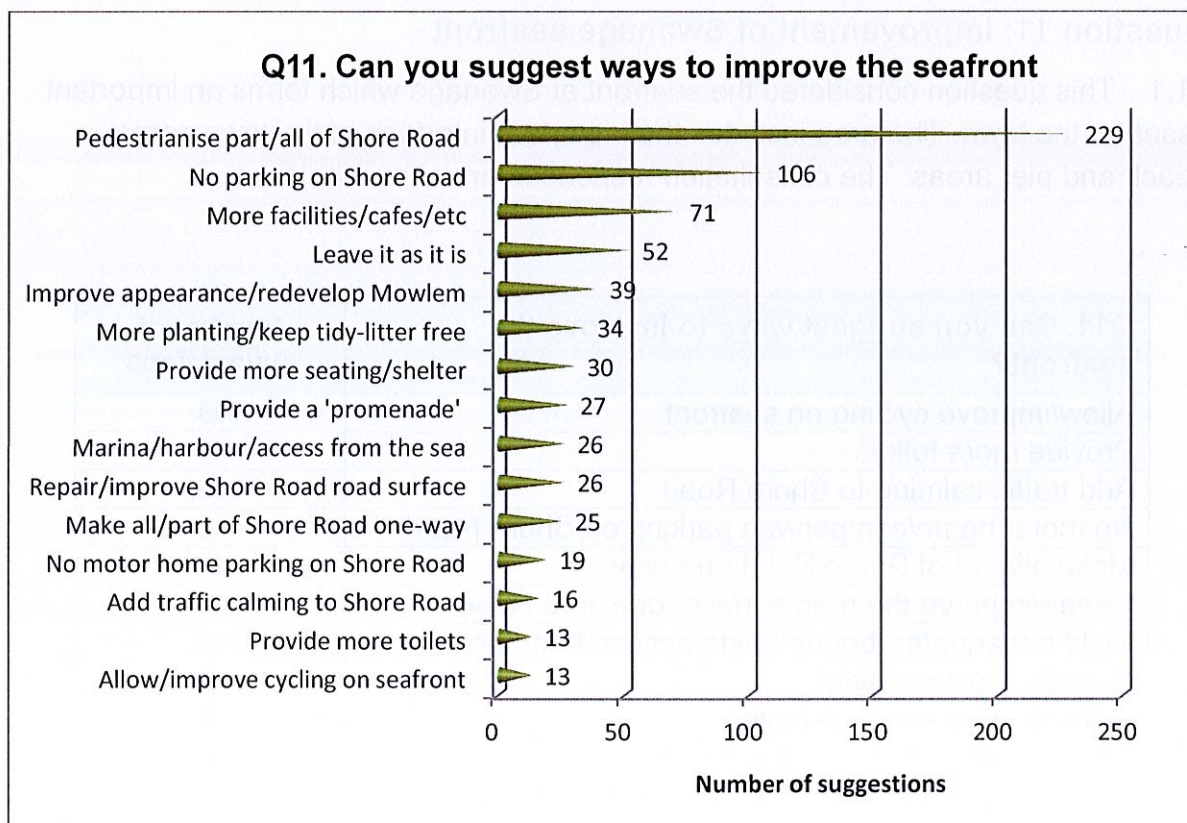


Figure 11: Ranking of the suggestions made for Question 11

11.3 Six of the categories relate specifically to Shore Road (57% of the suggestions). The majority of these suggested the closure of Shore Road to traffic (31%), followed by the removal of parking on Shore Road (14.6%). Other suggestions included improving the road surface of Shore Road (3.5%), making Shore Road a one way traffic route (3.4%), preventing camper van parking on Shore Road (2.6%) and adding traffic calming measures to Shore Road (2.2%).

11.4 Other suggestions included; provision of more facilities including cafes (9.7%), improving The Mowlem (5%), more planting and cleansing (4.6%) and improved seating and shelter (4%). Around 7% of responses suggested 'do nothing'.

PDC Officer Suggestion:

11.5 To explore the suggested options further through the Swanage Local Plan. The Shore Road area is a particular issue to address and a technical assessment may be required to help determine the best option to take forward. The outcome of this technical assessment will help to determine which of the suggestions, if any, might be most appropriate.