A Management Plan for Peveril Point and the Downs Local Nature Reserve Swanage

June 2022

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1. Introduction

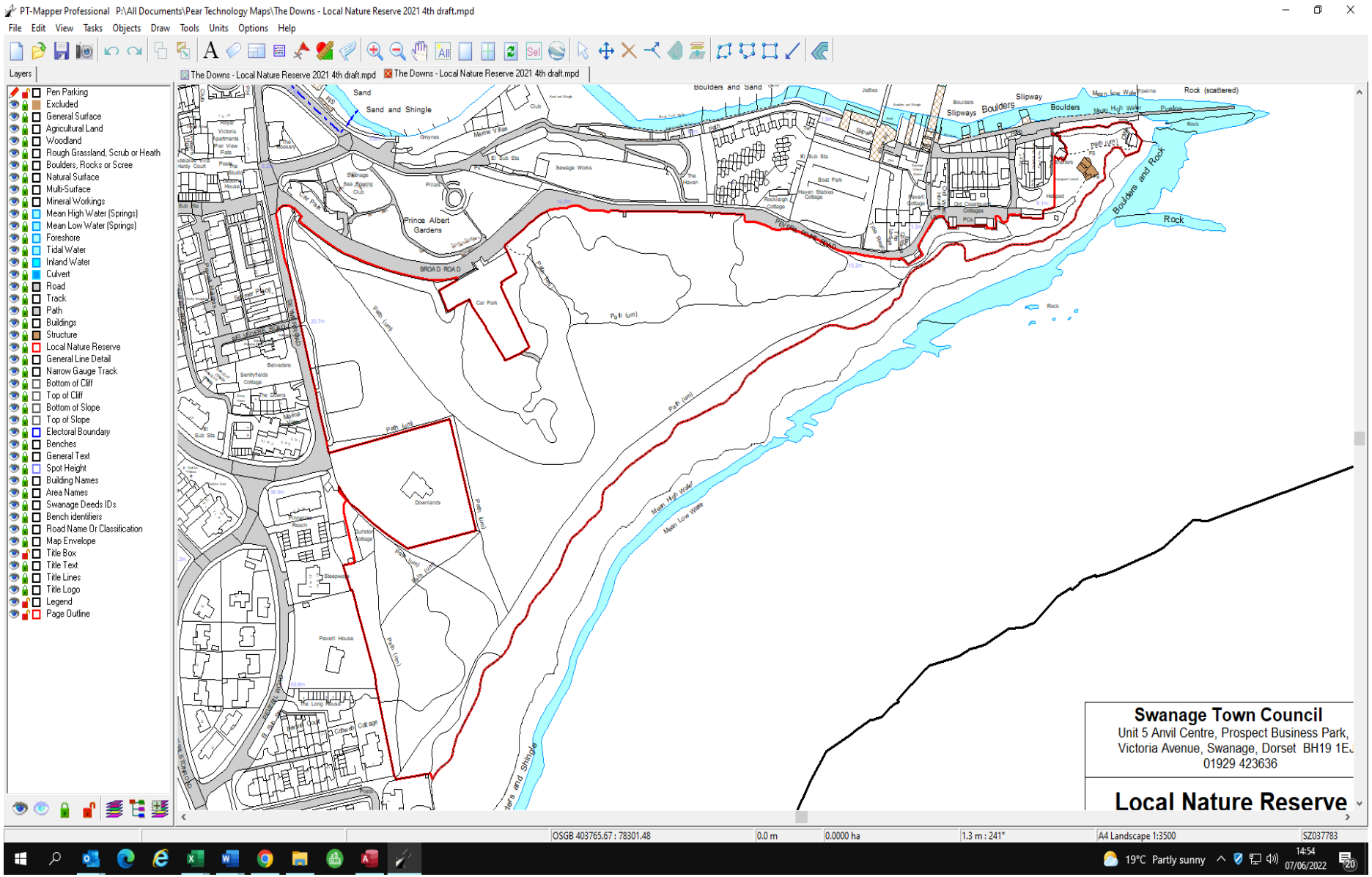
1.1 Introduction to the plan

This management plan report is being written in respect of the area known locally as the Downs to be submitted as a Local Nature Reserve (LNR). The idea was originally suggested by the Dorset Council Ranger Team in 2015 as an ideal site for this designation and in July 2020 when the opportunity arose to take this forward, Swanage Town Council agreed unanimously to proceed with the process to apply. From July 2020, the Sustainable Swanage group, working with the Town Council, members of the local community and local experts, gathered existing information on the site and subsequently carried out further mapping and initiated surveys. Organisations that have been involved include the Dorset Council Ranger Team at Durlston Country Park, Dorset Environmental Records Centre, the Environment Advice Team at Dorset Council and Natural England. This work continued over the following season in 2021. This draft management plan is being compiled from this information and experience gained over the last two years. In addition, a public survey into views on use and access was carried out by Sustainable Swanage on behalf of the Town Council in January and February of 2021, the results and summary of which are included in the relevant sections of this plan and appendices.

The area proposed for designation is outlined in the map that follows, encompassing Peveril Point and The Downs. For ease of reference, it will be referred to as the Downs throughout the remainder of the document.

1.2 Ownership and site map

The site in question covers an area 8.45 hectares and lies to the south east of Swanage Bay. Swanage Urban District Council acquired the land from the Scott estate in 1931, and it has been owned and managed by Swanage Town Council since 1974. The proposed area stretches from the top of the cliff up to the boundary of the car park, excluding some areas around Peveril Point as shown on the map: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File Edit View Tasks Objects Draw Tools Units Options Help
Layers
The Downs - Local Nature Reserve 2021 4th draft.mpd
Pen Parking
Excluded
General Surface
Agricultural Land
Woodland
Rough Grassland, Scrub or Heath
Boulders, Rocks or Scree
Natural Surface
Multi-Surface
Mineral Workings
Mean High Water (Springs)
Mean Low Water (Springs)
Foreshore
Tidal Water
Inland Water
Culvert
Road
Track
Path
Buildings
Structure
Local Nature Reserve
General Line Detail
Narrow Gauge Track
Bottom of Cliff
Top of Cliff
Bottom of Slope
Top of Slope
Electoral Boundary
Benches
General Text
Spot Height
Building Names
Area Names
Swanage Deeds IDs
Bench identifiers
Road Name Or Classification
Map Envelope
Title Box
Title Text
Title Lines
Title Logo
Legend
Page Outline
Sand
Sand and Shingle
Boulders and Sand
Slipways
Boulders
Slipway
Rock (scattered)
Boulders and Rock
Rock
Prince Albert Gardens
BROAD ROAD
Car Park
Path (um)
Downlands
Mean High Water
Mean Low Water
Swanage Town Council
Unit 5 Anvil Centre, Prospect Business Park,
Victoria Avenue, Swanage, Dorset BH19 1E
01929 423636
Local Nature Reserve
OSGB 403765.67 : 78301.48
0.0 m
0.0000 ha
1.3 m : 241°
A4 Landscape 1:3500
SZ037783
19°C Partly sunny
14:54
07/06/2022

1.3 Rationale for choosing the site as a new Local Nature Reserve

This site is an ideal candidate for an LNR for the following reasons:

- it is in Town Council ownership and management.
- it is an accessible green space close to the town centre.
- it has local special interest and educational and community value.
- it is in the South Dorset Area of Outstanding Natural Beauty (AONB).
- parts of the site fall within a number of existing designations including a Site of Scientific Interest (SSSI) and a Special Area of Conservation (SAC).
- it is included in the Swanage Green infrastructure Strategy which was adopted as part of the Swanage Local Plan in 2018.

Declaring an LNR on the Downs offers a range of opportunities which meet the criteria for designation as follows:

- The management plan is an opportunity to look closely at how the site can be managed and enhanced to meet a variety of needs.
- It will provide a clear guide to the Council's Operations Team and be a written account of how the site is being managed for access, recreation and nature.
- Protecting and enhancing natural heritage is a key part of building sustainable communities.
- It will help connect green spaces and nearby sites of interest such as the National Nature Reserve at Durlston and the adjoining SSSI.
- Areas within the site have been identified as potential areas of ecological interest, and this process can ensure that this potential is fully achieved.
- Declaring an LNR draws attention to the location's nature conservation and recreation interest and provides an area close to the town that can inspire more residents and visitors to value and conserve the natural environment.
- Creation of a new space, establishing a focus for education, enjoyment and recreation, helping to attract visitors and preserving links with the local community's past.
- Improving local quality of life, health and wellbeing through enhanced habitats, access and involvement.
- The setting up of a 'friends of' group is already involving the community in the management of the site and assisting the Council with its management by providing expertise and time.

Without surveys and further studies of the site, it is likely to be undervalued in respect of its nature and potential for improving biodiversity and public engagement. The LNR process will ensure that these issues are addressed and enable a balance between access and habitat improvement whilst allowing continued access and use of the site to be protected.

1.4 Aims and objectives of the plan

The aim of this management plan is to form a basis of understanding and intent by the Town Council and an agreed way forward for management of the site between them and relevant consulted organisations and local experts. It will remain in draft and be reviewed annually based on results of surveys, ongoing management and public involvement.

The report includes the following:

- A collation of background information on the site following a desk study.
- A report of the recent habitat surveys and mapping of the site undertaken by Sustainable Swanage volunteers and a summary of the public survey responses about use of the site and access.
- A set of draft management recommendations for the site including possible impacts and balancing of needs, involvement of volunteer groups and proposals for further surveying work and reviews.

2. Site Background Information

2.1 Designations

All or part of the site is included in several national, European and international designations largely for the habitat and geology of the cliffs.

The site sits within the South Dorset AONB and is part of the Purbeck Heritage Coast and the Jurassic Coast World Heritage Site which is noted for its geomorphological value. The coastal strip also sits within unit 042 of the South Dorset Coast Site of Special Scientific Interest (SSSI), Durlston Bay and noted for its supralittoral rock habitat. This unit is in favourable condition. The majority of the SSSI is from the top of the cliff to the shoreline and not included in the LNR area with the exception of an area of Peveril Point. See map in Appendix 1.

The cliffs form part of the Isle of Portland to Studland Cliffs Special Area of Conservation, selected for the vegetated sea cliffs and the wildlife that they support including some UK rarities such as wild cabbage. This covers the same footprint as the SSSI. See Appendix 2.

The coast area surrounding the site is within the Solent and Dorset Coast Special Protection Area. This is a designation under the EU directive on conservation of wild birds, this is to safeguard the habitats of migratory birds. See Appendix 2.

2.2 Local relevance

In respect of local and regional habitat value, most of the site is not currently noted for its habitat value amongst other sites in the area (reference Environment Report for the Wild Purbeck Nature Improvement Area by Dorset Environment Records Centre untitled (derc.org.uk)) but is noted as having areas of potential ecological interest for improvement (See Appendix 3). Using information gathered via surveys and an alteration in grassland management, the site has potential to become a local Site of Nature Conservation Interest.

Other points of note include the popular long-distance South West Coast Path, which runs along the west to east coastal edge of the site, around Peveril Point and into Swanage. There is a large public car park servicing the town adjacent to the site in the north that is very popular with people viewing Swanage Bay from this side of town. It is popular with walkers, picnickers, dog walkers, families, sightseers and wildlife enthusiasts. Its proximity to the car park and frequenting by people who may not normally visit nature sites that are further out of town such as Durlston provides an opportunity to develop education and information on the natural landscape and wildlife to reach a wider audience.

The site is a much appreciated and utilised site for quiet recreational activities. A public survey in early 2021, to gain views on how the area could be enhanced and improved, garnered much public interest revealing the importance the site plays in the community. The general feeling from the survey is that people like the site the way it is with varying popular themes including that it could be improved for wildlife and access in some areas. However, overall people were keen not to see drastic changes. LNR status would help protect this site as people enjoy it and also allow them the opportunity to be involved in its management and development. For a summary of survey results see appendices 4 and 5.

2.3 Brief site history

The site has been managed and utilised by man for centuries with old photographs showing limited scrub in the early 20th Century.

The site has been managed as a public green space since the local authority purchased it in 1931 to protect it from development. Prior to this there were plans to develop this area into housing which never took place (see map Appendix 6). Until the early 20th century the area was used as farmland, predominantly for grazing cattle, which can often be seen in old photographs. LIDAR (Light Detection and Ranging) mapping reveal possible ridge and furrow systems from post medieval times in sections 9 and field boundaries in section 6 on the compartment map in section 4.2 of this document. This indicates that it has been farmed for centuries but has not been ploughed to remove these marks in the field. They are not obvious on the ground, however, further investigation could be carried out by a friends group and possible interpretation to bring this to life. The area is believed to have been used for grazing with an area for haymaking. The area in section 9 appears more suitable for farming and an old Ordnance Survey map shows a field boundary here separating it from the rest of the site (see Appendix 7). Some areas were quarried and the sites can be found on historic maps held at the Record Centre. The Broad Road car park was created in the late 1940s and extended in 2014/15, at which time landscaping of this area was also undertaken.

Management to date by Swanage Town Council has concentrated on maintaining the site for public recreation. It has largely been managed as an urban greenspace by keeping grass mown, scrub areas contained and paths and access routes maintained as required. It has not had a management plan previously except for a landscaping project around the vicinity of Broad Road car park dating from 2014/15. There is no record of the area being fertilised or farmed in the last 90 years.

2.4 Education

With its outstanding views and footpath links, this site is often incorporated into visits from educational groups undertaking field studies. Otherwise to date, the site is not used for formal educational purposes and there are limited informal walks, for example the annual 'pier to park' walk led by the Durlston Rangers which crosses the site. The site does not currently have the facilities and team required to run formal education, which is currently provided well at the nearby National Nature Reserve, Durlston Country Park. The site however has potential for some formal education but also informal education through the involvement of the local community in activities and surveying.
So far this year, Sustainable Swanage have run several popular guided walks which has proven that people are interested in finding out more about the site, the wildlife and how the area is looked after.

As the management of the meadow areas changes and the outcomes are monitored, there is potential for a useful study area into management practices and habitat recovery. There is scope for people to be well involved in the development of the site management and for more people to learn about surveying of wildlife. In 2021 a programme of surveying began. A butterfly transect was developed and 12 local residents who had no previous knowledge, have been on a training session and learned how to survey butterflies. They are now carrying out surveys and submitting the data regularly into the 2022 season. In 2022 a wildflower training programme was begun, with the intention of training volunteers to take part in surveying the meadow areas using species list and abundance scales, 18 people are signed up to be involved with this and have taken part in training so far. The surveys will be repeated annually to help monitor the effects of change in mowing and hopefully record an increase in plant diversity. There is potential to develop several survey options for people of all ages and mobility to take part in contributing to data on the site and providing a fantastic learning opportunity. One school is within walking distance and many more visit on longer trips. Further research into what might be useful to schools here could be considered.

3. Site Description

3.1 Geography

The proposed area stretches from the top of the cliff and covers the extent of Swanage Town Council owned land up to the boundary of the car park, excluding some areas around Peveril Point as detailed on the map. The area covers 8.45 hectares and reaches 28 metres above sea level at its highest point and 2 metres at its lowest (taken from elevation finder online tool). Much of the site is gently sloping downhill towards the north. The site overlies Cretaceous Purbeck Beds which consist of sloping limestone and mudstone layers.

The main habitat types include a small area of woodland, scrub areas and amenity and poor semi-improved grassland, with varying levels of biodiversity as outlined in the compartment table. The area in section 9 of the habitat map appears fenced off on old Ordnance Survey maps and may have been subject to different uses, it is known that part of it was once used as a tennis court. There is a large dip in the southern edge of the site that was perhaps an old quarry, this has now developed as an ash/sycamore woodland.

3.2 Accessibility

The site is crossed by several paths and has seven main access points (see map Appendix 8). The paths are mainly mown or trampled grass except at pressure points such as entrance ways and along the South West Coast Path which has steps leading to Peveril Point. Although not formally designated as open access land, the public have had free access to the site since the end of the Second World War.

The desire lines created during the spring of 2020 when mowing was reduced due to covid-19, clearly demonstrated the areas that people like to go and the areas that receive the least footfall. This has enabled a map to be created dividing the grassland into areas for recreation with short grass to be regularly mown and areas that could be left wilder to benefit wildlife. The resulting map shows a roughly 50/50 balance between the 2 main cutting regimes.

The nature of the site in many locations, with steep slopes and uneven paths, is such that access may be challenging for some people with limited mobility. The nature of the terrain also means some of the access points are less accessible for those with mobility issues. The top of the Downs (see Appendix 9 point 1) has parking nearby and a limestone path leading to a viewpoint bench. Access point 2 has a gate and level but uneven access to seating with views. Due to nature of the slopes the access from the main car park is via steps or a steep slope and there was some feedback from the public consultation requesting that this is improved where possible to enable access from the car park.

4. Ecological surveys and data

4.1 Relevant past studies

The site has previously been little studied with regard to wildlife. Data held on the site from Dorset Environmental Record Centre showed that prior to surveys commencing in 2020, 83 species of plant, 20 species of butterflies, 20 species of wasp, bee and hoverfly and 64 bird species were recorded. Most of these records date back at least 20 years with the exception of butterflies where there are more recent records. These records were provided by local interest groups and from a study by Ted Pratt as part of his study of the Flora of Purbeck in 2010.

Species lists for the site include some that are Dorset Notable Species, and some that are rare and/or threatened species. Records also include some nationally rare NS (B) and NS (A) invertebrates, some Section 41 and a national vulnerable species.

4.2 **Habitat compartment map**

4.3 For ease of surveying and management a habitat compartment map has been drawn up, see below image. For compartment descriptions see table

Compartment number	**Habitat Type**	**Brief Description and current management 2021**
1	Amenity grassland	Regularly mown section, fairly flat area of grass with low species diversity. One clump of non-native grasses. Benches around edges and several trees. One area of hardstanding from former building has thin covering of soil. South West Coast Path cuts through the middle and it is surfaced by limestone chippings.
2	Coastal scrub	An area of scrub between grass and cliff edge with trees, noted as a good, sheltered area for pollinators. One section was formally open for a view with a bench but too close to unstable cliff edge now to cut back.
3	Woodland	An area of unplanted woodland mainly consisting of ash and sycamore features in a large natural dip in the landscape. Winter heliotrope present in large patches at both ends of the wood. Path goes through the woodland.
4	Semi – improved grassland with isolated trees	This area has been left unmown in the last 2 years but was cut in spring 2022 – it has a number of trees and offers potential for diversity improvement.
5a, 5b, 5c	Coastal grassland/cliff	SSSI coastal grassland – mostly inaccessible as it is near the cliff edge, it is left uncut.
6a and 6b	Poor Semi-improved grassland	Hasn't been mown but is well worn in 6a with low species diversity dominated by rye grass. Section 6b natural untrampled with greater potential for biodiversity.A higher species diversity observed. Natural paths forming between scrub and the grassland.
7a and 7b	Poor Semi-improved grassland	As 6b – smaller area divided into sections by natural paths.
8a and b	Poor semi-improved grassland and scrub	8a is grassland north sloping with encroaching scrub and isolated scrub trees, varied plants and insect life observed. One area rarely walked on, it dips down into a hollow. Several paths made around the site with access to the car park below. 8b is a scrubby area with few trees and mainly thorns. It borders the car park.
9a and b, c	Amenity grassland	This area is regularly mown with low diversity. The western side has a tarmac path leading from the gate down to the car park and a recently rebuilt stone wall. An area adjacent to this has been reseeded with cornfield annual mix. The ground is uneven and bumpy near the top of the site. 9c is left unmown and is adjacent to car park, it has a line of large horse chestnut trees

10	Amenity grassland	A former tennis court – mown with a border of large trees.
11	Scrub	Scrub with approximately 15 trees, it borders road with large stones here and this area is mown. Garden waste observed. A good area for pollinators observed with scrub and climbing plants.
12	Poor semi-improved grassland	A grass area between the two scrub areas of 11 and 13. North facing sloping site with a path running through the middle and along sides. Good diversity of plants and insects, including orchids. Some trees.
13	Scrub	Scrub with scattered trees, bramble and gorse. Winter heliotrope present on edge of scrub.
14	Amenity grassland and maritime cliff and slope	Mown grass – heavy footfall for access to Peveril Point – better diversity on cliff edges. Bare ground offers important nesting sites for solitary bees and wasps.
15	Low scrub	Smallest patch of scrub area next to path with Atlantic ivy. An area of grassland west of this is mown and well used for access also good for nesting sites for bees and wasps due to bare ground.

4.3 Survey results 2021

Surveys in 2021 found a total of 320 plant species recorded by local volunteer David Leadbetter. A bees and wasp survey was carried out by Bryan Edwards from Dorset Environmental Record Centre in April 2021 where at least 15 species were found and further surveys were recommended. A bat survey was carried out and *common pipistrelle* was recorded in section 1 bordering 4 on the edge of the woodland. Butterfly surveys were carried out and a new transect route following the UK Butterfly Monitoring Scheme methodology, was created covering the site see transect map below. Twelve members of the public joined the new butterfly survey group and began learning how to survey from May 2021 which led to them carrying out their own transect walks in August and September of that year. A total of 16 species have been recorded to date with the most abundant being Large and Small Whites, Meadow Browns and Gatekeepers and Marbled Whites. Lulworth Skipper was also recorded several times.

In 2022 Wall Brown and Orange Tip was also added to the species list. A methodology has been created to undertake bird surveys and additional volunteers are being sought to facilitate this however to date, no recent bird surveys have been carried out below:

Start / finish

5. Management Recommendations

Each management recommendation works towards at least one of the LNR selection criteria, these being:

1. Fauna, flora and habitats
2. Geology and geomorphology
3. Education at all levels
4. Value of the site to local people
5. Accessibility

Recommendation	Who	Compartment	Rationale	LNR Criteria	Time-scale
Regular mowing of approximately 50% of the grassland areas for recreation and picnicking	Swanage Town Council staff	1 6a 9a and b 14 and the area between scrub compartments 11 and 15	Surveys and assessment of use of the site indicate these areas will benefit from being regularly mown balancing the requirement for public use of the site.	3,4,5	Short-term Annual review
Leave areas uncut to grow as grass meadow areas, cut and collect material in September. A plan for removal of material to be developed.	Contractor for cutting and removal. Possible volunteer involvement.	4, 7a and b, 6b and 12	Surveys and assessment of use of the site indicate these areas are least used by people for sitting and looking at views. They are developing a greater diversity of wildlife and leaving them to grow would allow more habitat for wildlife.	1,3,4	Short term annual review
Cut once in spring	contractor	8	This area was left uncut in 2021 for diversity of	1,3,4	Short-term annual review

			habitat and will be cut next year 2022		
Cut in spring	Swanage Town Council	12	Orchids and other grassland species have been found in this section and to prevent swamping by grass, a cut in spring will help these species to thrive.	1,3,4	Short-term annual review
Leave a buffer of long grass between SWCP and cliff edge		5 a, b and c	To protect the value of wildlife in this area a buffer zone is recommended which will also discourage people from walking to the cliff edge	1,5	Ongoing
Sow wildflower seed where appropriate including yellow rattle. Introduce one area at a time and review.	Volunteers	7a and b, 12, 6b	Addition of yellow rattle seed from nearby Durlston would reduce the vigorous growth by grass and allow more wildflower species to thrive. Other areas to be left for a few years to see what develops by itself.	1,3,4	Medium term
Cut back scrub areas, leaving scalloped edges	Contractor	8b, 11, 13	Maintain edges of scrub areas as they are important for a range of species for pollination, nesting and roosting and feeding. There remains a need to prevent further encroachment into the grassland and keep the area open.	4,5	Annual
Removal of winter heliotrope	Swanage Town	3 and 4	Winter heliotrope is a non-native, and highly invasive,	1	Long -term

	Council/ Contractor/ And or volunteers.		plant. It forms dense, low-lying carpets over bare ground and grassland. If allowed to develop, this plant will shade out other species resulting in a net loss of biodiversity.		
Tree planting – suggested planting on edges of site to replace those that were removed. Also add to single standing trees in area 8	Swanage Town Council and volunteers	9 a and 8a	Add features and screening to this area. Provide further roosting sites for birds across the site in area 8a, planting in this area would not obstruct from views but add to the existing habitat.	1,3,4	Planting in 2022-23 or year after
Path maintenance ongoing	Dorset Council, Swanage Town Council and volunteer involvement			4, 5	Ongoing
Undertake a review of access			The site may be currently inaccessible to visitors with mobility issues at some of the access points. The review will explore possible means of improving this.	5	Medium-term
Develop and install Information boards, situated at key points within the LNR			To help inform both local people and visitors of the value of the site for both nature conservation and local history and geography.	3,4	Medium term

Wildlife Surveys – butterflies, birds, insects, some of which will require expert surveys to be commissioned	Volunteers – expert surveys		A better understanding of what is there will enable appropriate management. Involving the public in surveys allows for better appreciation of the site and an opportunity for education.	1,3,4	Long Term
Litter picking	Swanage Town Council staff and volunteer groups				Ongoing

Other recommendations for further review include developing the grassland in section 1 to create more wildflower areas as access here is easier and the area is less utilised for picnicking and enjoying views.

Tree management

Trees on the LNR are surveyed every three years by Dorset Council on behalf of Swanage Town Council. The most recent survey was undertaken in Autumn 2021. Thirty-five individual trees were surveyed, mainly a mixture of Ash and Horsechestnut with some Sycamore, Rowan, Elm, Beech, Maple and Whitebeam. In addition to these individual trees, three larger zones of trees have been identified. In zone 4 of the habitat compartment map there are clusters of mixed broadleaf trees. In zone 3 of the habitat compartment map there are a mix of broadleaf and conifer multi and single stemmed trees, many self-set. Finally in zone 12 south of Peveril Point Road, there are a number of whips planted around 4 years ago. Ash dieback is currently present on the site and is being actively monitored.
It is proposed that as a minimum trees on the site are replaced to maintain current levels. Species will be selected with regard to environmental and biodiversity considerations.

6. Future review and development of the management plan

This is a living document, subject to review and update and will be informed by results of wildlife surveys, visitor surveys, professional advice and natural occurrences. This engagement will be particularly important should there be plans to make any substantial changes to the site.

From the 2021 survey, a mailing list of over 170 people interested in a Friends Group has been obtained. This group have already been invited to join guided walks and a series of wildlife survey activities. Once designated we will conduct bi-annual meetings of representatives of the group and the Swanage Town Council staff to discuss survey findings and planned works on the site and how volunteers can support this work. These will be held biannually in spring and autumn.

7. Appendices

Appendix 1 - Map showing SSSI and NNR areas

Appendix 2 - Map showing SAC and SPA areas

Appendix 3 - Map - showing potential ecological network areas

Appendix 4 -Summary of public survey results February 2021

Appendix 5 - Survey report with engagement figures

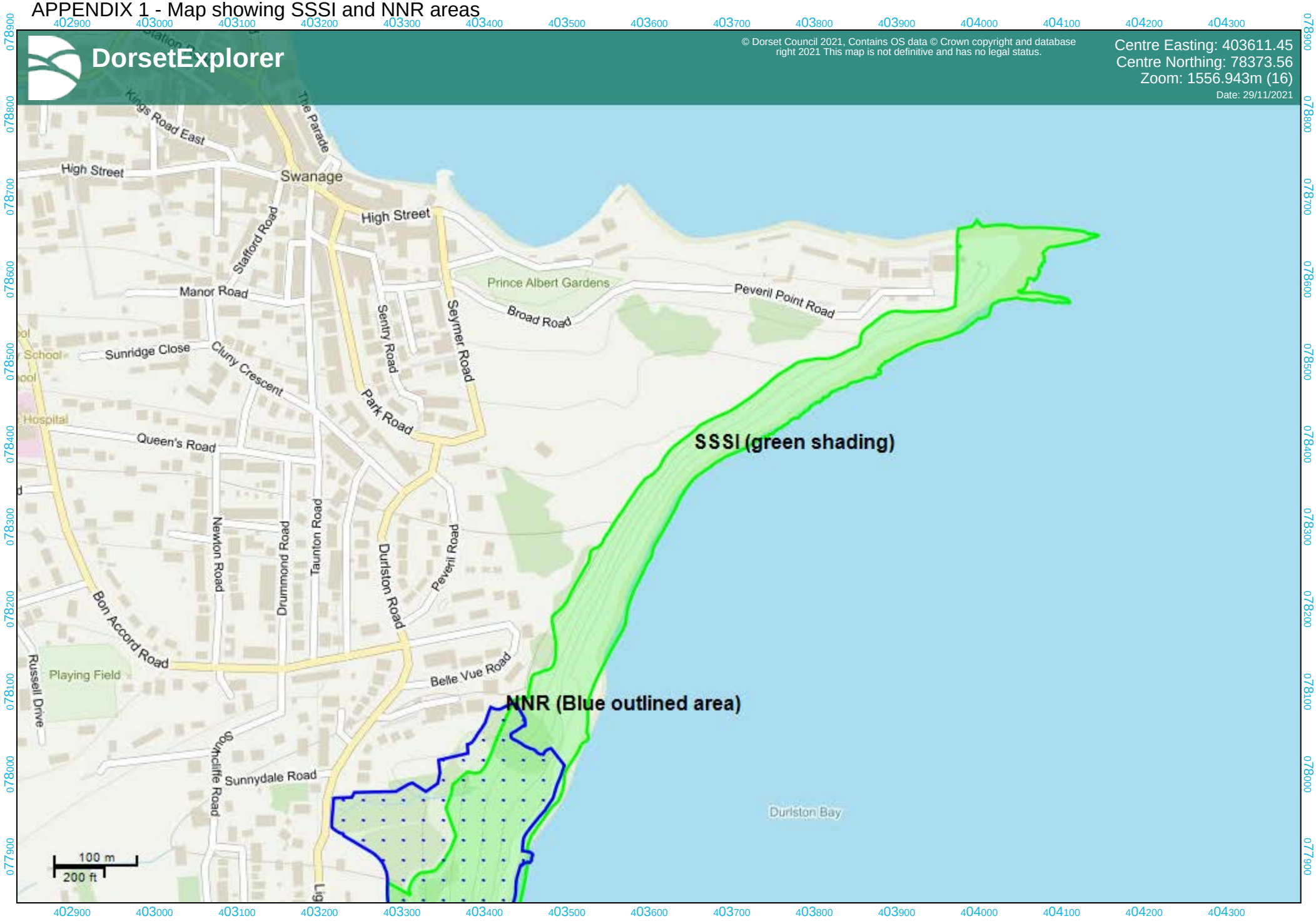
Appendix 6 - Development proposal map

Appendix 7 - Map - Old OS map of site

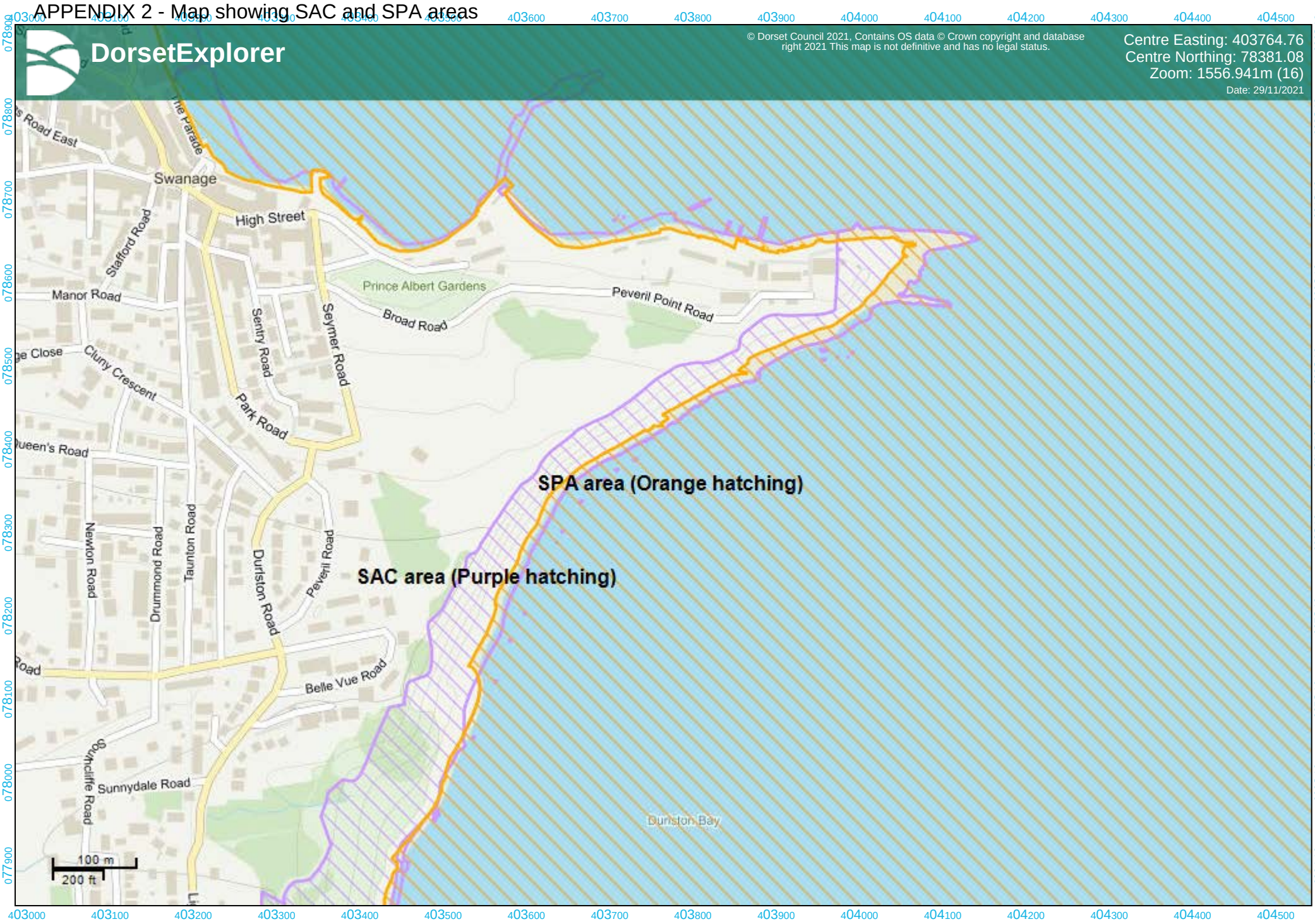
Appendix 8 - Map showing Rights of Way

Appendix 9 – Access Points

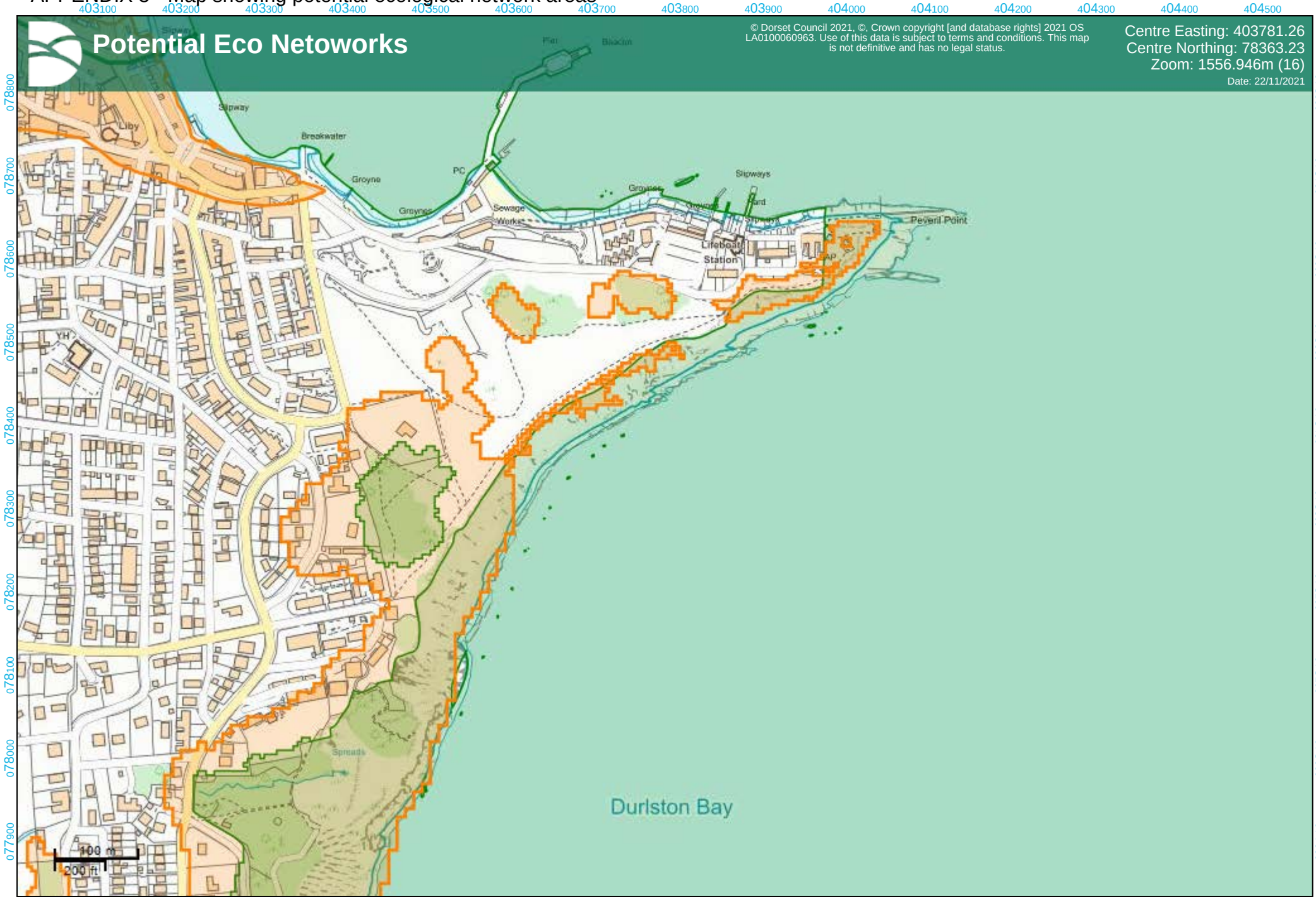
APPENDIX 1 - Map showing SSSI and NNR areas



APPENDIX 2 - Map showing SAC and SPA areas



APPENDIX 3 - Map showing potential ecological network areas

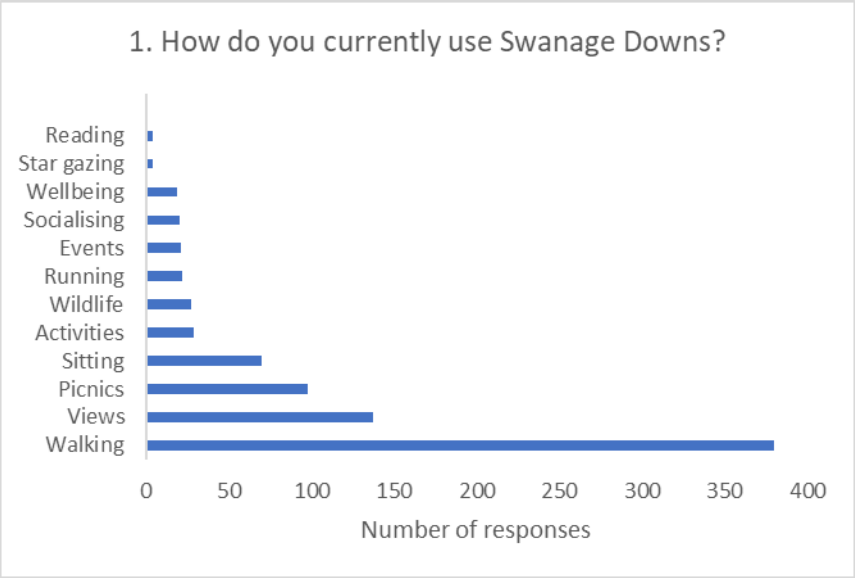


Summary of Results of Downs Public Survey January-February 2021

Aim of the survey: To seek your views on how we can enhance and improve the Downs area.

We are very aware that many people currently use the Downs for a variety of purposes and we are keen to better understand what these may be so we can ensure that everyone can continue to enjoy this special place.

Question 1: How do you currently use the Downs? *Multiple choice question – see graph. Walking the predominant choice.*

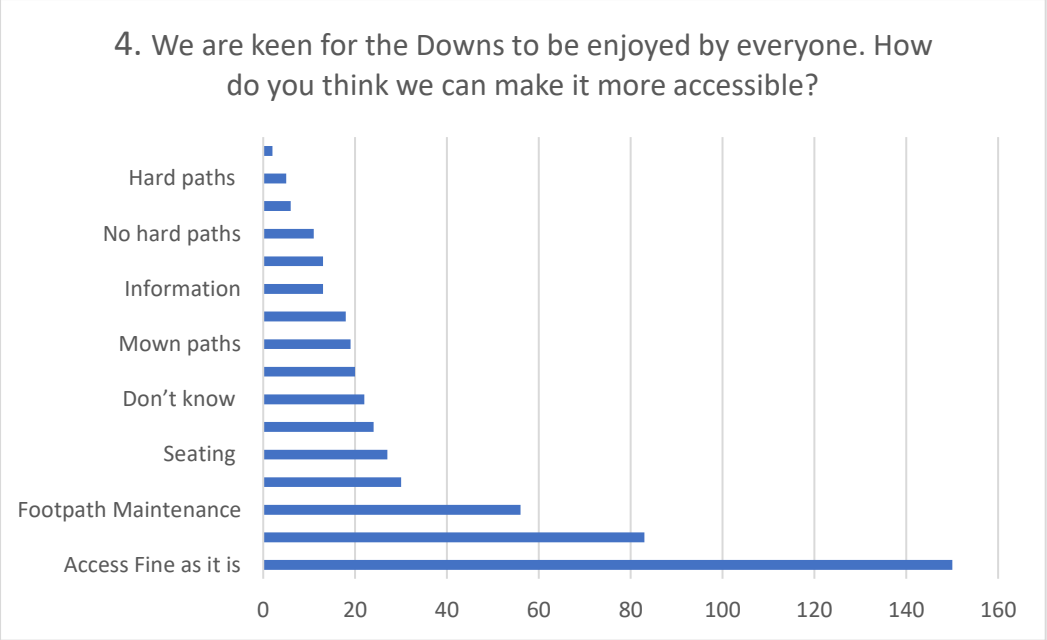


Question 2: How frequently? *See graph in PDF*

Question 3: Please select 3 elements that are most important to you out of: *See graph in PDF*

- Areas of short grass for picnicking
- Scenery/relaxation
- Dog walking
- Cycling
- Walking
- Wildflower/meadow areas
- Biodiversity and enhancement of wildlife habitat
- Benches
- Tree planting
- Signs and information
- Community activities and events

Question 4: We are keen for the Downs to be enjoyed by everyone. How do you think we can make it more accessible?

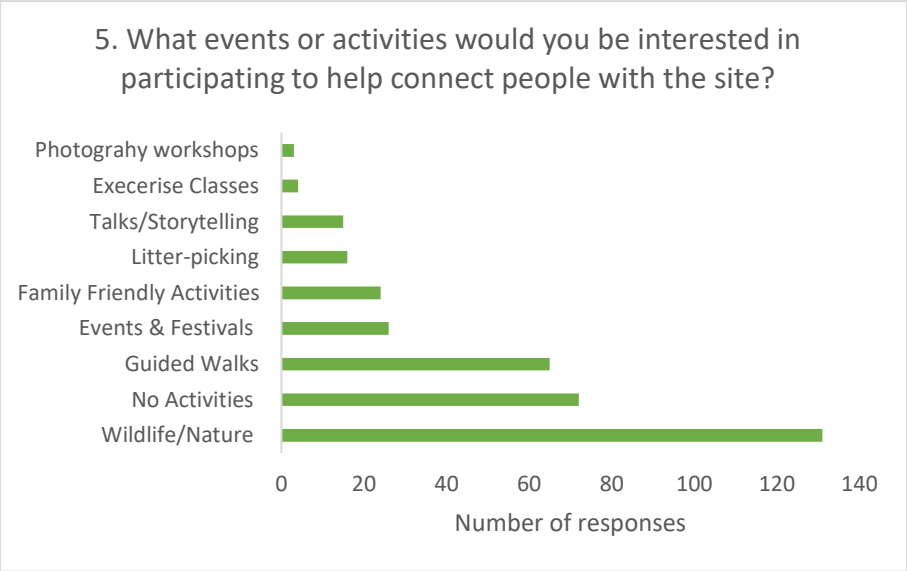


Overall there were a lot of people saying it was fine as it was. Many people saying it could be difficult for less able people and maybe improved but many people saying that that would be difficult due to the terrain, costs and without detracting from the beauty of the area.

Many people happy with the mown paths through longer grass. The main concerns have been highlighted, access points from car park so that wheeled buggies could get onto the downs, steps at bottom of Seymour road and the muddy path at the top of the downs in winter. The access to Peveril point was also mentioned frequently.

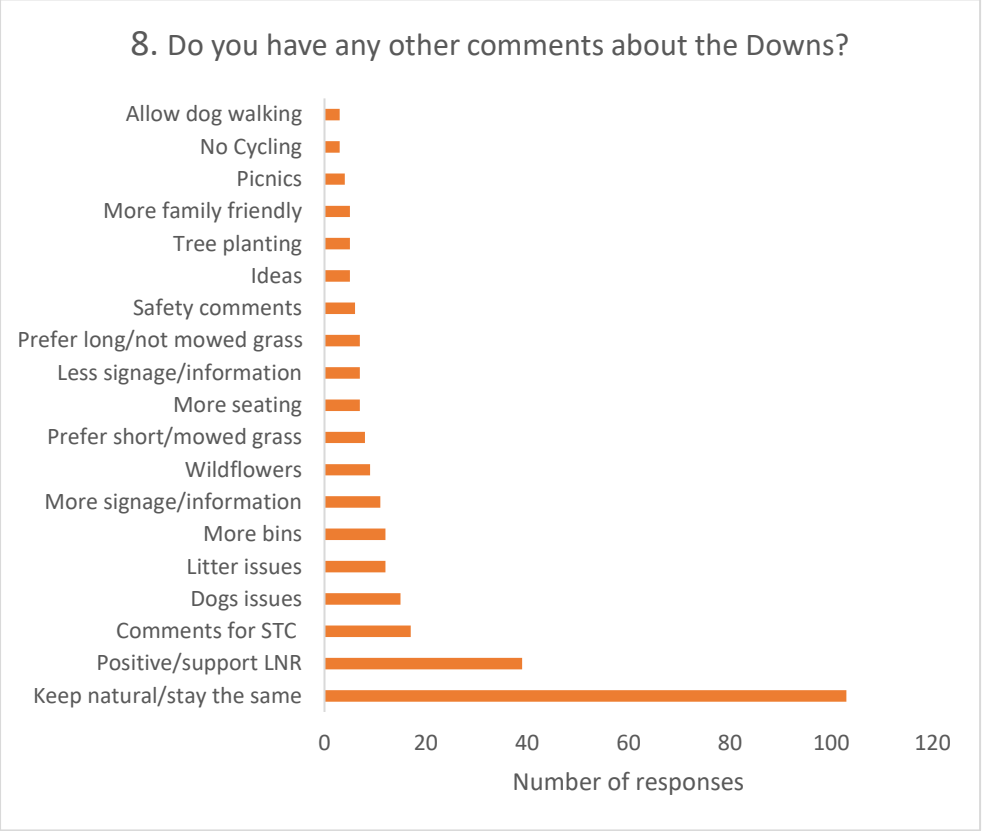
There were some extra suggestions which have been extracted and put in the comments on the results spreadsheet.

Question 5: What events or activities would you be interested in participating to help connect people with the site?



Question 6 and 7: Would you like to be involved in the 'Friends Group' that is being formed for people interested in supporting the Downs? 182 yes 45% 216 no 54%

Question 8: Do you have any other comments about the Downs that you would like us to be aware of?



Wide range of views, some of them contrasting for example some people want signs and others don't, some prefer short grass and some don't. Some people say they want it left wild and someone said it should be manicured parkland. Using text analysis we have picked out some general themes and this information can be used to balance the needs of people and cater for the popular themes.

Many people saying that the area could be improved for wildlife but generally people do not want to see drastic changes. The site is well loved and appreciated.

The bottom category – people who like it as it is and wouldn't want to see the LNR status bring big changes, some of the responses show that people are worried about what this means and what changes it would bring with specific comments such as restricting dog access, charging for entry, making it a theme park.

A common thread in the comments is understanding the need for the LNR and people not understanding how the area is currently managed.

The FAQ's we put on the page and this meeting was set up to provide information and hopefully answer some of the question people have brought up.

APPENDIX 5 - Survey report with engagement figures

Project Report

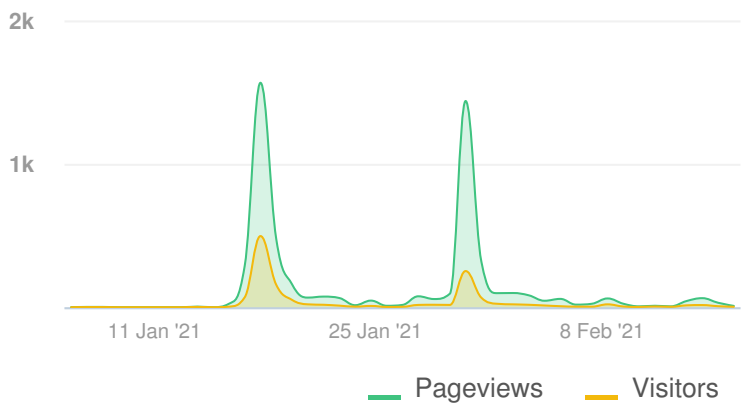
04 January 2021 - 15 February 2021

Dorset Coast Have Your Say

Sustainable Swanage

BANG THE TABLE engagementHQ

Visitors Summary



Highlights

TOTAL VISITS	MAX VISITORS PER DAY	NEW REGISTRATIONS
1.5 k	496	2

ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
408	615	1.3 k

Aware Participants	1,256
Aware Actions Performed	**Participants**
Visited a Project or Tool Page	1,256

Informed Participants	615
Informed Actions Performed	**Participants**
Viewed a video	0
Viewed a photo	0
Downloaded a document	0
Visited the Key Dates page	0
Visited an FAQ list Page	30
Visited Instagram Page	0
Visited Multiple Project Pages	224
Contributed to a tool (engaged)	408

Engaged Participants	408		
Engaged Actions Performed	**Registered**	**Unverified**	**Anonymous**
Contributed on Forums	0	0	0
Participated in Surveys	0	0	408
Contributed to Newsfeeds	0	0	0
Participated in Quick Polls	0	0	0
Posted on Guestbooks	0	0	0
Contributed to Stories	0	0	0
Asked Questions	0	0	0
Placed Pins on Places	0	0	0
Contributed to Ideas	0	0	0

ENGAGEMENT TOOLS SUMMARY

0	2	0	0	0
FORUM TOPICS	SURVEYS	NEWS FEEDS	QUICK POLLS	GUEST BOOKS

0	0	0
STORIES	Q&A S	PLACES

Tool Type	Engagement Tool Name	Tool Status	Visitors	Contributors		
				Registered	Unverified	Anonymous
Survey Tool	Swanage Downs Survey	Archived	623	0	0	408
Survey Tool	Rabling/Prospect Green Survey	Draft	0	0	0	0

INFORMATION WIDGET SUMMARY

0	0	0	1	0
DOCUMENTS	PHOTOS	VIDEOS	FAQS	KEY DATES

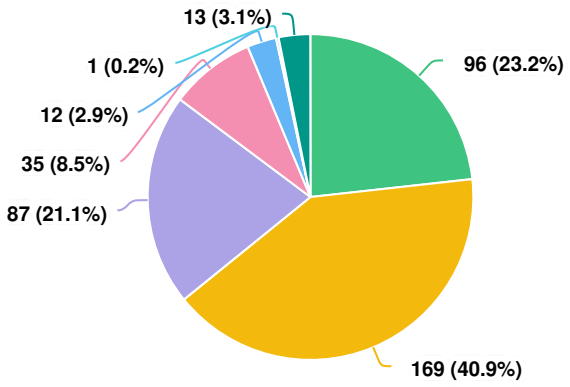
Widget Type	Engagement Tool Name	Visitors	Views/Downloads
Faqs	faqs	30	30

ENGAGEMENT TOOL: SURVEY TOOL

Swanage Downs Survey

Visitors 623	Contributors 408	CONTRIBUTIONS 413

How frequently do you visit Swanage Downs?



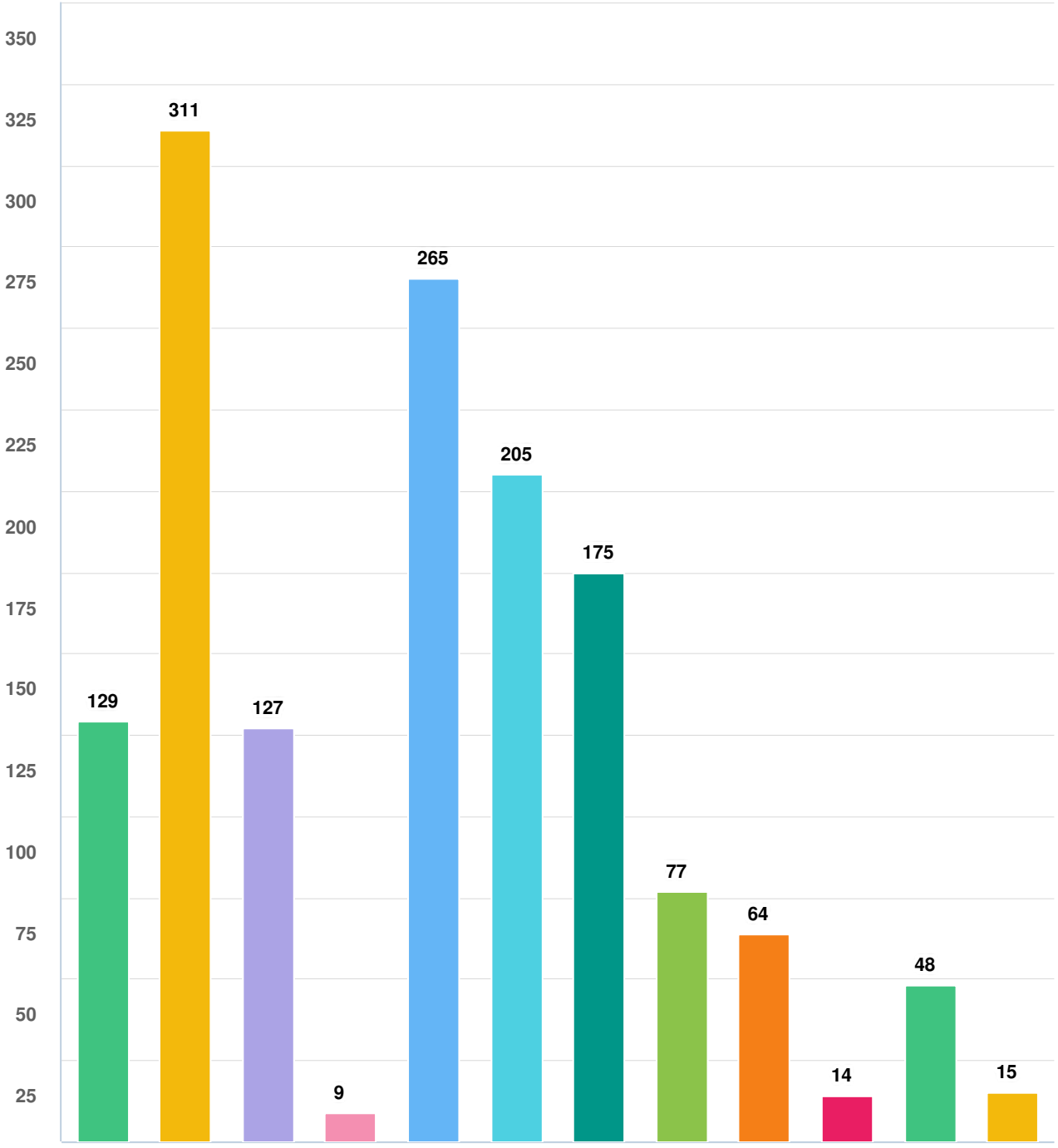
Question options

- Daily
- Weekly
- Once a month
- Less than 6 months
- More than 6 months
- Never been there
- Other (please specify)

Mandatory Question (413 response(s))

Question type: Dropdown Question

Please select 3 elements that are most important to you.



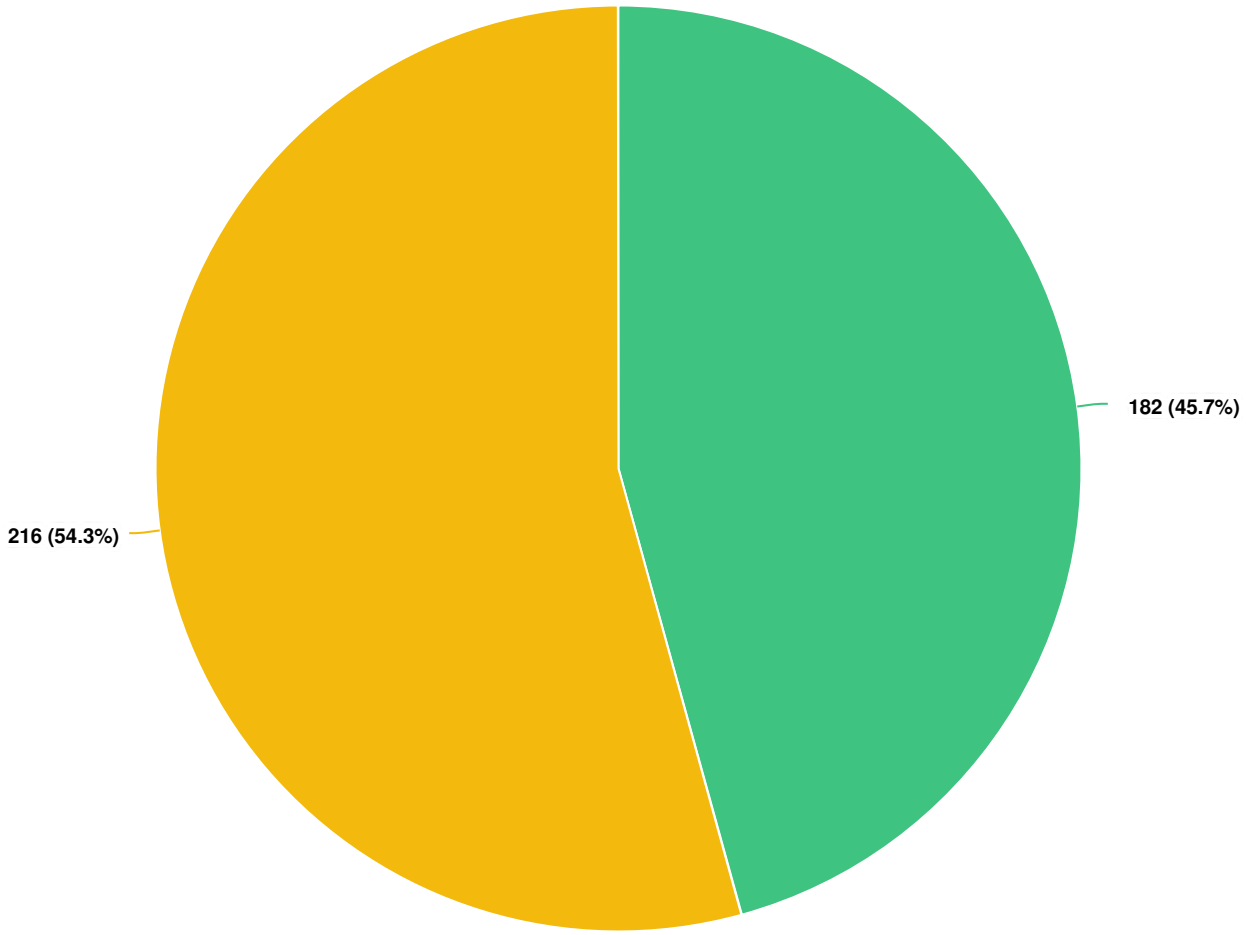
Question options

- Areas of short grass for picnicking
- Scenery/relaxation
- Dog walking
- Cycling
- Walking
- Wildflower/meadow areas
- Biodiversity and enhancement of wildlife habitat
- Seating
- Tree planting
- Signs and information
- Community activities and events
- Other (please specify)

Mandatory Question (413 response(s))

Question type: Checkbox Question

Would you like to be involved in the Swanage Downs 'Friends Group' for people interested in supporting the Downs?



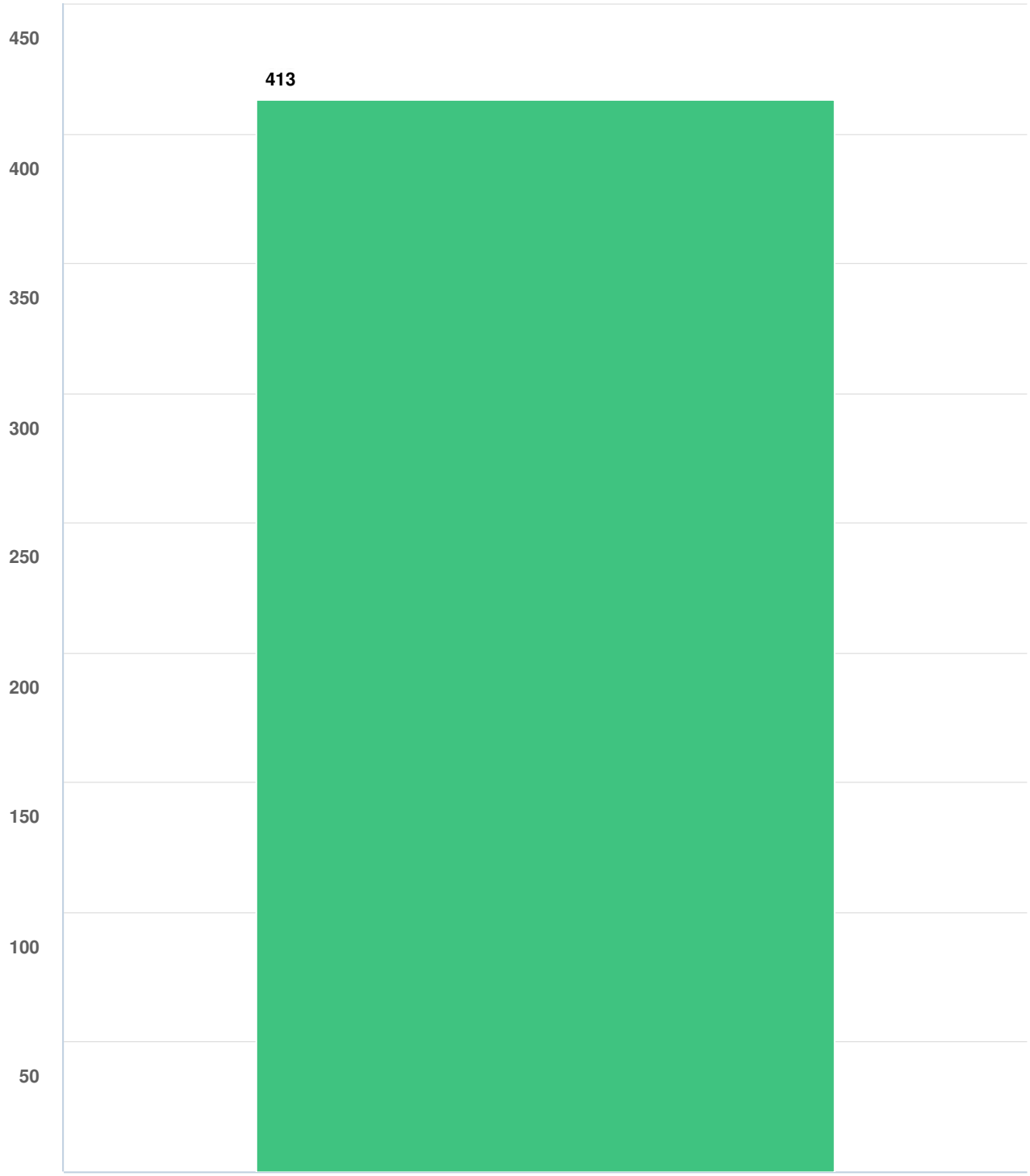
Question options

- Yes or Maybe
- No

Optional question (398 response(s), 15 skipped)

Question type: Radio Button Question

This information is being collected Dorset Coast Forum (a coastal partnership hosted by Dorset Council) on behalf of Swanage Town Council. The information will only ever be used to contact you about this project. We will not share your information ...



Question options

- I understand

Mandatory Question (413 response(s))

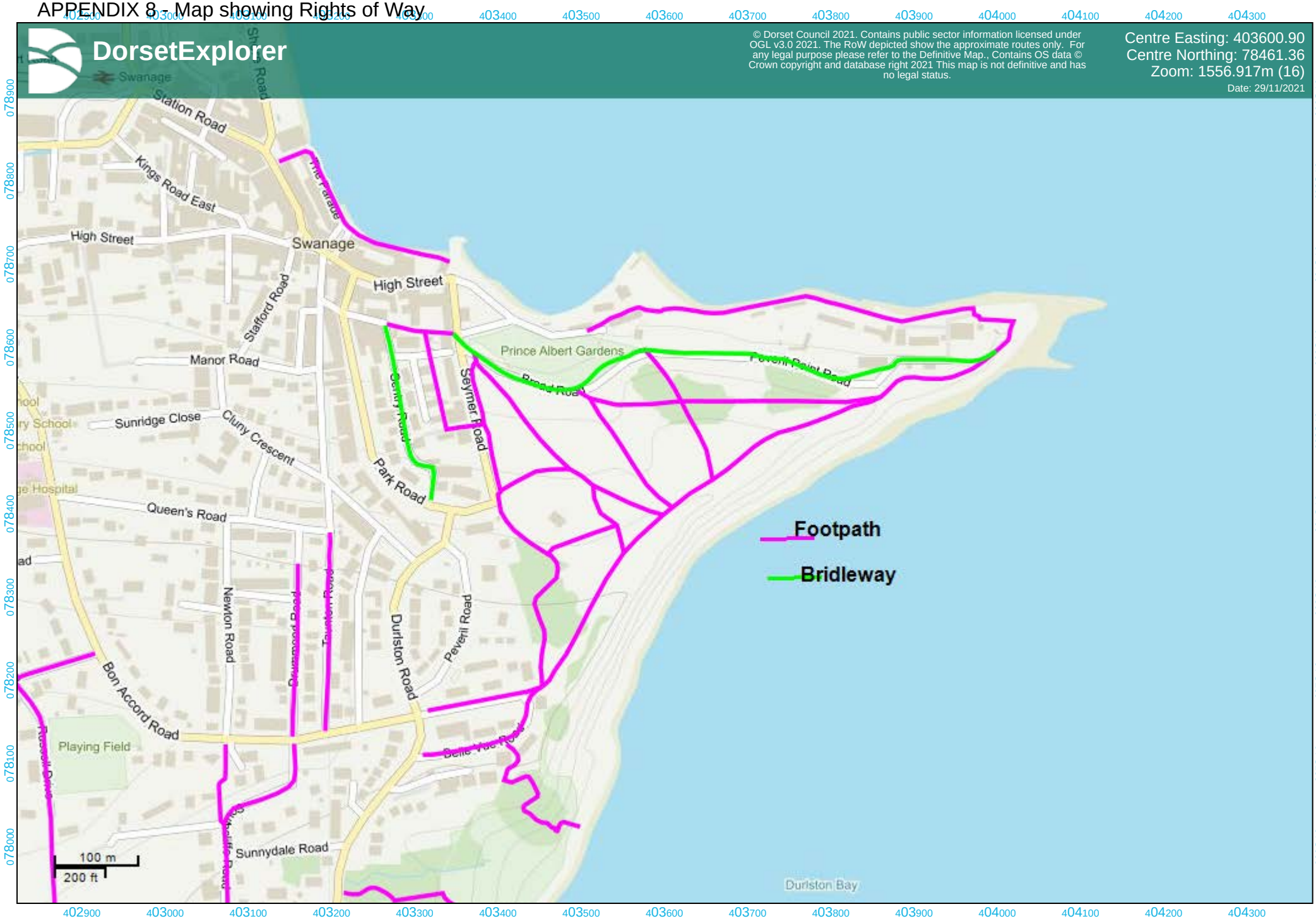
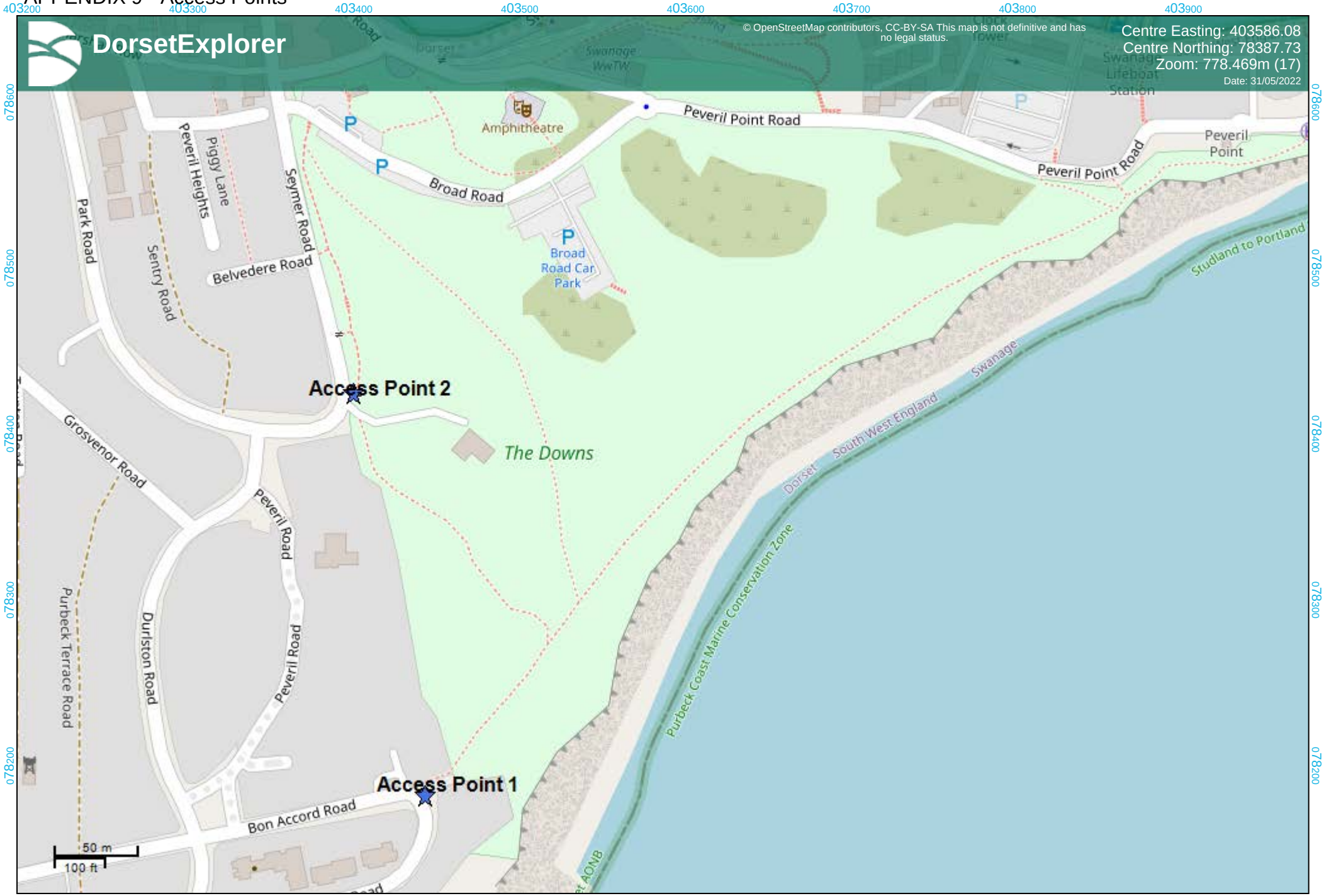
Question type: Checkbox Question

APPENDIX 6 - Development proposal map

Downs Development Proposals 1929

APPENDIX 7 - Old OS map of site

APPENDIX 8 - Map showing Rights of Way



APPENDIX 9 - Access Points