

**Seafront Masterplan – To consider response from public engagement and adoption of revised document**

Dorset Coast Forum have provided the following summary of proposed minor amendments to the Draft Swanage Seafront Masterplan. These are being proposed in response to the feedback received during the recent public engagement exercise, which closed on Monday 10<sup>th</sup> July. A separate interim report setting out a summary of the responses is enclosed with these agenda papers as a supporting document.

**Proposed minor amendments to the masterplan**

Generally, the feedback was very positive. Each opportunity got broad support with the majority of respondents selecting ‘strongly agree’ or ‘agree somewhat’. Please see interim consultation document attached– which will be refined prior to publication online in due course.

Given the broad support for the masterplan, we are suggesting only three minor amendments.

**1. Opportunity C5 (see over)**

See below – blue indicates change in text, red deleted text.

This change reflects the findings from the recent Accessibility workshop which found that the respondents wished to prioritise elements such as dropped kerbs, improved beach access and improvements for people with visual impairments such as tonal/textural elements. The opportunity also highlights the recent creation of the Disability Reference Group. The wording ‘beach and seafront’ has been added to reflect the need for more dropped kerbs – a finding that has been passed onto Dorset Council Highways.

Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>5</b></p> <p>Improve accessibility to the beach and seafront.</p>	<p>Swanage Town Council commissioned an independent Disability Access Audit by DOTS Disability, it identified numerous opportunities to improve accessibility to the beach and seafront more generally:</p> <ul style="list-style-type: none"> <li>• Increasing number of beach access points.</li> <li>• Increasing accessibility of stepped access points.</li> <li>• Consider developing an accessible beach area (the report proposed the area adjacent to the Mowlem).</li> <li>• Development of a seafront changing places toilet.</li> <li>• Increase availability of accessible and sheltered seating.</li> </ul>	<p>Possible examples include:</p> <ul style="list-style-type: none"> <li>• Dropped kerbs</li> <li>• Improved beach access including beach ramp, matting and family zones with shade</li> <li>• Beach accessible wheelchairs and secure overnight storage area.</li> <li>• <del>Mechanisms to make accessing the sea easier.</del></li> <li>• <del>Beach wheelchair mat.</del></li> <li>• <del>Create areas of shade.</del></li> <li>• A changing place toilet next to the beach.</li> <li>• Improvements for those with visual impairments such as increasing contrast, and textured walkways</li> <li>• Continuing to consult with disabled groups included the newly formed Disability Reference Group in Swanage</li> </ul>	 

## 2. Opportunity D1

Traffic management solutions were consistently cited in the feedback survey – particularly Shore Road. It is clear that this is something that needs to be looked into in more detail in partnership with Dorset Council Highways. This is perhaps best encapsulated by a quote from one of the respondents: "Lots of good ideas

but it is obvious from the information gathered that people's biggest concern is traffic". Indeed:

- **52%** of those who said we have missed an opportunity in any of the zones referred to traffic management (i.e. pedestrianisation, one way system, parking, keeping road open)
- **52%** of additional comments mentioned traffic management (i.e. widen pavement, parking, pedestrianisation)

Following discussions with Dorset Council Highways Officers they consented to the following minor amendments:

Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>1</b></p> <p>Review &amp; explore traffic management improvements including the potential to widen the pavement on Shore Road with Dorset Council Highways.</p> <p><del>on Shore Road and the potential to widen the promenade.</del></p>	<p>The aim is for <del>people</del> visitors of all abilities to be able to use the promenade more comfortably whilst giving pedestrians greater priority when accessing the beach.</p> <p>This needs to be delivered in partnership with Dorset Council Highways and any possible changes will be consulted on separately.</p>	<p>Traffic management (possibilities only – this will be consulted on separately):</p> <ul style="list-style-type: none"> <li>• Review parking facilities on Shore Road to explore the potential for a wider promenade and safer crossing.</li> <li>• Explore ways to reduce traffic on Shore Road.</li> <li>• Review disabled parking access.</li> </ul> <p>Measures to make the promenade</p>	 

		<p>more user friendly:</p> <ul style="list-style-type: none"><li>• Explore potential to widen promenade.</li><li>• Improve seating along the promenade – rest points.</li><li>• Ensure disability groups are consulted on the design.</li><li>• Include more shelter that is accessible for those with limited mobility.</li><li>• Explore the potential to reduce obstructions on the pavement i.e., bins and parking meters.</li><li>• Create interest and wayfinding through trails, signage, and artwork.</li></ul>	
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### 3. Next Steps (p.40)

Following on from point 2, we have added in the following statement which officers from Dorset Council Highways have consented to:

“There is an expectation to review and explore traffic management solutions in 2024 in partnership with Dorset Council Highways, who are aware of the consultation feedback and the concerns about the narrow pavement and busy Shore Road North of Victoria Avenue.”

James Mitchell  
Dorset Coast Forum

#### **Decision required**

To adopt the final draft Swanage Seafront Masterplan, incorporating the minor amendments set out above.

Martin Ayres  
Town Clerk

July 2023

# Swanage Seafront Masterplan

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Phase 2 Public Consultation

Draft Swanage Seafront Masterplan Survey Results  
22 June – 10 July 2023



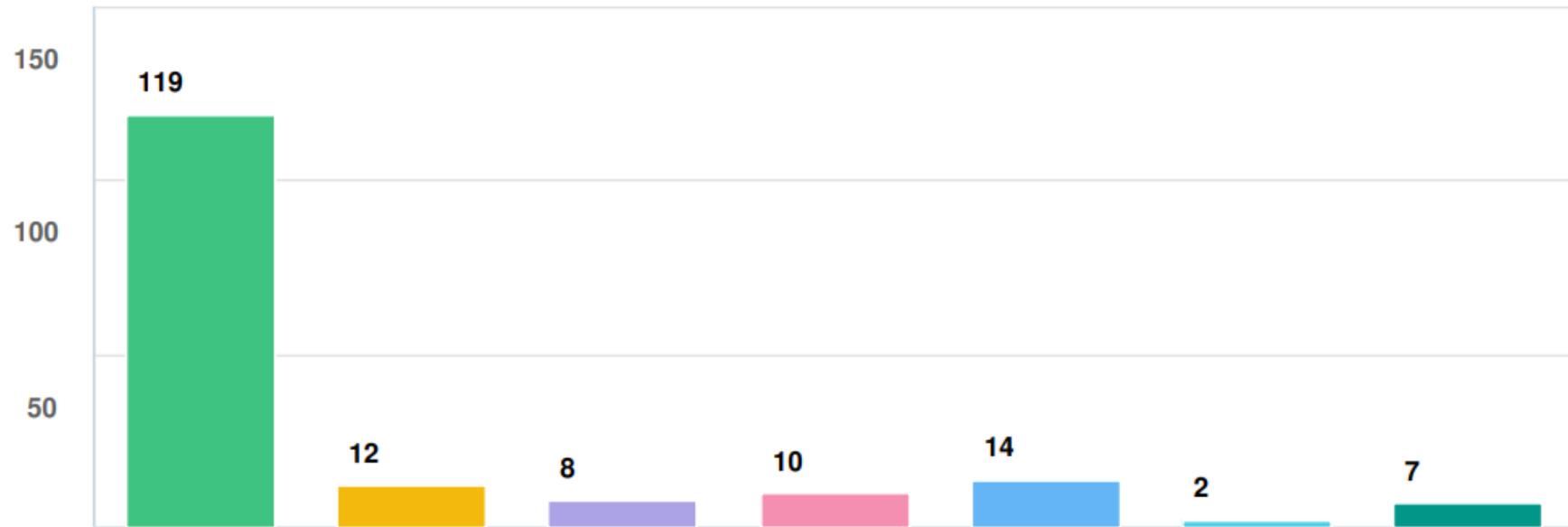
Dorset  
Coast Forum



Working with communities to promote,  
enhance and protect our coast.

Question 1.

**Q1** | What is your connection to Swanage?

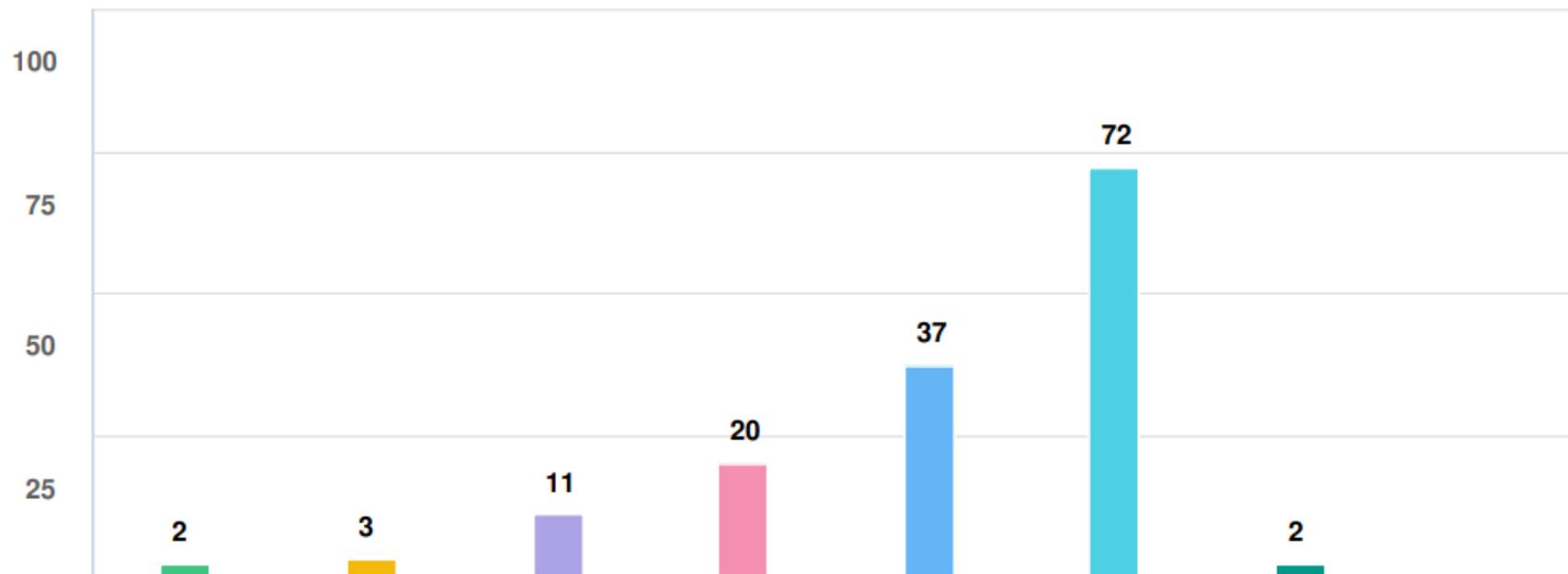


**Question options**

- Resident
- Business Owner
- Visitor
- Work in Swanage
- 2nd Home Owner
- Prefer not to say
- Other (please specify)

Question 2.

**Q2** What age range are you in?



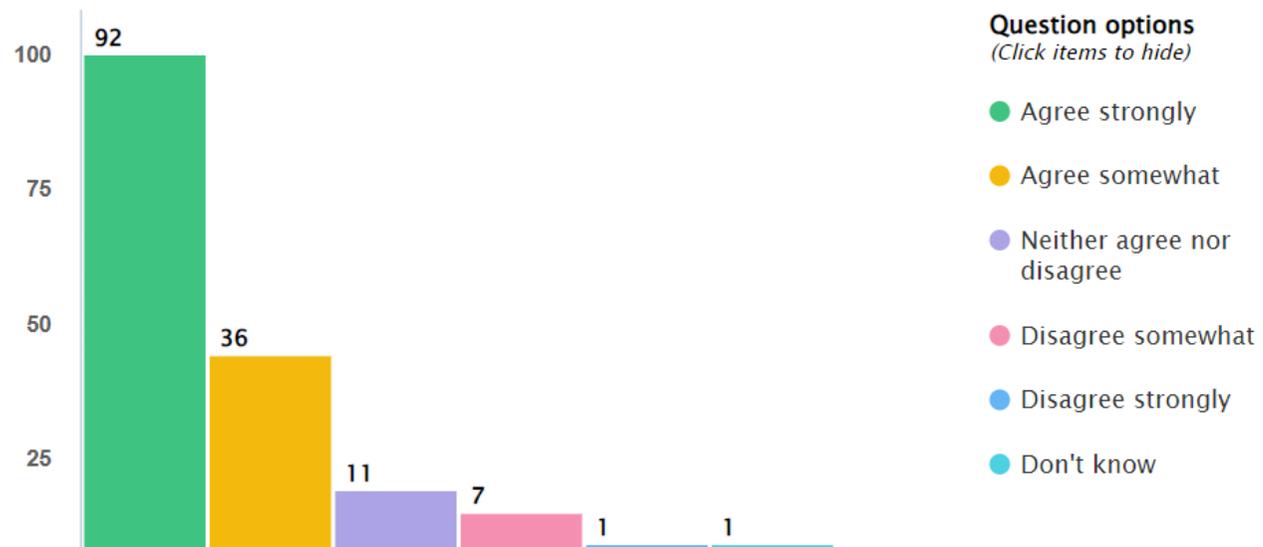
**Question options**

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and over
- Prefer not to say
- Under 18

Question 3.

Q3

The vision of the Swanage Seafront masterplan is: "To ensure that Swanage seafront remains a well-loved, well-maintained safe family place that celebrates the distinct heritage and culture of Swanage, whilst improving its infrastructure to support increased accessibility, sustainability, year-round tourism, and a vibrant local economy." To what extent do you agree or disagree that this vision statement is appropriate and relevant to Swanage seafront?



#### Question 4.

If you selected 'Disagree strongly' or 'Disagree somewhat' in Question 3, please specify why.

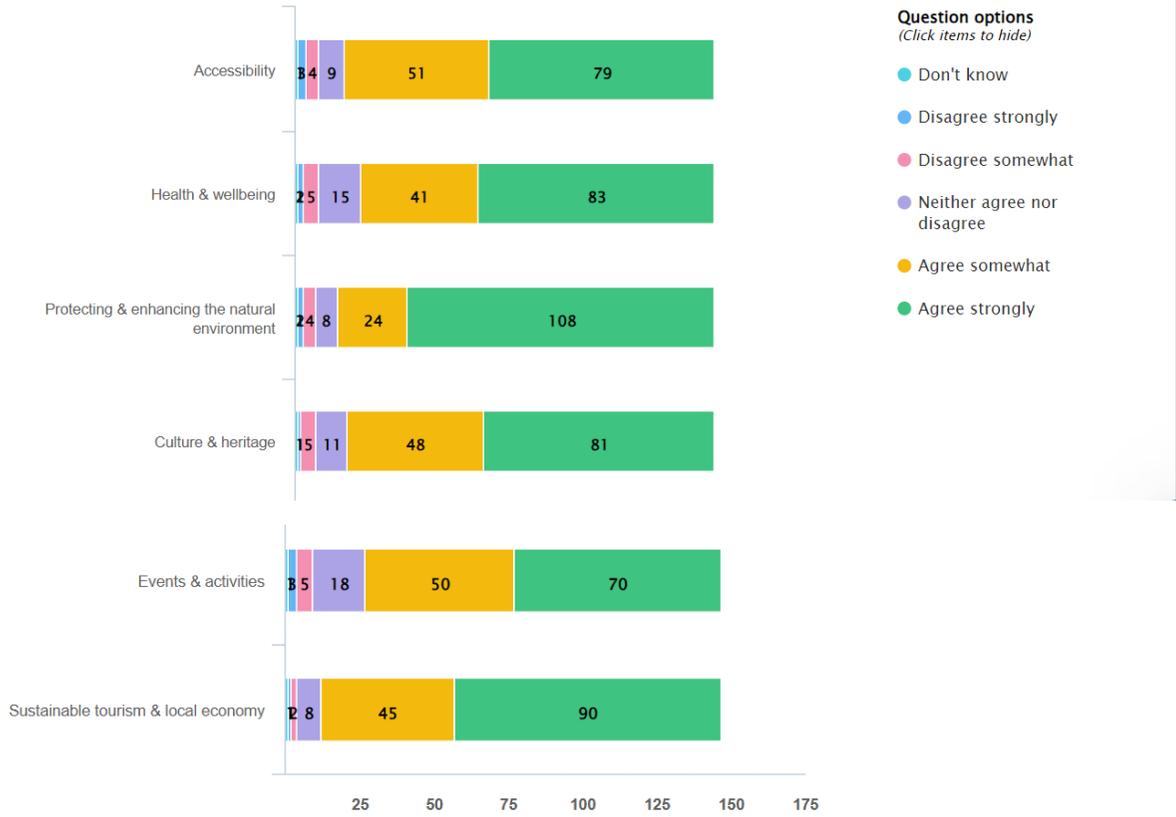
14 comments (despite only 2 respondents 'Disagreeing strongly' or 'Disagreeing somewhat')

Comments related to the vision statement:

- "This is an anodyne statement of good intent to which it is impossible to object. Similarly with the objectives."
- "I would reverse the order of increased accessibility, sustainability, year-round tourism, and a vibrant local economy. To a vibrant local economy, year-round tourism, increased accessibility and sustainability."
- "Disagree with winter tourism. Winter events are likely to be indoors, entertainment based. Risk of anti-social behaviour and noise. Swanage is not equipped for winter tourism. It is primarily a beach walking attraction."
- "As for your complete plan: Folk would need a degree and much energy and patience to work through it. You totally ignore the needs of residents and visitors with poor reading skills and concentration. You may be proud of your plan but you're not explaining it at all well. We're not all town planners! And it will cost millions, which you don't have."

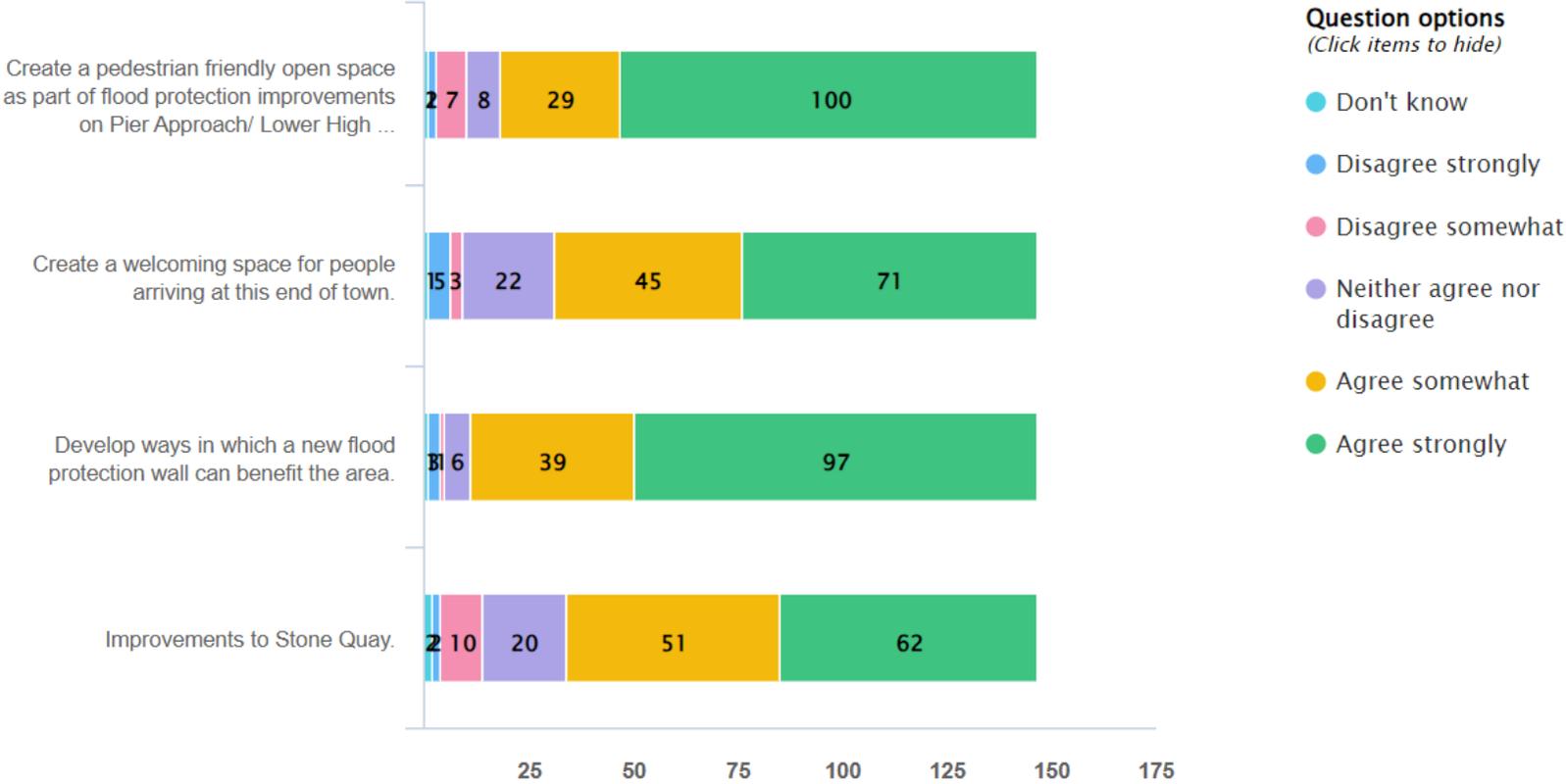
Question 5.

**Q5** The opportunities presented in the masterplan are guided by 6 themes with linked objectives. (To view the themes in more detail please click [HERE](#)) Please state to what extent you agree or disagree that each theme is relevant to Swanage seafront?



Question 6.

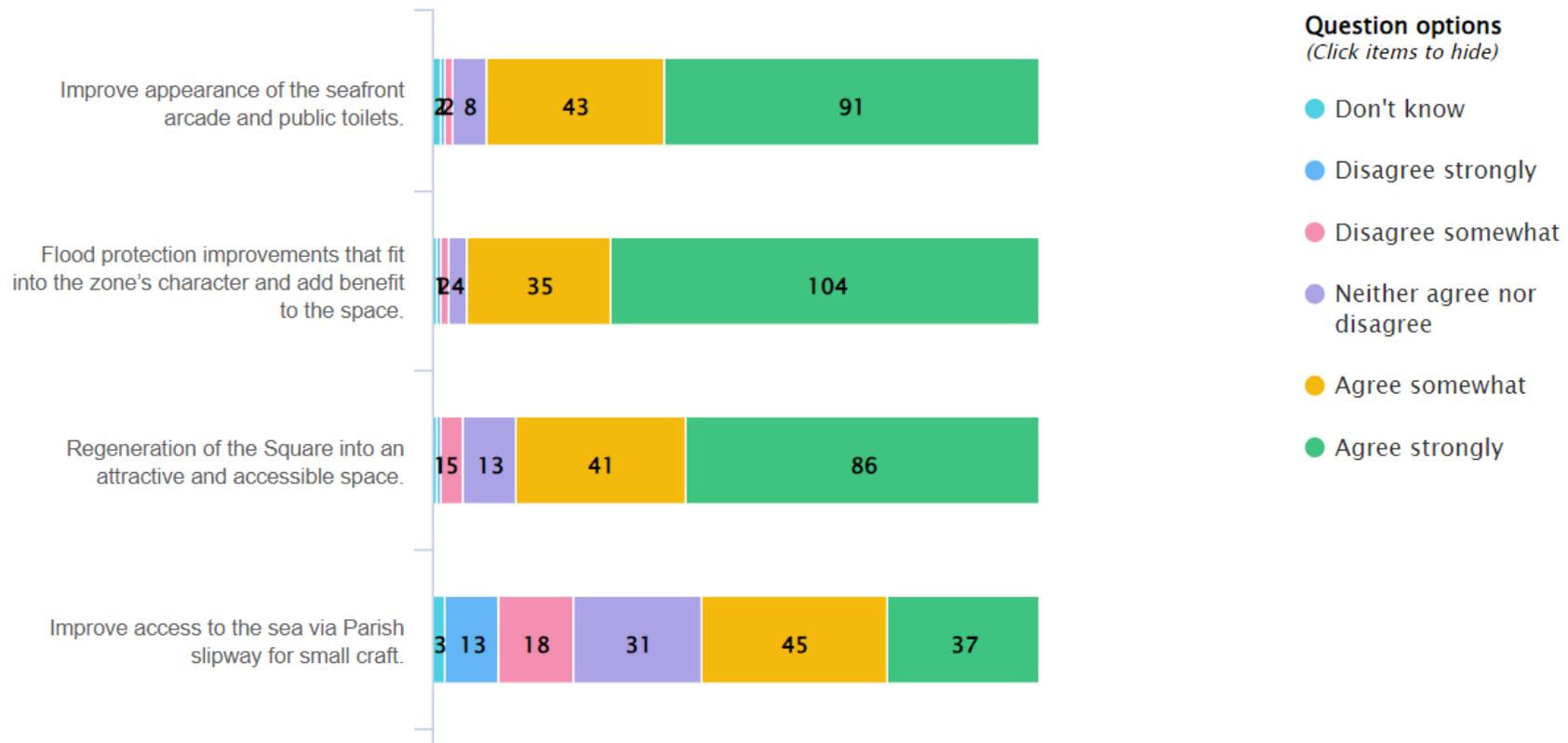
**Q6** Please state to what extent you agree or disagree that the opportunities are relevant to Zone A (Pier Entrance to Stone Quay) (To view the opportunities in more detail click [HERE](#))



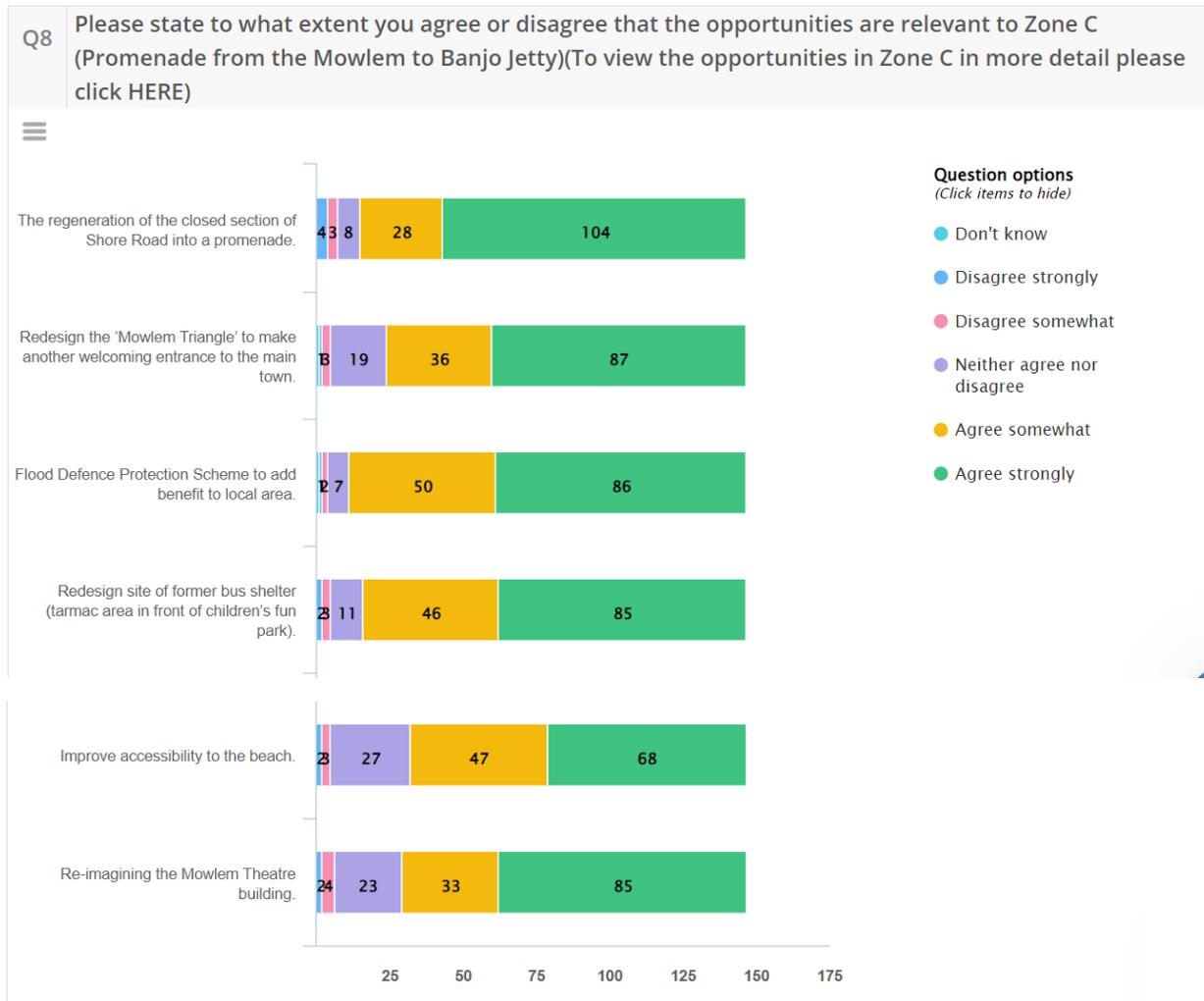
Question 7.

Q7

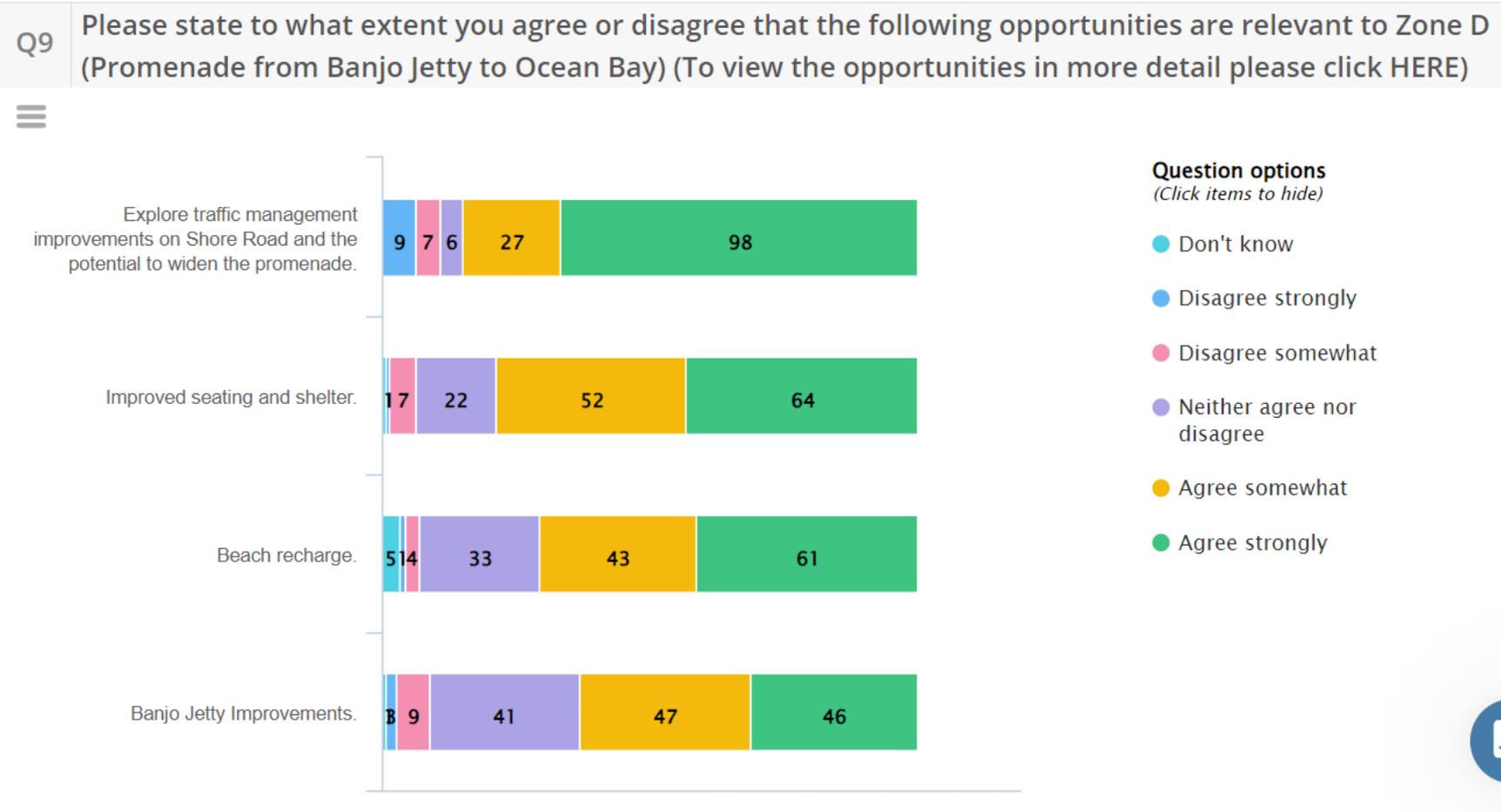
Please state to what extent you agree or disagree that the opportunities are relevant to Zone B (Stone Quay to the Mowlem)? (To view the opportunities in Zone B please click [HERE](#))



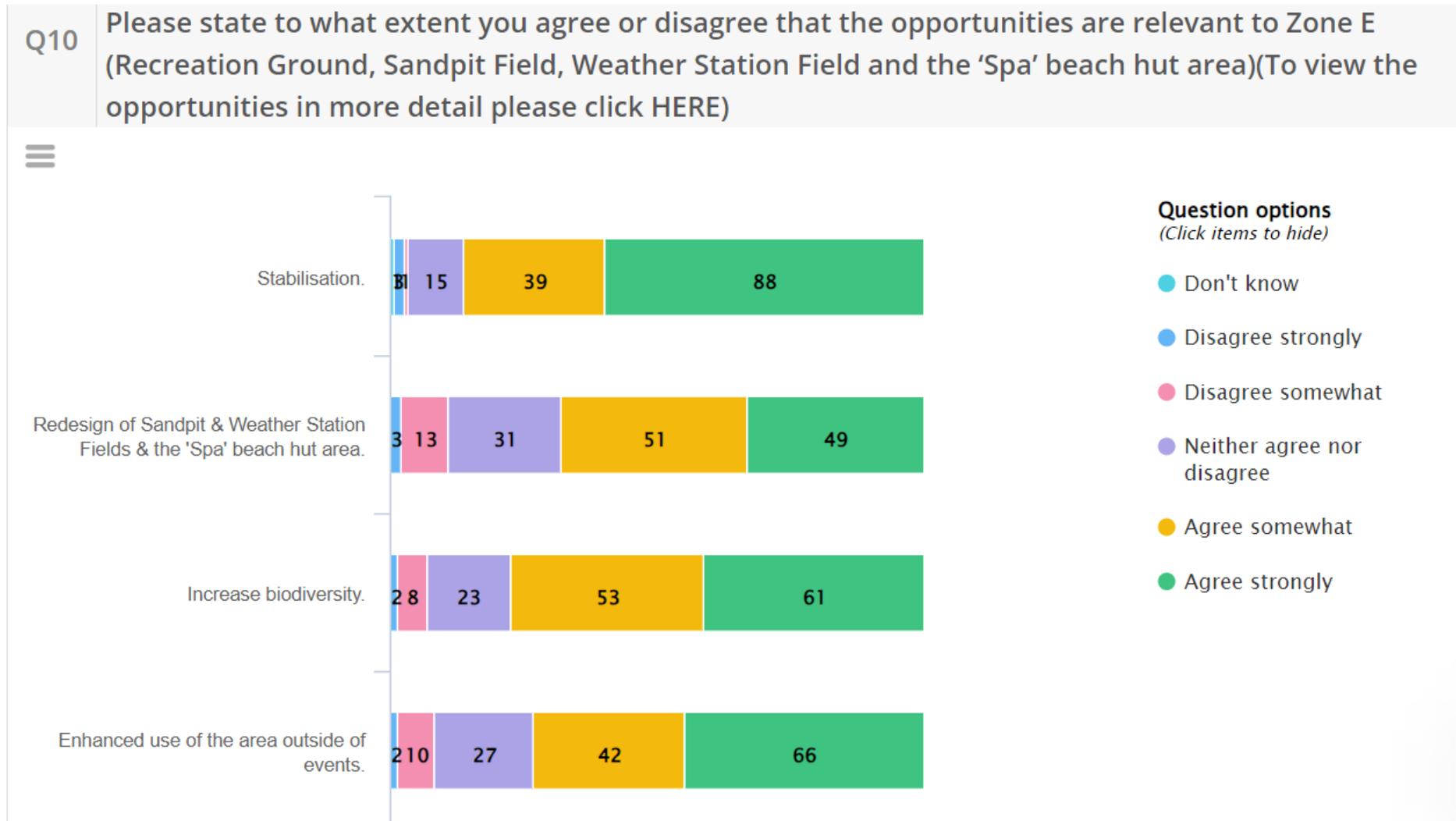
## Question 8.



Question 9.

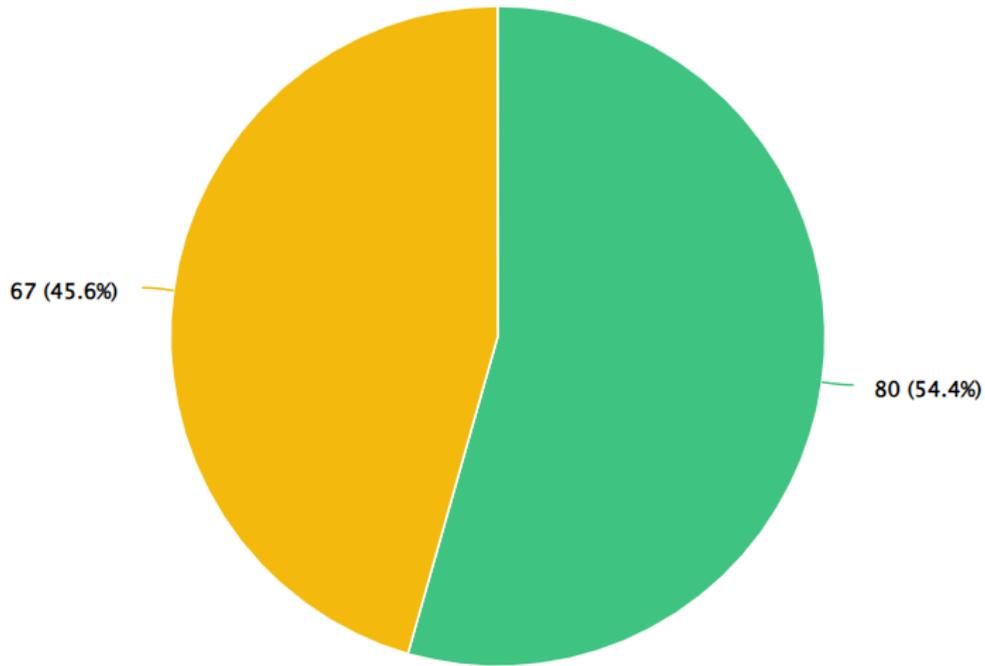


Question 10.



Question II.

Q11 Do you think we have missed an opportunity in any of the zones?

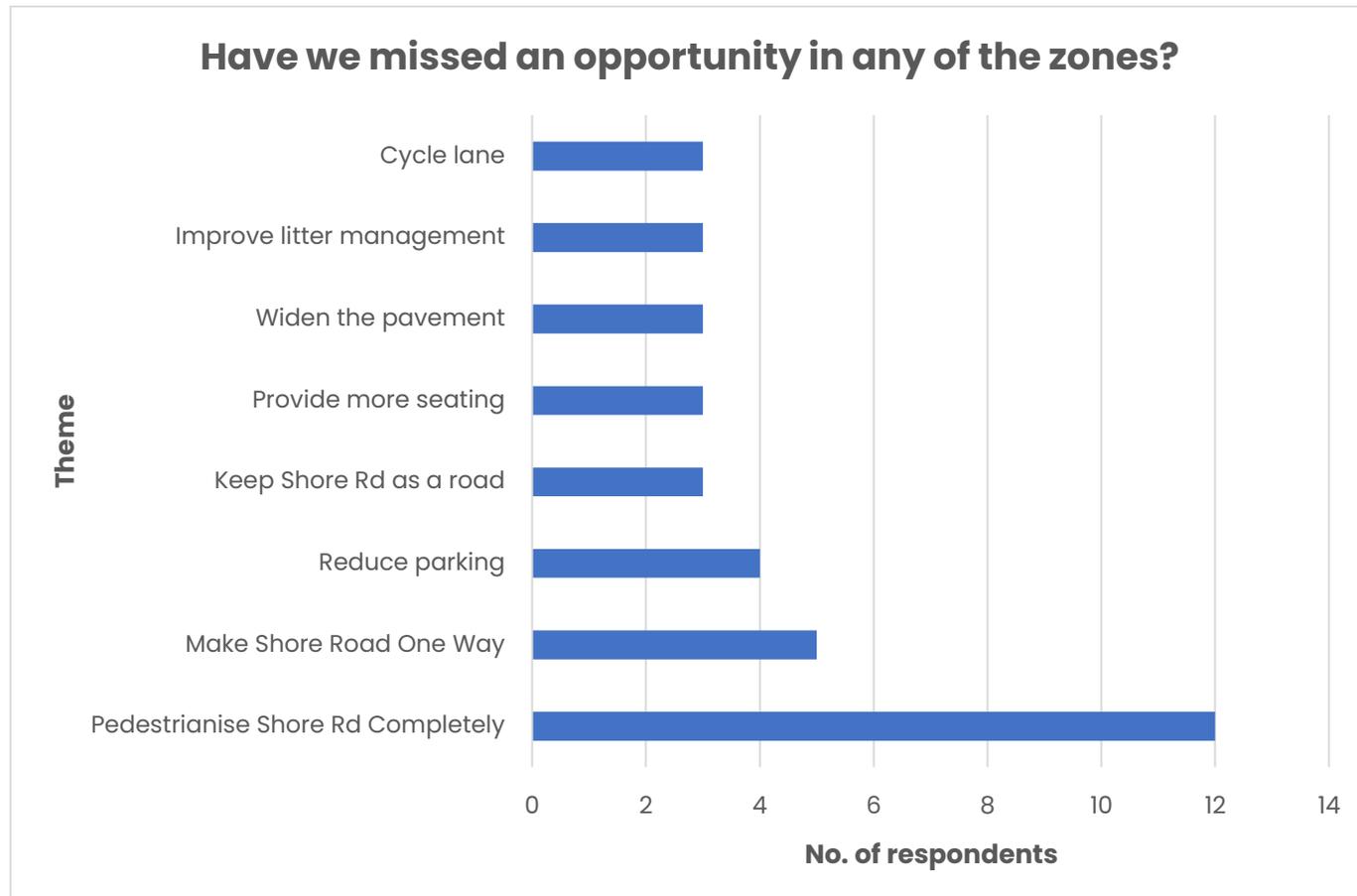


**Question options**  
*(Click items to hide)*

● Yes

● No

Question 12. If you have answered yes (to Question 11) – please specify



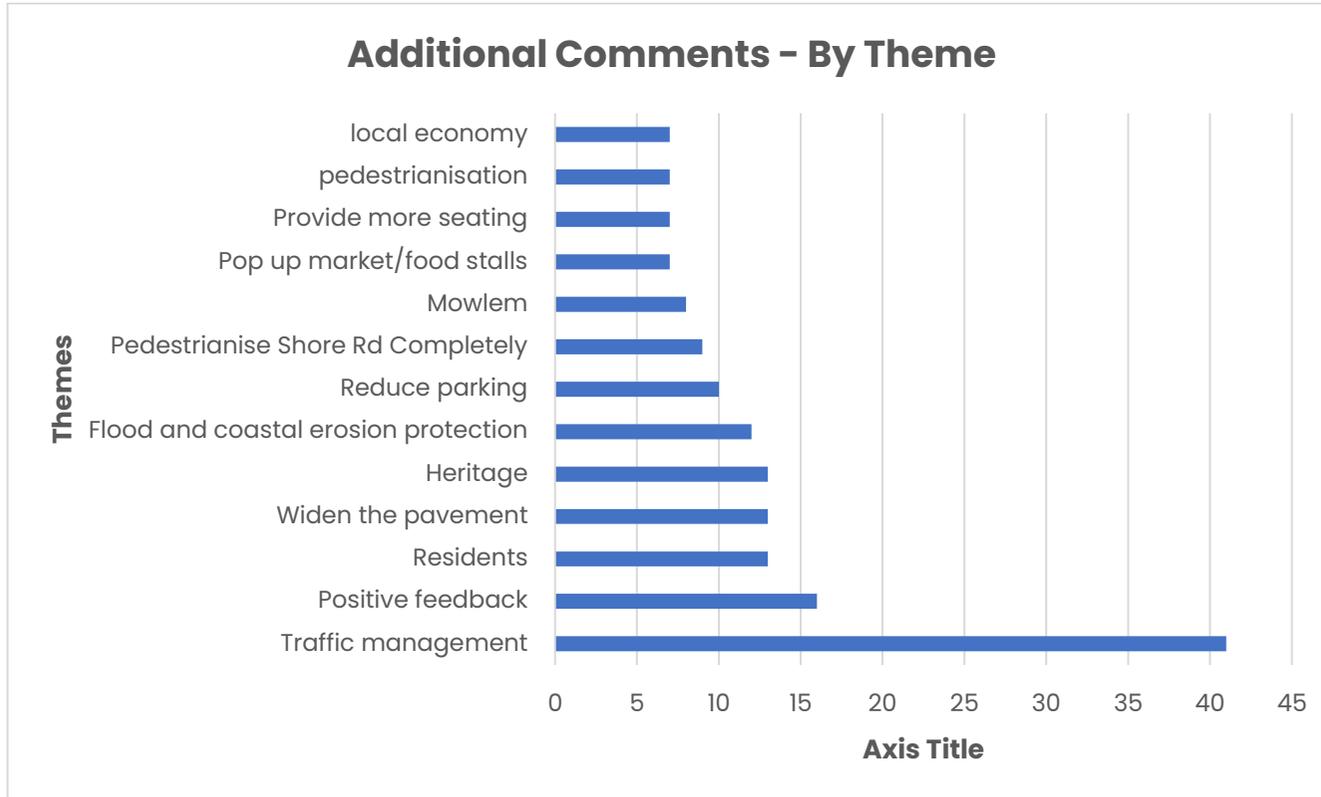
Question 13.

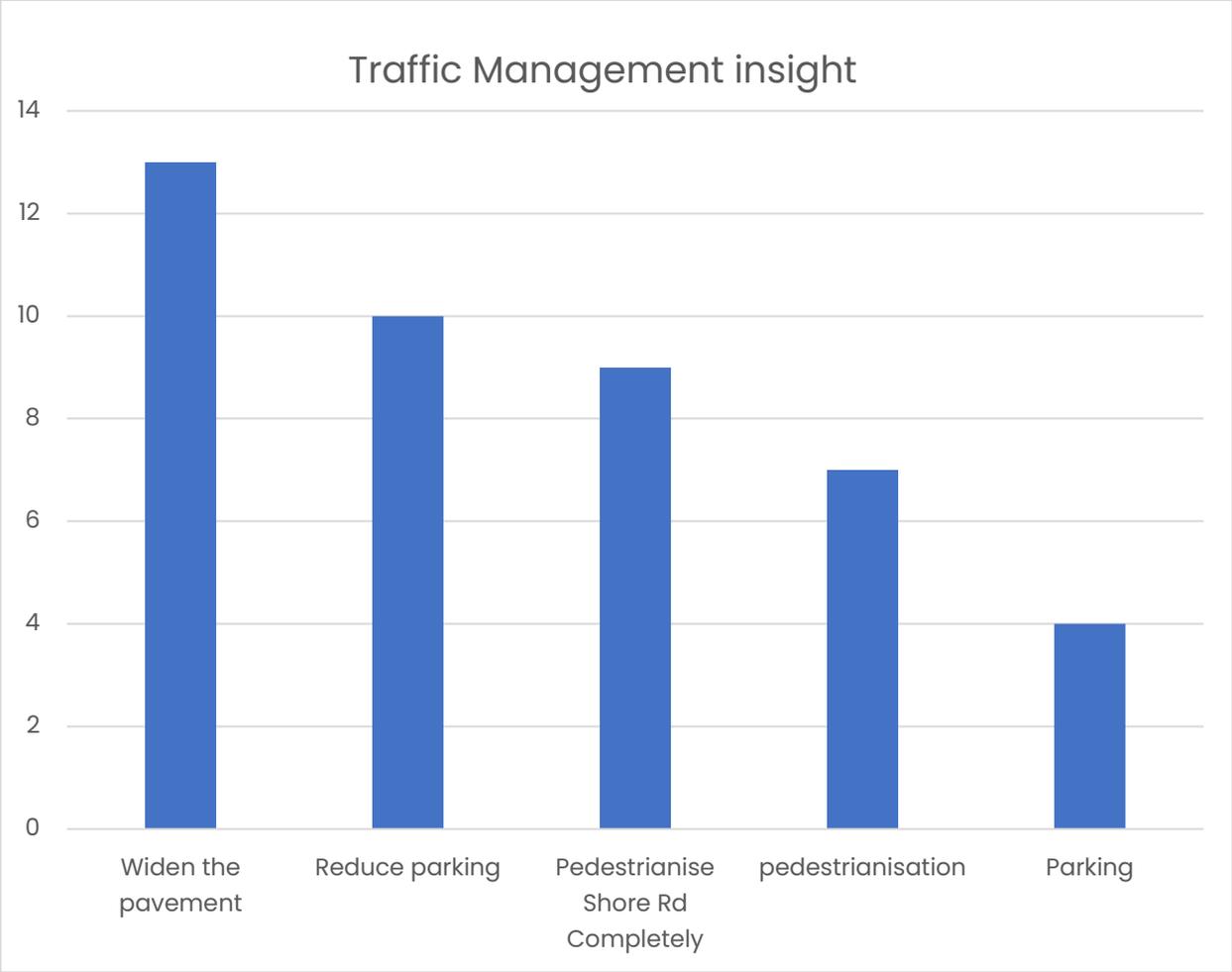
**Q13** Please state to what extent you agree or disagree with the following statements



Question 14.

Please feel free to add any additional comments about the draft seafront masterplan





Theme	Sample Quotes
<p><b>Traffic management</b></p>	<p>"Lots of good ideas but it is obvious from the information gathered that people's biggest concern is traffic"</p> <p>"Excellent but traffic considerations need to be pushed further!"</p> <p>"The seafront needs to move away from being for cars, and being a place for people"</p>
<p><b>Positive feedback</b></p>	<p>"Excellent to see the forward planning which is going into this process."</p> <p>"I agree that pedestrianisation of the whole of Shore Road and 'greening up' the seafront and town centre will transform Swanage into an outstanding resort. The coloured lights on the Mowlem have already improved its nighttime look. The master plan is exceptionally well thought out."</p> <p>"I think it has been well thought out and thank you for listening to the opinions of residents"</p> <p>"Keep up the good work – don't lose momentum"</p>
<p><b>Residents</b></p>	<p>"I understand the need to move Swanage forward, but I feel the project benefits are vague and the plan is too heavily focused on providing benefits for tourists/tourism while it not made at all clear how this will translate into tangible benefits for ordinary residents and taxpayers who are not engaged in tourism/business."</p> <p>"This plan is all about visitors and not local people who live here."</p> <p>"Please consider local users as much as tourists. I understand tourism is important, but locals use these areas all year round."</p>

*This report was prepared by Dorset Coast Forum.*

*The Swanage Seafront Masterplan is being developed by Dorset Coast Forum in partnership with Swanage Town Council.*



# SWANAGE SEAFRONT MASTERPLAN



Working with communities to promote, enhance and protect our coast.





*The Swanage Seafront Masterplan logo was designed by a competition winner at St George's Primary School, Langton Matravers.*

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Photo credits from cover page clockwise from top right: Swanage Carnival and Jamie Sayer; Virtual Swanage; Let's Go Out Bournemouth and Poole; Canva

## 1. Masterplan Vision Statement

“To ensure that Swanage seafront remains a well-loved, well-maintained, safe family place that celebrates the distinct heritage and culture of Swanage, whilst improving its infrastructure to support increased accessibility, sustainability, year-round tourism, and a vibrant local economy”.

## 2. Aims and Purpose

The aim of this document is to create a practical working strategy that will provide a vision to unlock the potential of the seafront and help make decisions about its future. The Swanage Seafront Masterplan covers an area from Swanage Pier to the stream at Ocean Bay and includes the greenspaces, seafront areas and the beach. The purpose of the Swanage Seafront Masterplan is to:

- Identify ways in which communities, statutory bodies, organisations, and potential investors can support the Masterplan as a shared vision.
- Include feedback from those who live, work, and visit Swanage, considering their aspirations and needs for the seafront.
- Highlight opportunities for change along the seafront that will benefit communities, visitors, the environment, and the economy.

### 3. Swanage Seafront Overview

Swanage is a vibrant town with a fascinating heritage that sits next to a stunning bay with a beautiful Blue Flag accredited beach. Much of the seafront is managed by the Town Council, but Dorset Council also plays a key role in managing the roads and pavements, sea defences and waste collection. There has been significant investment in stretches of the seafront over the past 30 years. However, it is recognised that this has often been carried out in response to specific problems and that plans should be guided by a wider strategy. Therefore, the masterplan aims to provide a long-term aspirational vision for the management of the seafront to give direction to the Town Council and its partner organisations.

On behalf of Swanage Town Council, Dorset Coast Forum, an independent strategic coastal partnership committed to promote a sustainable approach to the management of the Dorset coast, undertook a rigorous consultation process that included events, a survey, an ideas board, and workshops, to help inform the masterplan. Although Swanage seafront is much-loved, the consultation process revealed that there were many areas of the seafront that people felt could be improved for the benefit of residents, visitors, and the local economy. The seafront, for the purposes of this masterplan, has been divided into five distinct zones. The zones set out the character, key uses, infrastructure, and issues connected to each zone, alongside opportunities for improvement.

## 4. Public Engagement: Method

Residents, visitors, and businesses were invited to help inform the development of the masterplan through a public consultation, which included a webpage hosting a survey and an ideas board. There were many opportunities to chat face to face at pop-up information stalls along the seafront and at the Swanage Friday market, as well as a photography exhibition at the Mowlem, that explored the past, present, and future of the seafront.

## 5. Public Engagement: Key Findings

The survey revealed a general satisfaction and positive outlook towards the seafront. For example, 86% of respondents agree that the seafront is well cared for. Whilst, when asked what people liked about Swanage seafront, the views were the most liked element (25% of survey responses), followed by the sandy beach (23%) and the seafront's unspoilt nature (15%). People also highlighted the friendliness and community feel of the town and the shops. The most popular activities along the seafront included walking, swimming, eating out, having a drink, visiting the beach, and attending festivals, carnival and/or the theatre.

Further information on the public consultation process can be found at: [www.dorsetcoasthaveyoursay.co.uk/swanage-seafront-masterplan](http://www.dorsetcoasthaveyoursay.co.uk/swanage-seafront-masterplan)



## 5.1. Key Findings: what do people feel could be improved about Swanage Seafront?

The public consultation process revealed several areas that were consistently highlighted by members of the public as an opportunity for improvement. For clarity, these have been grouped into themes below and they ultimately help inform the masterplan.

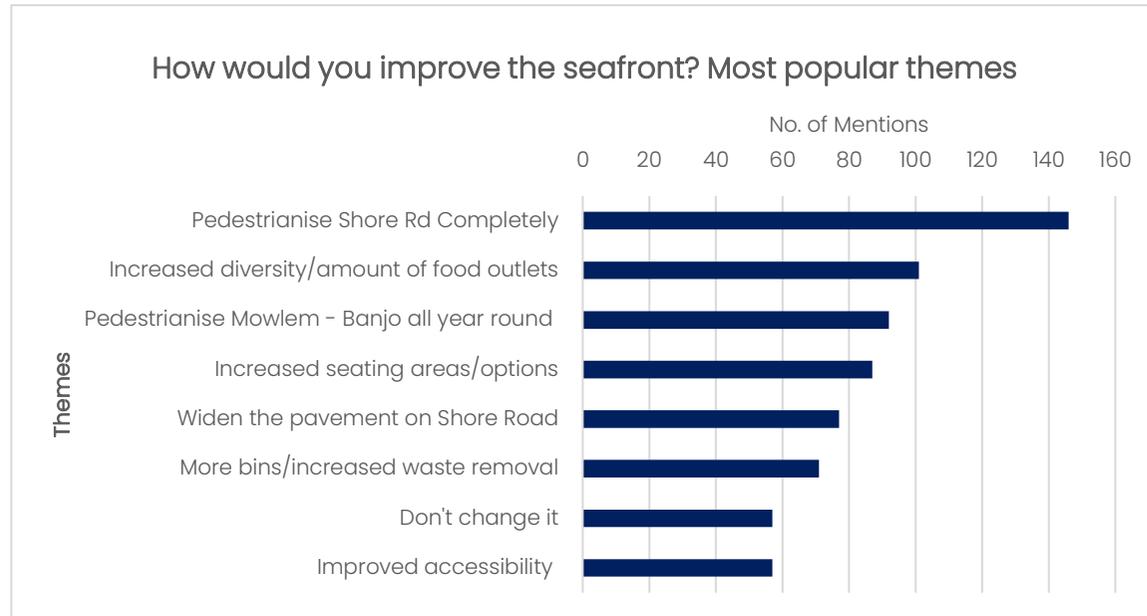


Figure 1: How would you improve the seafront? Most popular themes – Survey Question 8

## 5.2. Accessibility

Within this masterplan accessibility relates to the general appetite for increased pedestrianisation and improved connectivity, as well as measures to improve the experience of disabled users. Walking was the number one activity on the seafront with 95% of respondents traversing the seafront regularly. In the open question 'How would you improve the seafront?', the complete pedestrianisation of Shore Road was listed as the most common theme – with 16% of respondents citing it. When asked 'What don't you like about Swanage seafront?' the most popular response was 'cars and traffic' (23%), 13% of respondents cited the narrowness of the pavement on Shore Road and a quarter felt that the seafront is not safe for pedestrians.

Swanage Town Council also commissioned a Disability Access Audit by DOTS Disability in 2022, which identified the seafront as "particularly tricky", and highlighted the narrowness of the road between Victoria Avenue and Ulwell Road as "too narrow to accommodate a two-way road, rear access parking, a cycle lane and a wide walkway". They recommended improving access to the beach, increasing the number of beach access points for people with mobility issues.

### 5.3. Catering Facilities and Food Markets

In the survey, one in three respondents disagreed with the statement ‘There are sufficient variety of food and beverage outlets along the seafront’, whilst an increased range of food outlets was the second most popular improvement suggested by respondents in a further question. Five ideas were posted on the ideas board linked to having a seafront market, with a combined 101 likes, and four ideas were posted linked to increasing the number of food stalls, which attracted 56 likes.

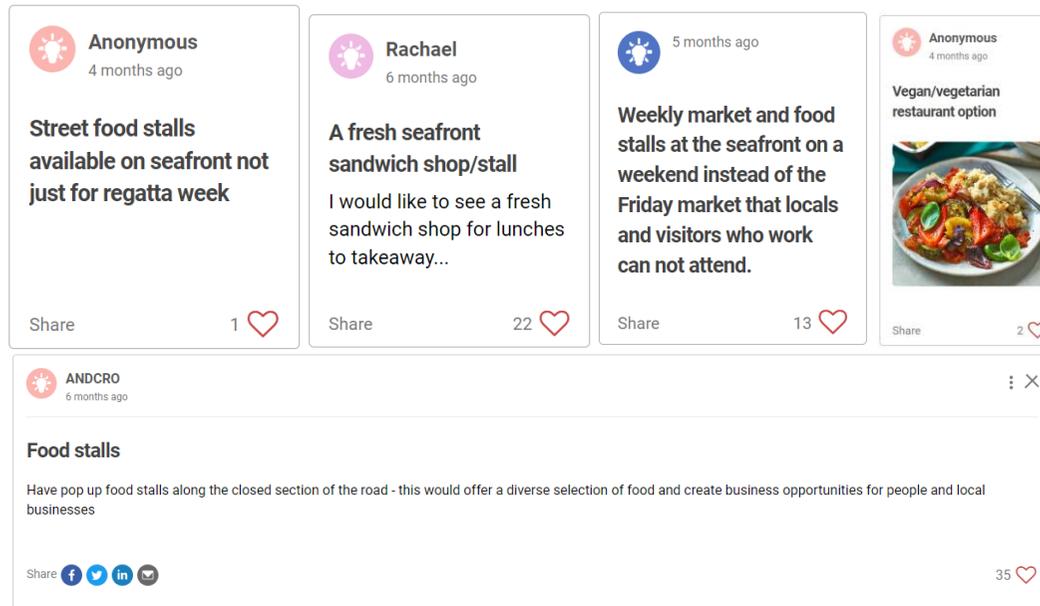


Figure 2: Ideas posted onto the ideas board linked to an increased range of food outlets.

## 5.4. Structural Improvements

There are several structural elements along the seafront that require review and could be improved, for example:

- Appearance of buildings – Especially the Mowlem, which was mentioned as needing an ‘upgrade’ and ‘not in keeping with the rest of the seafront’ in the survey, but also the amusement arcades which some people felt needed renovating or should be moved away from the seafront.
- Slipways – When asked ‘If you are a boat user, is Swanage easy to access from the sea? If not, what would improve access?’, more or improved slipways was the most popular response.
- Waste management – Recycling bins was the single most popular idea on the ideas board, with 56 likes, while 9% of respondents to the survey identified ‘lack of bins’ as one of their dislikes and 8% of respondents identified an increase in bins/or waste management as something that would improve the seafront.
- Toilets – One in five respondents felt there aren’t enough public toilets along the seafront, and conversations at consultation events highlighted the need for good quality accessible toilets at the Ocean Bay end of the beach.
- Shelter – Conversations at consultations revealed that the shelters were generally very popular, but that they were prohibitive for disabled users.
- Seating – More seating was the fourth most popular identified theme to the question ‘How would you improve the seafront?’

## 5.5. Sustainability and Protecting the Natural Environment

There was an indication that respondents felt that sustainability and positively supporting the environment should be a key theme for the seafront in the future. Three out of four respondents to the survey agreed with the statement that ‘All efforts should be made to make Swanage seafront and seafront events carbon neutral, while one in three disagreed with the statement ‘There is enough space for wildlife and biodiversity along the seafront’.

## 6. Masterplan Themes

Theme	Objectives
 <b>Accessibility</b>	<ul style="list-style-type: none"> <li>• Improve the seafront for the benefit of people with mobility issues.</li> <li>• Better connect the areas that make up the seafront.</li> <li>• Improve visitor flow to the town and beach.</li> </ul>
 <b>Health and Wellbeing</b>	<ul style="list-style-type: none"> <li>• Ensure that the health and wellbeing of users are central to any design.</li> </ul>
 <b>Protecting &amp; Enhancing the Natural Environment</b>	<ul style="list-style-type: none"> <li>• Improve and maintain the seafront in a way that is environmentally sensitive.</li> <li>• Ensure the town is protected from flooding and coastal erosion.</li> <li>• Ensure projects help enable the Town Council to meet their aim of being net carbon neutral.</li> <li>• Take a holistic approach to waste management.</li> </ul>
 <b>Culture &amp; Heritage</b>	<ul style="list-style-type: none"> <li>• Ensure the conservation and celebration of the cultural and physical history of Swanage seafront.</li> <li>• Celebrate the creative nature of Swanage with many independent artists and artisans and utilise this as a key driving force behind year-round tourism.</li> </ul>
 <b>Events &amp; Activities</b>	<ul style="list-style-type: none"> <li>• Ensure key events and activities have the right infrastructure to flourish.</li> <li>• Improve tourism for the benefit of the town, residents, and visitors.</li> <li>• Explore new events and activities that target diverse audiences</li> </ul>
 <b>Sustainable Tourism &amp; Local Economy</b>	<ul style="list-style-type: none"> <li>• Ensure that projects help the local economy to thrive.</li> <li>• Spread tourism throughout the year to help the local economy, with off-season initiatives to market Swanage as an environmentally friendly, creative hub.</li> </ul>

## 7. The Masterplan



Figure 3 Masterplan Zones

For the purposes of the masterplan, Swanage seafront has been divided into the following zones:

- Zone A: Pier to Stone Quay
- Zone B: Stone Quay to Mowlem
- Zone C: Promenade from the Mowlem to Banjo Jetty
- Zone D: Promenade from Banjo Jetty to Ocean Bay
- Zone E: Recreation Ground, Sandpit Field, Weather Station Field, & the Spa beach hut area

The following section sets out findings for each zone relating to:

- Zone profile
- Highlights
- Issues
- Opportunities

'Opportunities' listed under each zone are examples of what could be achieved when making improvements to the seafront. The ideas address some of the issues and requirements raised during public engagement and those set out by the Town Council in the masterplan themes. They form part of the 'vision' for Swanage Seafront but are by no means fixed being subject to:

- Available funding.
- Changes in local, regional, and national policies.
- Prioritising needs for those who live and work in Swanage and those who visit.
- Gaining necessary support from key partners.

Any major future changes or opportunities planned for Swanage Seafront will be consulted on separately ensuring that those who live and work in Swanage or regularly visit the town have an opportunity to provide further feedback.

## **7.1. Litter management**

'Clean' was the fourth most popular word used to describe Swanage seafront in the survey. However, it is recognised that the sheer volume of litter, which can have significant variations due to seasonality and the weather, can cause issues. Swanage Town Council works to support Dorset Waste Services to deliver the best service possible. It is the masterplan's recommendation that a holistic approach is continued. This will include working with volunteer groups, including Beach Buddies, Swanage Landers, Litter Free Dorset, and Sustainable Swanage to continue to deliver and explore new interventions and marketing campaigns to improve litter management, use of recyclable and compostable materials and to encourage visitors to take their litter away with them.

## 7.2. Events and Activities

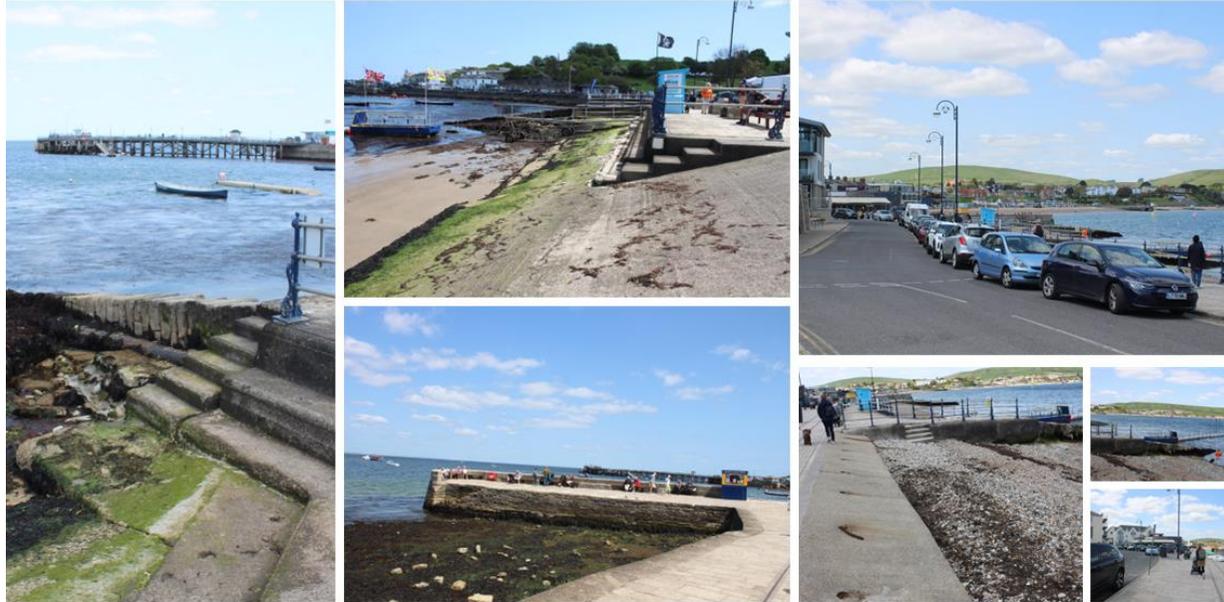
Swanage offers a calendar of well-established and attended events and activities (73% of respondents regularly attend events). Although over a quarter of people surveyed felt that the existing range of events does not cater to all interests, there are opportunities to develop the seafront infrastructure, particularly in Zone C to encourage greater variety. The ideas board provided a broad range of examples relating to sports & recreation, arts & culture, heritage, wellbeing, and nature. Many of the suggestions could provide a wider appeal to tourists and deliver commercial benefits to the town.

Knowledge gained from survey and ideas board	Examples of how this could be achieved
<b>Winter events and activities</b>	<ul style="list-style-type: none"> <li>• Out of season events - to encourage visitors to the seafront over the quieter periods to support the town economy.</li> <li>• Events such as walking festivals and running events.</li> <li>• A significant increase in sea swimming all year has taken place – support this growing activity, consider changing rooms and saunas and improve accessibility for swimmers throughout the year.</li> <li>• Consider all season beach huts.</li> </ul>
<b>Event Infrastructure</b>	<ul style="list-style-type: none"> <li>• Enhance electric facilities in event fields to help reduce carbon footprint for events.</li> <li>• Enhance drinking water facilities on event sites.</li> </ul>

## Zone A: Pier Entrance to Stone Quay

### Zone Profile

Zone A starts from the ticket entrance to the historical Swanage Pier, which is not part of the Seafront Masterplan. From the Pier along to the Stone Quay is Pier Approach/Lower High Street with Prince Albert Gardens, host to an attractive community greenspace and stunning views of the bay, providing a backdrop. Prince Albert Gardens is well maintained and offers excellent event space, including an amphitheatre.



Nearby Monkey Beach and Quay Beach provide access to the sea for recreational users, but also dog walkers over the summer months. Stone Quay provides visitors somewhere to sit and enjoy the views and is used by a local boat trip operator.

## Highlights

- Prince Albert Gardens.
- Stunning views of the bay.
- Swanage Pier.
- Access for recreational boat use and water sports, plus RNLI Lifejacket lockers in the summer.
- Event space at Prince Albert Gardens.
- Links to the Southwest Coast Path, Peveril Point and the Downs Local Nature Reserve and Durlston Country Park.
- Stone Quay and the old tramway.

## Issues

- Flooding – this area is part of a flood zone and the location for the Swanage Town Coastal Protection scheme where technical options are currently under review.
- The space can be confusing for visitors in its use and where to go, despite this being a key entrance to the town for those arriving on the coastal path from Durlston or those who have parked in Broad Road car park.
- Access to sea for key user groups including the Swanage Sea Rowing club can be restricted, particularly when the temporary flood defences are in situ.
- Traffic – the area is used as a drop off zone and some cars tend to park longer than permitted as well as park on the pavement area.
- Seating is ad hoc and too much street furniture gives a feeling of congestion.
- Litter from visitors eating on the seafront and associated bins.

## Zone A: Opportunities

### Aspiration:

To create a **pedestrian-friendly** open space which is an attractive **entrance** to the town, where the **flood protection scheme** is designed in a way to enhance the attractiveness, function and **biodiversity** of the public realm, with improved **access** to the sea and celebration of the towns' **heritage**.



Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>1</b></p> <p>Create a pedestrian friendly open space as part of flood protection improvements on Pier Approach/ Lower High Street.</p>	<p>Technical options for flood protection are still being finalised. Following that, the space will be redesigned to incorporate new flood protection. This will be consulted on separately at a later stage.</p>	<ul style="list-style-type: none"> <li>• Design space to give greater priority to pedestrians.</li> <li>• Create a meeting point for pedestrians through introducing new seating and planting.</li> <li>• Design space to be used for events and pop-up markets.</li> <li>• Create greater restrictions for parking, drop off zone only.</li> </ul>	<p>The theme column contains three blue icons: a person walking, a theater mask, and a house.</p>

Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>2</b></p> <p>Create a welcoming space for people arriving at this end of town.</p>	<p>The space needs to be recognisable as a key entrance to the town and welcome visitors to all that the town has to offer.</p>	<ul style="list-style-type: none"> <li>Public art and/or planting that creates interest, draws people to different routes and celebrates what Swanage has to offer.</li> <li>Meeting space, including seating.</li> <li>Wayfinding (e.g., maps or directional posts) direct visitors to opportunities for coastal walks and green spaces (including Peveril Point and the Downs Local Nature Reserve and Durlston Castle); to the town and shops; and to the seafront.</li> </ul>	
<p><b>3</b></p> <p>Develop ways in which a new flood protection wall can benefit the area.</p>	<p>Part of the Swanage Town Coastal Protection Scheme will involve installing a new flood protection wall to limit wave overtopping and sea level rise.</p> <p>This is likely to be placed along Pier Approach/Lower High Street, just after the junction with Seymer Road, and around the seafront café. There are opportunities for this protection design to include elements that can benefit the area.</p>	<p>Examples of what could be incorporated into the flood defence wall:</p> <ul style="list-style-type: none"> <li>Seating.</li> <li>Green up space through planting that is climate change and wildlife friendly.</li> <li>Art and heritage features.</li> <li>Explore options to improve access to the beach for people with disabilities and for small craft.</li> <li>Facilities that support water sports activities e.g., lockers/storage (possibly connected to an improved slipway).</li> </ul>	

Opportunity	Context	Examples of how this could be achieved	Theme
<p data-bbox="219 316 300 395"><b>4</b></p> <p data-bbox="203 411 479 483">Enhancements to Stone Quay</p>	<p data-bbox="577 300 1173 491">Currently the surfacing is very bumpy on much of the Quay and the seating limits some uses. There is also no information relating to the Quay's heritage.</p>	<ul data-bbox="1216 300 1870 528" style="list-style-type: none"> <li data-bbox="1216 300 1823 411">• Improve access to the Quay which may include the removal of seating and/or parking.</li> <li data-bbox="1216 419 1870 528">• Celebrate the Quay's heritage through signage, picture frame viewing panels and art features.</li> </ul>	 

## Zone B: Stone Quay to the Mowlem

This zone is characterised by a seafront walkway separated from the main high street, taking visitors past a small amusement arcade, public toilets, Swanage Museum and the Square with fish and chip take aways and outdoor seating.

Further along there is a second slipway, a parade of Edwardian housing, the outlet for 'Swan Brook' and finally the back of the Mowlem Theatre including outdoor seating.



## Highlights

- Fantastic views of Swanage Bay.
- Relatively accessible pathway next to the sea.
- The Mowlem Theatre is a fantastic asset for the town, providing theatre, film, function space and catering facilities.
- Outdoor seating on the Square and outside the Mowlem Theatre.
- Cobbled pathway featuring rail 'tracks' celebrating the area's heritage.
- The Parade's Edwardian housing with ornate features.
- Catering venues.

## Issues

- The seafront pathway is narrow in some parts and gets very crowded in high season.
- The Square is dominated by bins and a road that loops around the outside, dissecting the seafront walk.
- Lack of a draw to nearby shops.
- Swan Brook represents a key entrance to the town and to the seafront, yet is dominated by dated stone cladding, a variety of bins, the side of the Mowlem and no wayfinding to the town.
- The Mowlem Theatre exterior stands out as a large square 1960's building and requires updating.
- Private parking outside the Parade narrows the walkway and detracts from the surrounding area.
- Flooding – The seafront pathway from Stone Quay to the Mowlem falls within a flood zone, is subject to wave overtopping, and is identified for flood protection improvements.

## Zone B: Opportunities

### Aspiration:

To **protect** and **enhance** the heritage characteristics of the seafront walkway with amazing views across the bay whilst developing a **structured, cohesive**, and attractively designed space that provides a key **thoroughfare** that creates **interest** to draw visitors into the Town.



Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>1</b></p> <p>Improve appearance of the seafront arcade and public toilets.</p>	<p>These buildings are part of the town's heritage and have attractive elements.</p> <p>Modifications, emphasising the heritage of these buildings, could very much benefit the appearance of this space.</p>	<ul style="list-style-type: none"> <li>• Improve the frontage of the toilet block e.g., repoint bricks and clean walls.</li> <li>• Make the arcade building more attractive e.g., remove render to expose red brick and features of heritage building, paint mural on blank wall and metal shutters.</li> </ul>	

Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>2</b></p> <p>Swanage Town Coastal Protection Scheme to fit into the zone's character and benefit the space.</p>	<p>The flood protection improvement scheme may include raising and making improvements to the current sea wall, including in front of the Square, the Parade, and the Mowlem. The Swanage Town Coastal Protection Scheme will be consulted on separately.</p>	<ul style="list-style-type: none"> <li>Improvements need to be in keeping with the area and its heritage. The seafront walk should remain accessible and attractive for visitors.</li> </ul>	
<p><b>3</b></p> <p>Regeneration of the Square into an attractive and accessible space.</p>	<p>This area is in much need of becoming a more attractive and accessible space. It currently has many competing needs, creating a confusing and at times, a messy area dominated by bins in a central part of Swanage.</p>	<ul style="list-style-type: none"> <li>Improved outdoor seating.</li> <li>Accessible route to/from the High Street.</li> <li>Clear connective walkway along the seafront, providing a natural flow to guide people.</li> <li>Creative, interesting design.</li> <li>Improved bin infrastructure that is more aesthetically pleasing.</li> </ul>	 
<p><b>4</b></p> <p>Improve access to the sea via Parish slipway for small craft.</p>		<ul style="list-style-type: none"> <li>Make available for use for small watercraft only that can be carried.</li> </ul>	 

Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>5</b></p> <p>Regeneration of Swan Brook outlet into an attractive and accessible space that improves connectivity to the town.</p>	<p>The aim is to create a space for improved access, flow, connectivity, and wayfinding to promote the town's High Street and Commercial Road shops along with an opportunity to add in planting.</p>	<ul style="list-style-type: none"> <li>• Create interest and encourage public use of the space e.g., through seating, shade and artworks.</li> <li>• Find a way to screen bins.</li> <li>• Explore planting options and 'green walls' that would enhance the area.</li> </ul>	
<p><b>6</b></p> <p>Improved wayfinding to help promote the High Street, Institute Rd, and Station Road.</p>	<p>There are many opportunities that would help promote local shops to those walking along the seafront.</p>	<ul style="list-style-type: none"> <li>• Signage trails – fun, creative, historical information.</li> <li>• Art features.</li> <li>• The regeneration of Swan Brook outlet as a key thoroughfare.</li> <li>• Providing clearer pathways in the square to allow people access through the space more easily.</li> </ul>	 

## Zone C: Promenade from the Mowlem to the Banjo Jetty

### Zone profile

The southern section of the promenade runs along Shore Road, between the Mowlem and the Banjo Jetty. This covers the first half of the beach area with beach huts lining the back of Shore Road. Near to the Mowlem, there is an amusement arcade and a children's fun park. There is a large tarmac surface area currently with limited use, formerly a concert pitch and public shelter. There are blue wooden public shelters with seating and one incorporating a public clock.



Since 1<sup>st</sup> October 2022, Shore Road, from the Mowlem to Banjo Jetty and junction with Victoria Avenue, has been closed all year round using temporary gated barriers, as part of an experimental trial. Whether or not this becomes a permanent closure, there are opportunities to utilise this space better when the road is closed off. The beach currently includes four beach concessions: pedalos and kayaks, deckchairs and sun loungers, ice cream kiosk and Punch and Judy.

## Highlights

- The beach.
- Fun family activities in the form of amusement arcades and children's fun park.
- Promenade.
- The coloured beach huts.
- The Alfred Memorial, a quirky heritage feature which has also been a focus for the communal laying of flowers in times of crisis.
- Award winning Swanage Information Centre.

## Issues

- Poor wayfinding and welcoming in a key entrance area to the town.
- Poor promotion of what is on offer in the town, some visitors to the beach don't venture into the High Street, reducing potential spend.
- The need for a long-term plan and design for Shore Road and the 'Mowlem Triangle' to make these areas more accessible and attractive.
- Issue of illegal parking near the seafront.
- Access to the beach for people with limited mobility along with lack of accessible seating and shelter.
- Lack of dropped kerbs.
- Crossing areas can be flooded in times of high rainfall making them difficult to use for those in wheelchairs and buggies.
- Age and condition of blue shelters.
- The site of the former shelter (tarmac area in front of the Children's Fun Park) is a confusing space and not reaching its full potential.

## Zone C: Opportunities

### Aspiration:

To transform this space into a pedestrian-focused, **multi-functional** promenade with a **cohesive, attractive, and accessible** design, that can accommodate a wide range of **family-friendly, vibrant, and independent events & activities** from pop-up markets to art festivals & live theatre.



Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>1</b></p> <p>The regeneration of the closed section of Shore Road into a promenade</p>	<p>This area requires a redesign to fully benefit the local community and visitors, but also to create opportunities for increased biodiversity and the local economy.</p>	<ul style="list-style-type: none"> <li>• Explore new surfacing options to make a more attractive space and level space for improved access.</li> <li>• Green it up! Plant trees and plants that attract wildlife and provide shade.</li> <li>• Create interest e.g., artworks, temporary sun loungers, sun umbrellas, pop-up stalls.</li> <li>• Create meeting places for friends and families to sit and relax, offering an alternative to the beach.</li> </ul>	

		<ul style="list-style-type: none"> <li>• Create a multifunctional space that can cater to a wide range of events &amp; activities.</li> <li>• Retain emergency vehicle access.</li> <li>• Consult disability groups on the design to ensure the space is accessible for all.</li> </ul>	 
<p><b>2</b></p> <p>Redesign the 'Mowlem Triangle' to make a welcoming entrance.</p>	<p>The 'Mowlem Triangle' identifies the area outside of the Mowlem with a triangular traffic island. It includes a lot of 'dead' space; space not being currently used apart from a small area for disabled parking.</p> <p>It is currently confusing for pedestrians and cars when Shore Road is closed.</p>	<ul style="list-style-type: none"> <li>• Create an attractive and informative entrance to the main town to draw visitors in and connect the town and beach together in a seamless manner.</li> <li>• Upgrade exterior of arcade to blend into overall design for this space.</li> <li>• Review parking to allow clearer pedestrian access from the seafront and main town.</li> <li>• Install a large central feature – artworks and/or a planted garden to create a real entrance to Swanage and a central community focal point for the town.</li> </ul>	 
<p><b>3</b></p> <p>Swanage Town Coastal Protection Scheme to benefit the local area.</p>	<p>As part of the wider protection scheme there is a possibility of a flood protection wall alongside and past the Mowlem. This will be overseen by Dorset Council and the Environment Agency and will be consulted on separately. The Masterplan recommends that designs incorporating flood protection are in keeping with the needs for this space and the town's heritage.</p>	<ul style="list-style-type: none"> <li>• Seating – could be tiered to provide additional performance space.</li> <li>• Green up space through planting that is climate change and wildlife friendly.</li> <li>• Art and heritage features.</li> <li>• Explore options to improve access to the beach for people with disabilities.</li> </ul>	 

Opportunity	Context	Examples of how this could be achieved	Theme
<p data-bbox="215 331 315 427">4</p> <p data-bbox="203 437 501 627">Redesign site of former shelter and tarmac area in front of children's fun park.</p>	<p data-bbox="539 320 1048 464">There is an opportunity to redesign this space to provide a space that is attractive, interactive, and multifunctional.</p> <p data-bbox="539 520 1048 627">Providing space for pop-up markets, live music, theatre, and seating.</p>	<ul data-bbox="1144 320 1854 1026" style="list-style-type: none"> <li>• Create a stage for outdoor theatre, which was highlighted in the survey results and on the ideas board. The stage can also benefit music events and potentially have a covered roof to protect from rain/sun. There is an opportunity to link up with the Mowlem's outdoor performance programme.</li> <li>• Explore opportunities for commercial activity that enhance the seafront experience e.g., saunas, climbing wall, carousel, seafront markets, catering facilitates.</li> <li>• Incorporate whole space into design – including green spaces either side. Part of the green space is currently used informally for bowls, which could be formalised.</li> </ul>	 

Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>5</b></p> <p>Improve accessibility to the beach and seafront.</p>	<p>Swanage Town Council commissioned an independent Disability Access Audit by DOTS Disability, it identified numerous opportunities to improve accessibility to the beach and seafront more generally:</p> <ul style="list-style-type: none"> <li>• Increasing number of beach access points.</li> <li>• Increasing accessibility of stepped access points.</li> <li>• Consider developing an accessible beach area (the report proposed the area adjacent to the Mowlem).</li> <li>• Development of a seafront changing places toilet.</li> <li>• Increase availability of accessible and sheltered seating.</li> </ul>	<p>Possible examples include:</p> <ul style="list-style-type: none"> <li>• Dropped kerbs</li> <li>• Improved beach access including beach ramp, matting and family zones with shade</li> <li>• Beach accessible wheelchairs and secure overnight storage area.</li> <li>• A changing place toilet next to the beach.</li> <li>• Improvements for those with visual impairments such as increasing contrast, and textured walkways</li> <li>• Continuing to consult with disabled groups included the newly formed Disability Reference Group in Swanage</li> </ul>	 

<p><b>6</b></p> <p>Re-imagining the Mowlem Theatre building.</p>	<p>The Mowlem Theatre’s Business Plan highlights a need to reimagine the external of the Mowlem building.</p> <p>This opportunity would be led by the Mowlem Theatre Trust with Swanage Town Council as a partner.</p>	<p>Possible examples to re-imagine the building include:</p> <ul style="list-style-type: none"> <li>• Improvements to the service side of the building to create an attractive approach from the South.</li> <li>• Restored and improved signage, clocks and windows.</li> <li>• Improved accessibility into the building for day and evening events.</li> <li>• Extending the events programme to make use of external spaces.</li> <li>• A full public consultation to determine the extent of longer-term changes and improvements to the building, inside and out.</li> </ul>	
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## Zone D: Promenade from Banjo Jetty to Ocean Bay

### Zone Profile

This zone covers the beach and promenade from Banjo Jetty to Ocean Bay water sports centre.

Banjo Jetty is a short pier with seating, views across both directions and is used for crabbing and fishing. From Banjo Jetty and the junction of Victoria Avenue, Shore Road is open to traffic from both directions with paid parking all the way along the northern section of the promenade.



The 'promenade' is essentially a narrow pavement and can get very crowded in high season. The sandy beach is also relatively narrow and is full of visitors throughout the summer, whilst swimmers and walkers visit all year round. This area of the beach also includes the RNLI Lifeguard station and watercraft-free swimming zone.

## Highlights

- Sandy beach with beautiful views across Swanage Bay.
- Shallow sea, safe for swimming and families, including designated watercraft free swimming area and temporary beach access matting in the high summer.
- Parking by the beach for those with limited mobility.
- Promenade all along the beach into the town.
- Banjo Jetty with seating and views out to sea.
- Access to water sports facilities.

## Issues

- Promenade is not wide enough to meet the needs of visitors and includes obstructions such as bins and parking machines.
- Parked cars all along Shore Road impact on pedestrians. For example, restricted visibility when crossing Shore Road and car doors opening onto the promenade.
- The beach is congested in high season.
- Entering the beach can be challenging for disabled users.
- Lack of catering facilities.
- Seating and shelters require a review and upgrade.

## Zone D: Opportunities

### Aspiration:

To ensure people of **all-abilities** can use the promenade more comfortably, whilst giving **pedestrians** greater priority when accessing the beach and green spaces.



Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>1</b></p> <p>Review &amp; explore traffic management improvements including the potential to widen the pavement on</p>	<p>The aim is for people of all abilities to be able to use the promenade more comfortably whilst giving pedestrians greater priority when accessing the beach.</p> <p>This needs to be delivered in partnership with Dorset Council Highways and any</p>	<p>Traffic management (possibilities only – this will be consulted on separately):</p> <ul style="list-style-type: none"> <li>Review parking facilities on Shore Road to explore the potential for a wider promenade and safer crossing.</li> <li>Explore ways to reduce traffic on Shore Road.</li> <li>Review disabled parking access.</li> </ul> <p>Measures to make the promenade more user friendly:</p> <ul style="list-style-type: none"> <li>Explore potential to widen promenade.</li> </ul>	 

<p>Shore Road with Dorset Council Highways.</p>	<p>possible changes will be consulted on separately.</p>	<ul style="list-style-type: none"> <li>• Improve seating along the promenade – rest points.</li> <li>• Ensure disability groups are consulted on the design.</li> <li>• Include more shelter that is accessible for those with limited mobility.</li> <li>• Explore the potential to reduce obstructions on the pavement i.e., bins and parking meters.</li> <li>• Create interest and wayfinding through trails, signage, and artwork.</li> </ul>	
<p><b>2</b> Improved seating and shelter.</p>	<p>Shelter will become more important due to climate change; the current shelters are attractive but are not suitable for those with limited mobility.</p>	<ul style="list-style-type: none"> <li>• The current provision needs to be reviewed, including the location and long-term maintenance of shelters, and how they could be adapted to be accessible for those with limited mobility.</li> </ul>	 
<p><b>3</b> Beach recharge.</p>	<p>As part of coastal protection improvement plans, the beach recharge will replenish the beach with sand, which will help mitigate against coastal erosion and temporarily widen the beach. This is currently planned for Winter 2025 and will be consulted on separately.</p>		

Opportunity	Context	Examples of how this could be achieved	Theme
<p data-bbox="206 296 295 386"><b>4</b></p> <p data-bbox="206 402 439 475">Banjo Jetty Improvements.</p>	<p data-bbox="539 290 1003 402">This is a fantastic place for visitors and residents to stop and look out to sea.</p> <p data-bbox="539 450 922 523">Seating is available, but there is room for more.</p>	<ul data-bbox="1079 290 1863 402" style="list-style-type: none"> <li>• Install more seating to even it up on both sides.</li> <li>• Install heritage information to create interest e.g., 'picture frame' viewing panels.</li> </ul>	

## Zone E: Recreation Ground, Sandpit Field, Weather Station Field, and the 'Spa' beach hut area

### Zone Profile

This area includes the green spaces of the Recreation Ground, Sandpit Field, the Weather Station Field, and the 'Spa' beach hut area behind Shore Road, running in parallel to the beach.

Sandpit Field (south of Walrond Road) is a large grassland plateau that is essential to the delivery of public events and festivals. Access is via fairly steep pathways and steps, through rockery style planting from Shore Road.

The land north of Walrond Road also includes a grassy area, some seating and planting, a weather station and several beach huts known as the 'Spa'.



## Highlights

- Access to green space near the centre of town and the beach.
- Bandstand, War Memorial and Children's Play Area on Recreation Ground.
- The wide range of events on Sandpit Field.
- Space for beach huts at the Spa area.
- Amazing views across the town and sea.
- Quieter, more sheltered space, offering an alternative to the busy beach.

## Issues

- Significant and extensive stabilisation works are required from Sandpit Field to the 'Spa' beach hut area to protect this public amenity for the future.
- The Spa area needs regeneration and several sections, including the toilets have been closed and restricted from public access due to ground movement.
- Access to these areas can be challenging for those with limited mobility.
- Public toilets at Battlegate do not provide a disabled facility.
- The green spaces offer very little for wildlife and biodiversity.
- There is limited natural shelter.
- There is limited connectivity between the green spaces.
- There is little seating that makes the most of the amazing views.
- There is relatively little use of the area outside of events.

## Zone E: Opportunities

### Aspiration:

To create a more **connected natural** space with increased biodiversity and enhanced **infrastructure** vital for **events, community** activities and providing **facilities** for all.



Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>1</b></p> <p>Ground Stabilisation.</p>	<p>The stabilisation requirement of Sandpit Field, Weather Station Field and the Spa beach hut area is significant. Ground movement has already resulted in several beach huts being removed and access from Shore Road being restricted for safety reasons.</p>	<p>It should be noted that stabilisation works are likely to be extensive, however they are essential to avoid land slippage and to protect this public amenity for the future.</p> <p>Plans for how this could be achieved are currently being reviewed and will be consulted on separately to the Seafront Masterplan.</p>	 

Opportunity	Context	Examples of how this could be achieved	Theme
<p data-bbox="203 320 309 427">2</p> <p data-bbox="203 464 501 651">Redesign of Sandpit &amp; Weather Station Fields and the 'Spa' beach hut area.</p>	<p data-bbox="528 453 1077 563">Essential stabilisation works provide an opportunity to enhance and redesign these areas.</p>	<ul data-bbox="1160 293 1890 1289" style="list-style-type: none"> <li>• Significantly improve access to all these areas to ensure those with limited mobility, users of buggies and wheelchairs and younger and older people can move at ease in these spaces.</li> <li>• Retain and improve a large events field, providing enhanced water, electric and Wi-Fi facilities.</li> <li>• Include enhanced and accessible public toilets and shower facilities.</li> <li>• Improve green spaces through increasing the range of planting to significantly improve biodiversity, natural shade, attractiveness, and interest.</li> <li>• Sensory garden.</li> <li>• Provide additional and accessible catering facilities.</li> <li>• Deliver improved beach huts, including fully disabled accessible ones.</li> <li>• Investigate the use of renewable energy technologies.</li> <li>• Provide additional seating.</li> <li>• Fill in the easternmost section of Walrond Road to provide more space and greatly improve access across the green spaces.</li> </ul>	  

Opportunity	Context	Examples of how this could be achieved	Theme
<p><b>3</b></p> <p>Increase biodiversity.</p>	<p>There is an opportunity to improve habitats and biodiversity through well-chosen planting schemes and other improvements, whilst retaining the space needed for events and other activities.</p>	<ul style="list-style-type: none"> <li>• Wildlife friendly planting.</li> <li>• Insect hotels.</li> <li>• Native tree planting.</li> <li>• Bird boxes.</li> <li>• Interpretation to inform visitors.</li> </ul>	
<p><b>4</b></p> <p>Enhanced use of the area outside of events.</p>	<p>There is an opportunity to enhance the area whilst retaining space for events.</p>	<ul style="list-style-type: none"> <li>• Sensory planting and/or quiet garden.</li> <li>• Outdoor gym.</li> <li>• Community garden.</li> <li>• Dog walking areas.</li> <li>• Areas for pop-up stalls and activities.</li> <li>• Informal gathering spaces.</li> </ul>	

## 8. Next Steps

The masterplan is an aspirational vision which presents a range of opportunities that can influence future projects – each project will have its own set of options relating to engineering, town planning and transportation, its own need to work with partners, and its own funding arrangements.

To achieve the opportunities presented in the masterplan, Swanage Town

Council will need to work in partnership with a wide range of organisations, statutory bodies, and businesses. Any large-scale proposals will be subject to further public consultation.

Opportunities that are likely to be taken forward in the near future are related to the stabilisation of Sandpit Field and the Spa Beach hut area, consultation on that project is expected in 2023. Additionally, the Swanage Town Coastal Protection Scheme, led by Dorset Council's Flood and Coastal Erosion Team, in partnership with the Environment Agency, Swanage Town Council and Dorset Coast Forum. The team are exploring technical options for flood protection along the seafront which are expected to be along the Pier Approach/Lower High St to just past the Mowlem theatre. Details of both projects will be available on [www.dorsetcoasthaveyoursay.co.uk](http://www.dorsetcoasthaveyoursay.co.uk). Additionally, there



Figure 4: Some of the masterplan's key partners

is an expectation to review and explore traffic management solutions in 2024 in partnership with Dorset Council Highways, who are aware of the consultation feedback and the concerns about the narrow pavement and busy Shore Road North of Victoria Avenue.