SWANAGE GREEN SEAFRONT STABILISATION AND SHORE ROAD ENHANCEMENT SCHEME

GREEN SEAFRONT ENGAGEMENT REPORT NOVEMBER 2025

Dorset Coast Forum

SWANAGE TOWN COUNCIL

Swanage Green Seafront Stabilisation & Enhancement Scheme - Engagement Summary

Contents

Overview

This report sets out a summary and analysis of the results for Swanage Green Seafront Stabilisation and Enhancement proposals only. This is a report aimed at supporting Swanage Town Council with their discussions on next steps. It includes details of the background to the scheme, what engagement took place, the numbers of people that took part the engagement process and the summary and analysis of the results. It does not include results and analysis relating to feedback on Shore Road proposals, which will be presented in a separate report. A final summary report will then be shared online in an accessible format, for everyone to view.

Background

In late 2023 an initial round of engagement for the Green Seafront took place (Round 1) based on the need for stabilisation and improvements to Sandpit Field, Weather Station Field and the Spa.

Key findings from Engagement Round One:

In Round 1 we asked about an essential scheme and an enhanced scheme.

- Survey results showed that the enhanced scheme was slightly more popular with 51.1% of respondents to the survey preferring it with 43.6% choosing the essential scheme.
- The 'opportunity' presented by the stabilisation works to enhance and invest in the area was the most common theme of respondents' answers when explaining why they selected the enhanced scheme as their preferred option (40% of respondents who selected enhanced scheme).
- Conversely the cost of the enhanced scheme was the most common theme of respondents' answers when they explained why they selected the essential scheme as their preferred option (40% of respondents who selected essential scheme).

- 76% of all respondents agreed that it was a good opportunity to enhance the area if work was going to take place anyway.
- The integration of improved traffic management was consistently cited through the survey. Of those who felt there was something missing from the enhanced scheme – 'the pedestrianisation of Shore Road' and 'traffic management' were the most popular themes of respondents' answers. There were also over 100 mentions of 'Shore Road' in all the comments.

The enhanced scheme was not taken forward by the Council as an option due to affordability. See the Round 1 Engagement report here >>

https://www.dorsetcoasthaveyoursay.co.uk/26164/widgets/75344/documents/51805

Evolution of the project

- Swanage Town Council then took the feedback from the first round of engagement, using this to put together a new scheme that maintained the benefits of the enhanced scheme while minimising cost.

Inclusion of DC Highways

- Dorset Council became involved with the project based on the feedback received in the first round of engagement concerning pedestrian safety and accessibility on Shore Road. They then prepared options for Shore Road.

Inclusion of Dorset Coast Forum (DCF)

- DCF were once again appointed to undertake engagement with those who live and work in Swanage along with other stakeholders, presenting the new option for the Green Seafront alongside the essential option and together with options for Shore Road.

Engagement Round Two

Aims of the Engagement

- To present the background and evolution of the Swanage Green Seafront Project.
- To present the new option considered by Swanage Town Council alongside the essential option and to give the community a way of sharing their views and comments on the design options.
- To present potential options for improvements to Shore Road, produced by Dorset Council.
- To present concept designs and collect feedback.
- To collect the views and comments of residents, businesses and stakeholders with regards to the works needed at Swanage Green Seafront and options for Shore Road, identifying suggestions, concerns and questions from residents and members of the public.
- To gain specific personal/organisational views and data to ensure local knowledge of relevant issues are reflected within the proposals.
- To gather information via a combination of face to face, online and written engagement methods allowing accessibility and time for consideration and to maximise participation.

Engagement Overview

Name of event	Location	Date and time	Number attended	Notes
Online Meeting	Zoom	15th May 6.00pm – 7.00pm	6	Aimed at invited local stakeholders from Swanage. It included a short presentation and was followed by a Q&A session.
Launch Pop-Up	Swanage Seafront, Shore Place	22nd May 11.00am – 2.00pm	35 (estimated)	Pop-up event run by Swanage Town Council on the seafront.
St Aldhelms Court Residents Coffee Meeting	St Aldhelms Court, De Moulham Road	29th May 10.00am – 11.30am	25 (estimated)	A presentation and Q&A session provided to residents by the project team
Swanage Market Pop-Up	Swanage Market	30th May 8.00am – 12.00pm	96	A pop-up stall at the market attracted almost 100 visitors. DCF provided key displays and directed people to come along to a drop in event or webpage to find out more.
Co-op Pop-Up	Outside Co-op Supermarket	30th May 12.30pm – 2.30pm	33	A pop-up outside the Co-op gathering views of local shoppers and encouraging them to attend drop-in events. DCF distributed leaflets telling people about the webpage.
Public Drop-in	Focus Centre	3rd June 10.00am	37	DCF public drop-in included displays on the Green Seafront and Shore

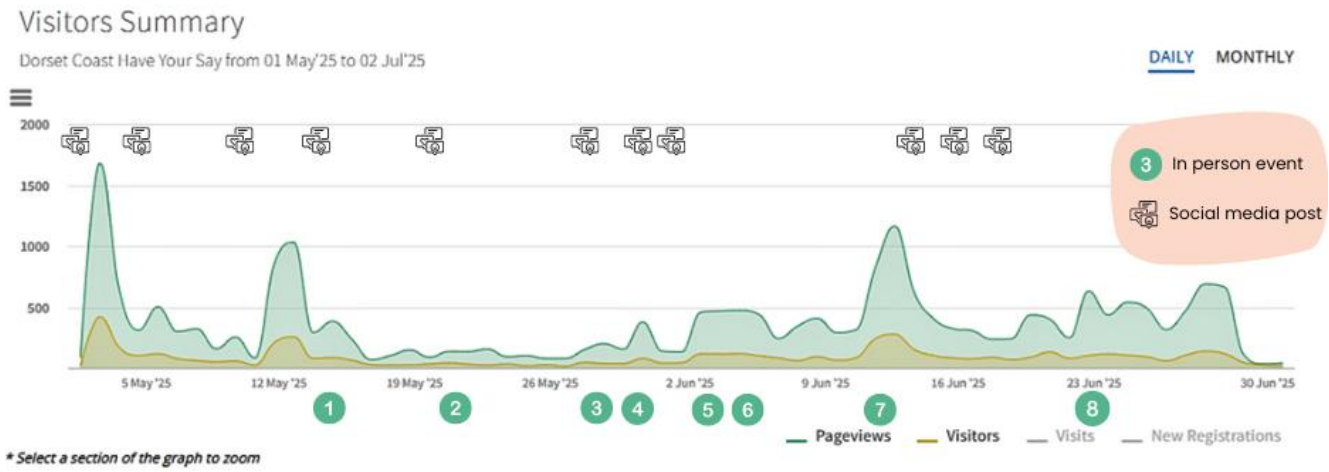
		– 2.00pm		Road Schemes and allowed people to chat with members of the project team as well as town councillors and the DCF team.
Public Drop-in	Mowlem Theatre	4th June 3.30pm – 7.30pm	158	DCF public drop-in included displays on the Green Seafront and Shore Road Schemes and allowed people to chat with members of the project team as well as town councillors and the DCF team.
Swanage Chamber of Trade Meeting	Grand Hotel	10th June 7.00pm – 9.00pm	30	A presentation on the scheme and the engagement process followed by an opportunity for Q&A
Additional Public Drop in	Emmanuel Baptist Church Hall	24th June 3.00pm – 6.00pm	40 (estimated)	Swanage Town Council organised an additional public drop in event to enable people to chat with members of the project team.

In addition to the above, representatives of the project team and Swanage Town Council met with one of the immediate neighbours of the Green Seafront scheme to make them aware of the proposals and encourage their participation in the survey and wider engagement.

At public engagement events people could indicate a preference using coloured dots on paper to respond to certain questions. The aim of this activity was to open up discussion and the information was not used in the interpretation of the results.

Online Survey

The Dorset Coast Have Your Say webpage has a dedicated area for information and engagement related to the Swanage Green Seafront Stabilisation and Shore Road Enhancement project. Between 1st May and 29th June 2025 there were 6,660 visits to the webpage. The graph below shows the number of webpage visits, the timings of in person and online events and social media posts. Please note there were two events on the 30th May.



Our Reach in Numbers

DCF tracked engagement using the following methods:

- In person attendance at events
- Social media posts and interactions
- Webpage visits
- Survey completions

Overview of total engagement	Number of people engaged
People engaged with at in person or online events	460
Survey Responses	1,469
Have Your Say website visits	6,600
Visits from social media link	1,237
Facebook post reach (number of unique individuals reached)	30,194
Facebook post engagements (e.g. likes, comments and shares)	727
Instagram post reach	1,338
Instagram post engagements	34

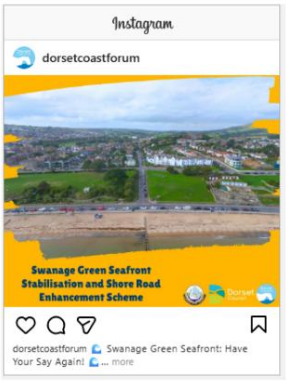
- **Social media:** The events and survey were advertised widely on social media, originally being posted on the DCF pages, then shared by Swanage Town Council, Dorset Council, Swanage Matters, Swanage Carnival, Swanage Information Centre and many more.
- **Press:** An article was published in Swanage News at the launch of the project and mid-way through, an interview was broadcast on Purbeck Sounds and there were articles in the Bournemouth Echo, Dorset Echo, BBC Dorset, Purbeck Gazette and Swanage Advertiser, among others.
- **Local stakeholder groups:** The events and survey were shared with key local groups and stakeholders.
- **DCF E-News:** Shared with 650 DCF recipients.
- **Posters and banners:** Banners and posters were displayed across Swanage and information boards were put up around the Green Seafront itself as well as along Shore Road.
- **Flyers:** Flyers were delivered to all properties on De Moulham Road, Shore Road and Seaward Road as well as the lower section of Ulwell Road (from the Crow's Nest Inn, south) and distributed at in person events.
- **Display of materials:** The Swanage Information Centre held reference copies of the schemes and displayed the options throughout the engagement. They also provided a collection and drop off point for paper surveys as well as Swanage Town Hall.

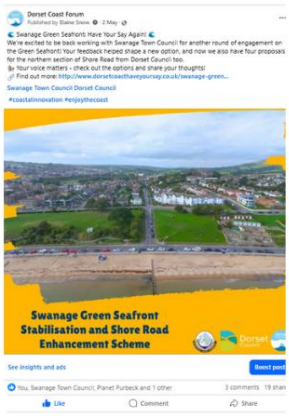
Images of our events and media coverage can be seen on the following pages.

Event Images

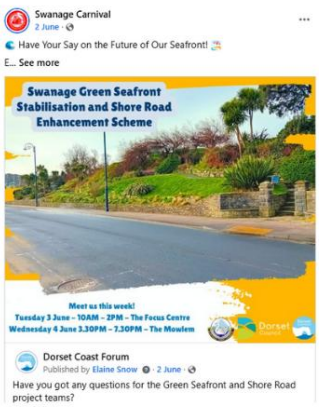
Top: Pop up event at Swanage Market and outside the Co-op
Middle: Drop-in event at the Focus Centre (former Children's Centre)
Bottom: Drop-in event at The Mowlem

Media Coverage

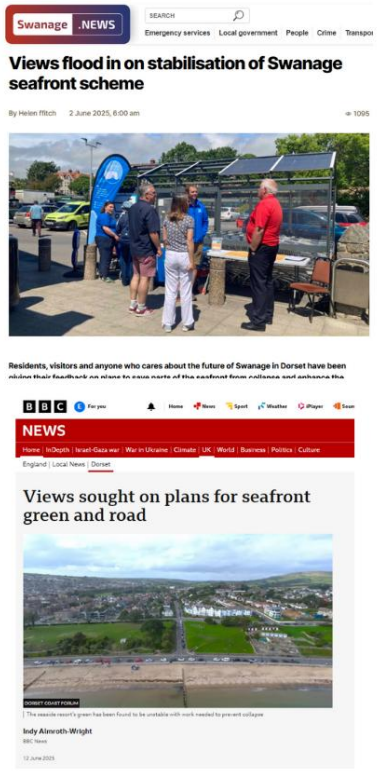


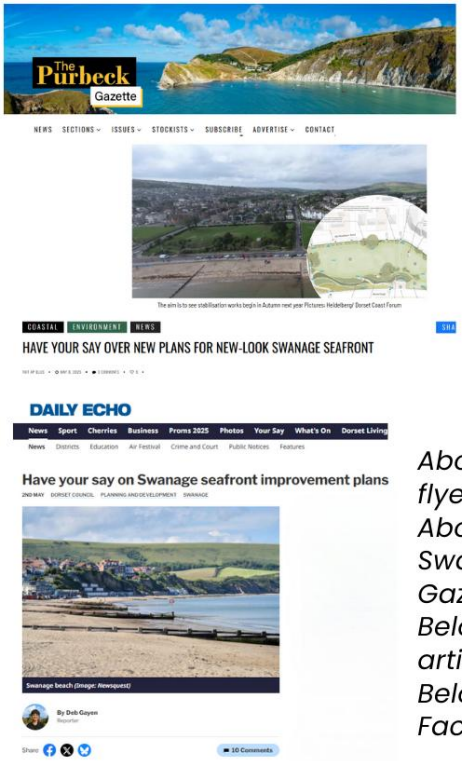


Top (left and centre): Project launch social media posts
Below (right): Purbeck Sounds Facebook post



Far left: Dorset Council social post
Centre: Swanage Carnival Facebook post share
Above: Project video cover





Above right: Event poster and flyer
Above left and centre: Swanage News and Purbeck Gazette articles
Below left: BBC and Daily Echo articles
Below centre: Dorset Council Facebook post

Section One - Survey Results

The survey was hosted online, with paper versions also available at the Visitor Information Centre and at our events. It was open from 1st May until 29th June 2025 offering an eight-week engagement window. It contained a total of 43 questions covering all aspects of the Green Seafront and Shore Road schemes. Not all 43 questions had to be answered, and there were opportunities for respondents to skip questions or whole sections if they did not wish to respond to certain elements. Each section included questions about various features of the schemes, along with key mandatory questions.

In the Green Seafront section, respondents were asked their views on the Essential and New options. Questions focused on features such as planting, toilets, accessibility, and beach huts. Respondents were then asked to indicate their preferred option.

The Shore Road section followed and asked respondents to rank their preferences for the four proposed options. This was followed by a series of questions about additional features, including bus routes and a proposed 20mph speed limit. Results of this will be presented in a separate report.

Throughout the survey, a combination of open and closed questions was used to gather both preferences and detailed feedback on specific areas and ideas. This approach provided a dataset that includes clear statistical insights as well as space for respondents to share comments and suggestions.

A copy of the survey questions are available in the appendices.

Who answered the Survey?

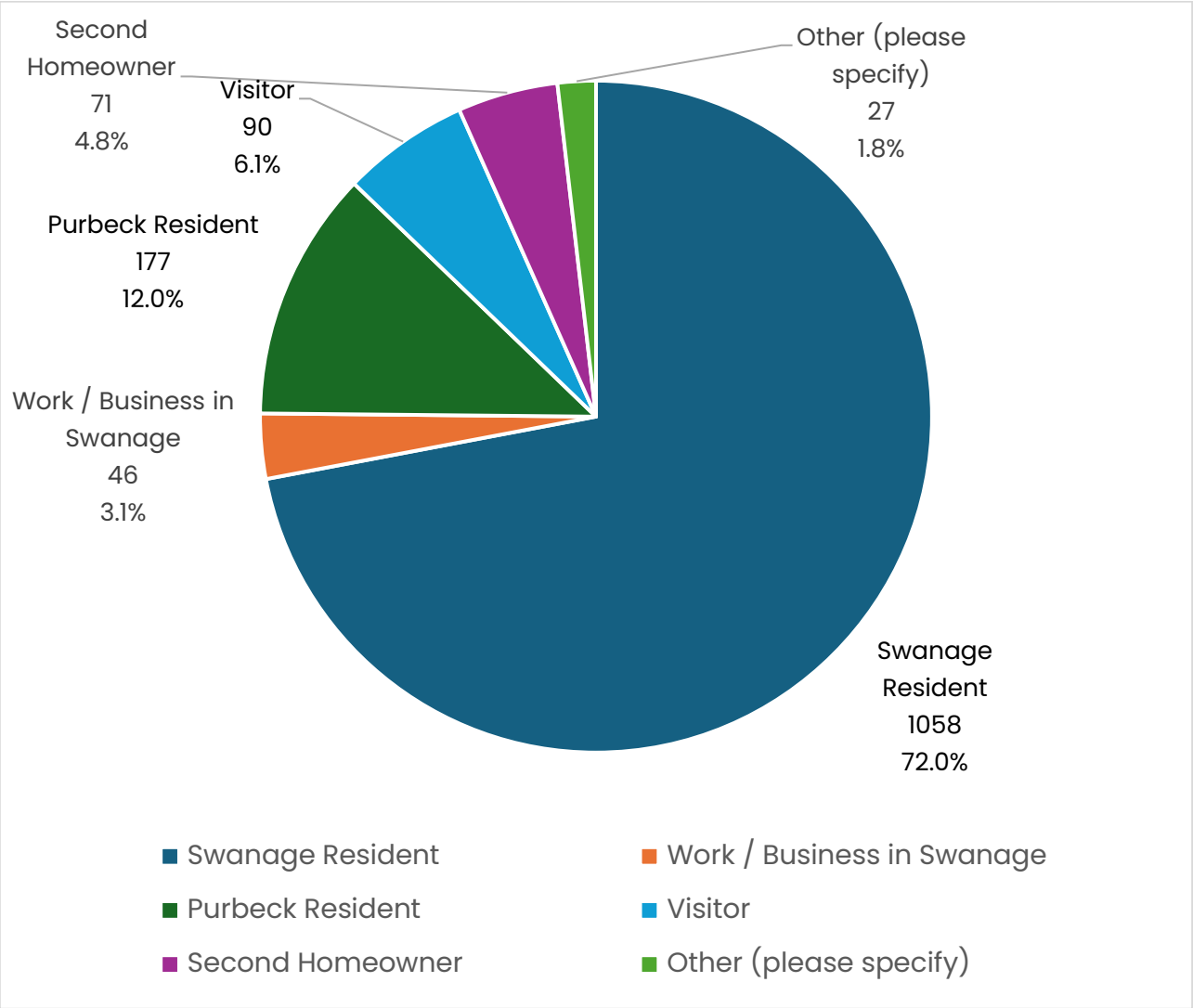
In total 1469 people responded to the survey. Of these approximately 100 were submitted on paper and the rest online.

The overall survey results show the following:

- 72% of respondents stated they are Swanage residents.
- 12% were from the wider Purbeck area. 6.1% of respondents were visitors.
- Answers in the other category include having friends or family in Swanage or owning a caravan in Swanage.
- 51.5% of respondents were aged 60 or over. 68% of respondents are aged fifty or over.
- 81.4% of respondents do not consider themselves to have a disability.

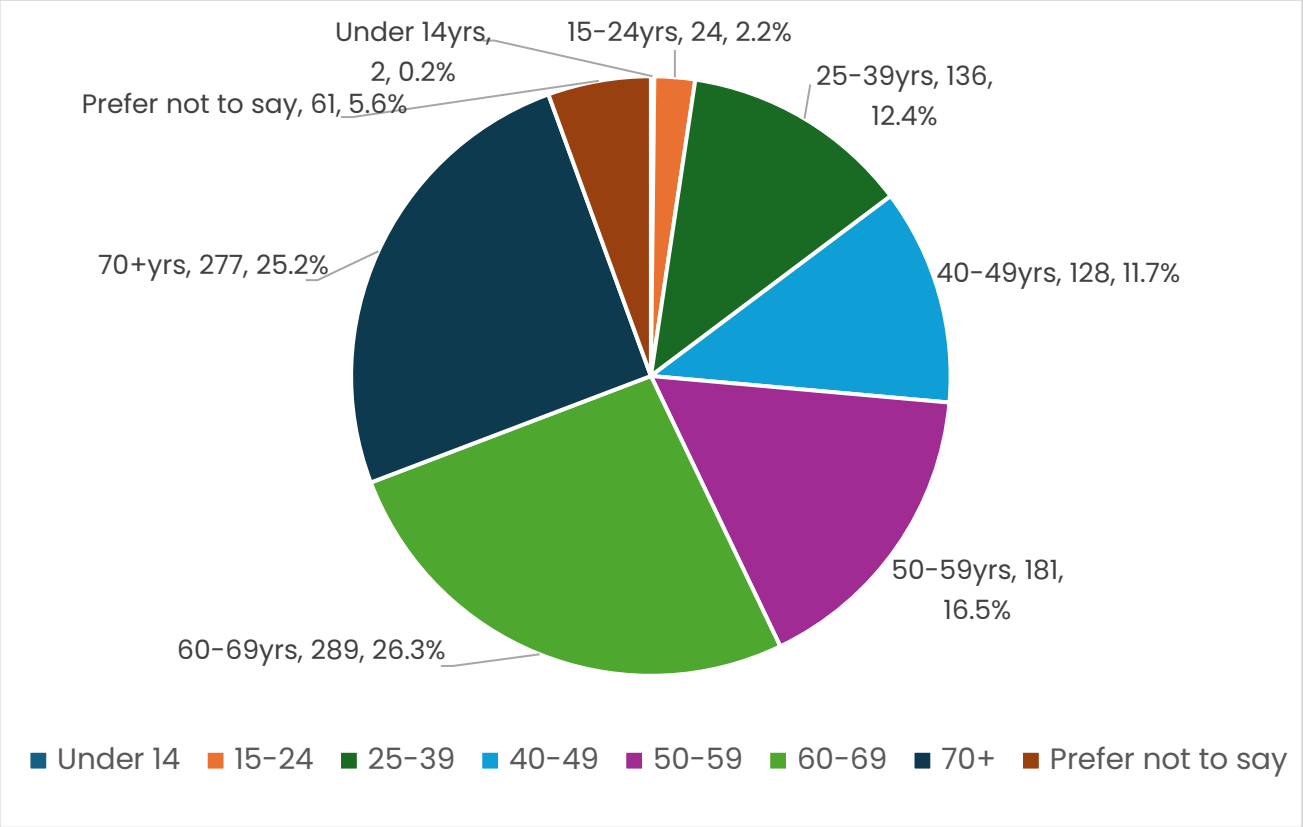
Further youth engagement was undertaken by working with a local Brownie and Guide unit and asking them to complete the activity "My Dream Green." Images of the responses can be seen later in this report.

Question 1: What is your connection to Swanage?



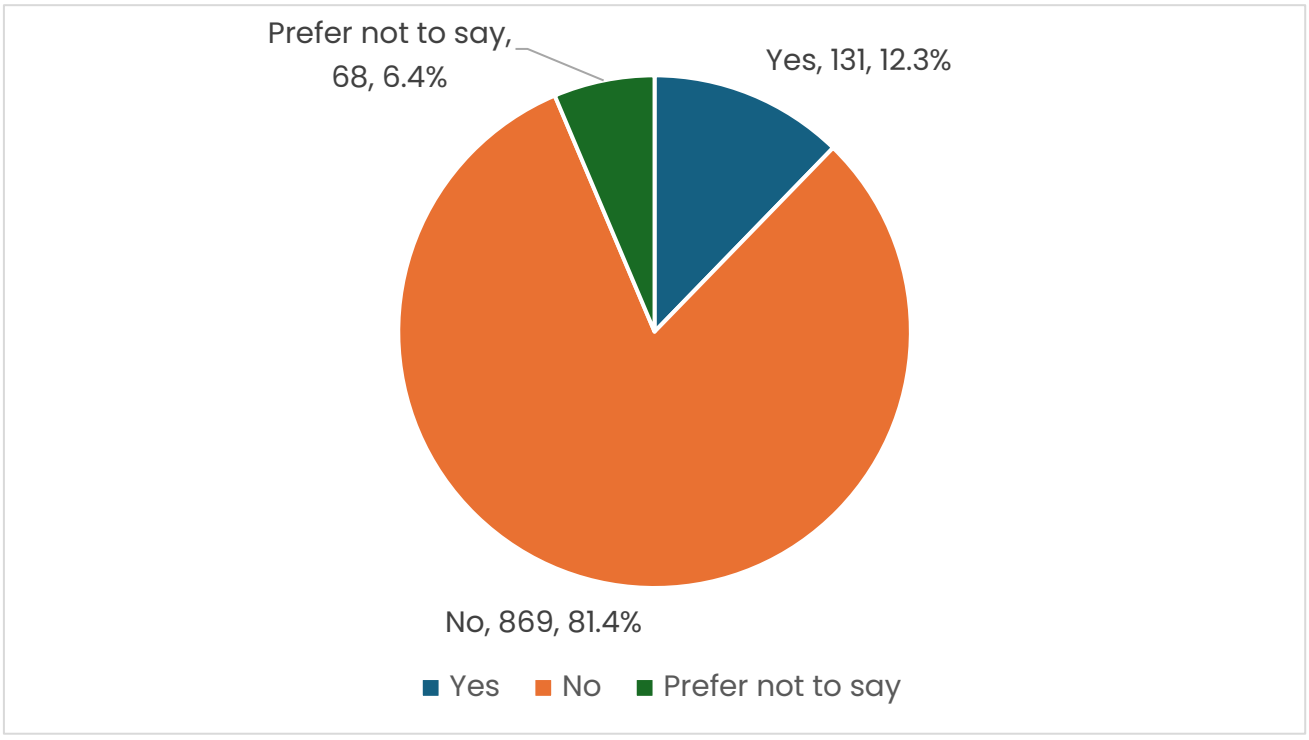
Mandatory Question – 1469 responses

Question 41: What is your age group?



1098 responses, 371 skipped

Question 42: Do you consider yourself to have a disability?

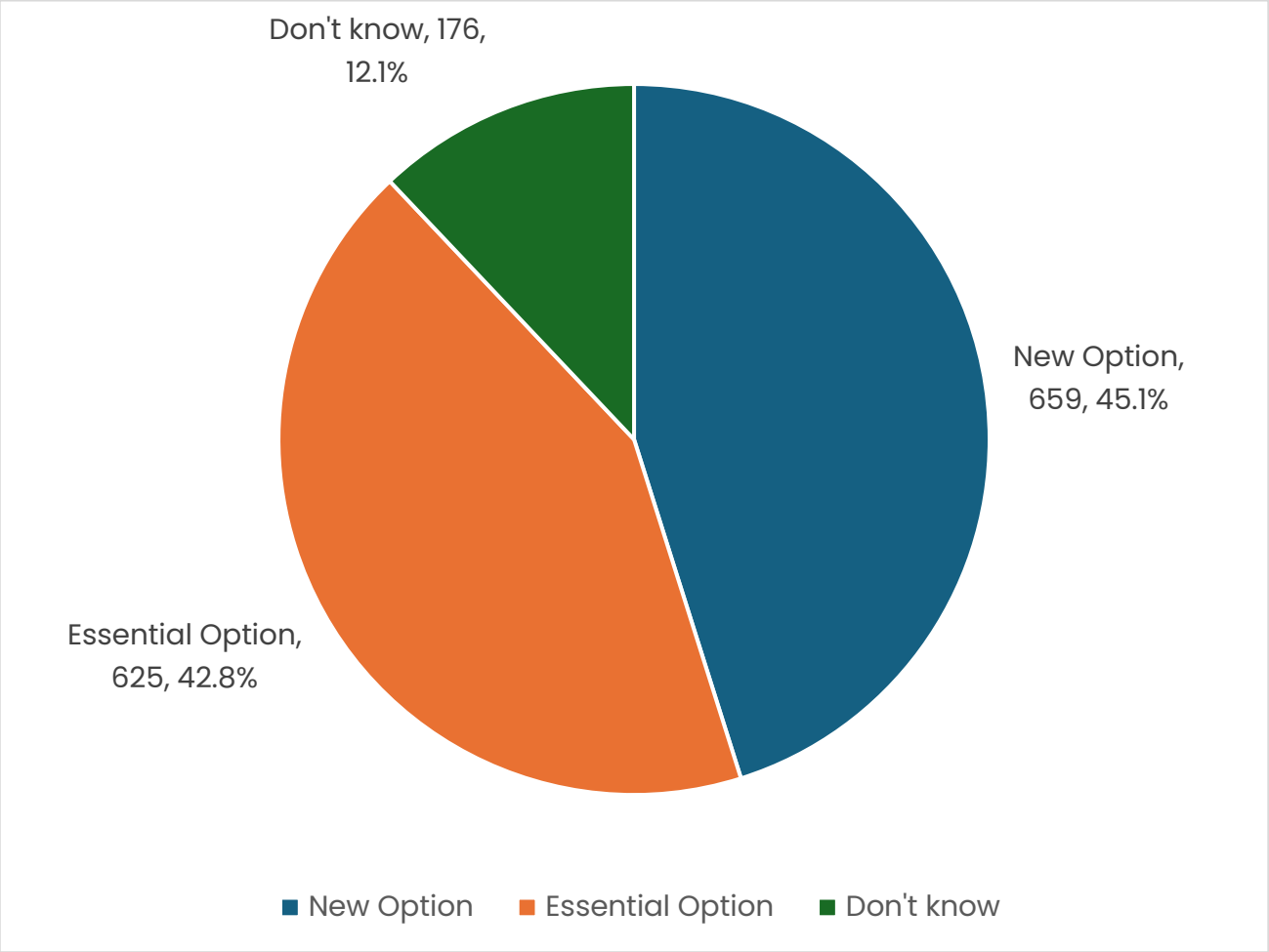


1068 responses, 401 skipped

Key Findings

Green Seafront Option Preference

Question 28: Given the two options presented, at this stage, which option would be your preferred scheme?



1460 responses, 9 skipped (skipped responses were from paper surveys)

The results for this preference question show 45.1% of respondents selecting the new option and 42.8% of respondents selecting the essential option.

We asked for comments on each of the options, details are below.

The New Option

313 respondents had comments to make on the new option. When asked **which category the comments related to** costs and funding was the most selected (161) followed by changes to Walrond Road (104) and the look and feel of the scheme (74).

Of those who preferred the new option, in summary it is seen as a transformative chance to reshape Swanage's seafront and create a unique space for future generations. The proposal is seen as a way to modernise Swanage, making it more attractive to visitors and enhancing its visibility from both land and sea. It was felt that local businesses are expected to benefit from increased footfall along the seafront, and the development is framed as a way to showcase Swanage's potential and boost its appeal.

Others described it as *"a once in a lifetime opportunity to significantly enhance the seafront"* and it was considered *"worth the investment to bring the area into the 21st century while respecting its heritage."* Comments emphasised the long-term benefits, with the belief that future generations will feel the impact. There's a strong sentiment that this is an opportunity not to be missed, especially given the potential improvements to green space. One comment suggests the extra £2 million for the enhanced option would be recouped through additional revenue generated by the improvements.

Comments included:

"It would be a huge, missed opportunity for Swanage if only the Essential option goes ahead."

"Having one larger area provides more scope for a comprehensive and attractive scheme capable of various sizes of activities."

"It's essential that it goes ahead to future proof the seafront for several decades to come."

The Essential Option

210 respondents made comments on the essential option. When asked which category these comments fitted in the following were the top categories:

- Costs and funding (106)
- Look and feel of the scheme (70)

People who commented felt the Essential Option was more cost-effective and a responsible use of public money, quicker to deliver, and better suited to Swanage's character. They saw it as a practical solution that addresses ground stability and preserves the town's charm and functionality. Comments mention that the essential option is adequate for both residents and visitors and keeps open space for play and recreation and is realistic and deliverable.

Further points raised included:

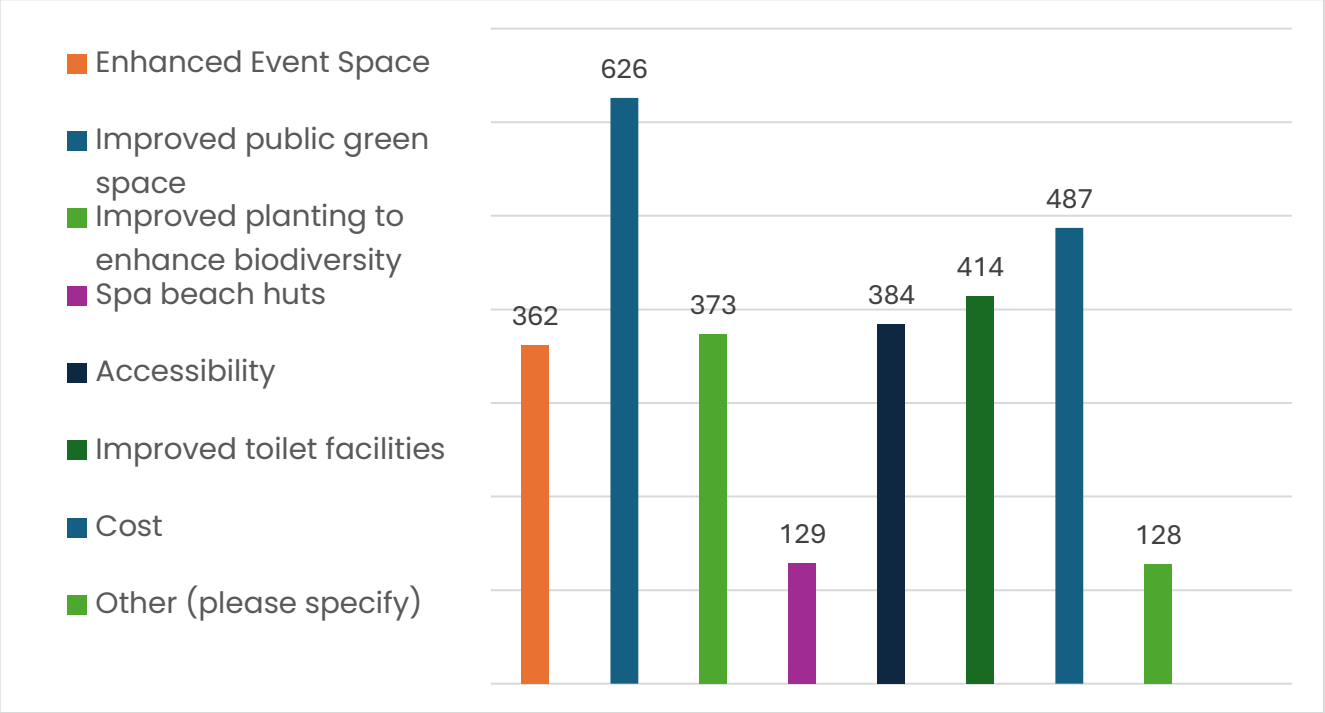
"The essential option solves the problem with ground stability, is most cost effective and perfectly adequate."

"The Essential Option maintains the unique look and feel of The Green Seafront, don't spoil it. Keep the current planting where possible and do not add extra trees along De Moulham Road. Retain the character and the undulating design of the walkway along the East / Shore Road side of Sandpit Field, with its excellent sea views."

"It keeps the same look and feel of the area and the real reason people come to Swanage."

In both options there were comments expressing concern for the costs and where the finances would come from in order to afford the works. Some respondents feel the £6.5 million cost of the new option is excessive. Several comments suggest the essential option (at £4.5 million) is more reasonable and sufficient to address the core issues. There is concern that the project will go over budget. However, there is also some aspiration that the project offers opportunity for further investment in the town.

Question 29: When making the final decision as to what option to deliver, what are the most important factors that you think the Town Council should take into consideration?



1135 responses, 334 skipped

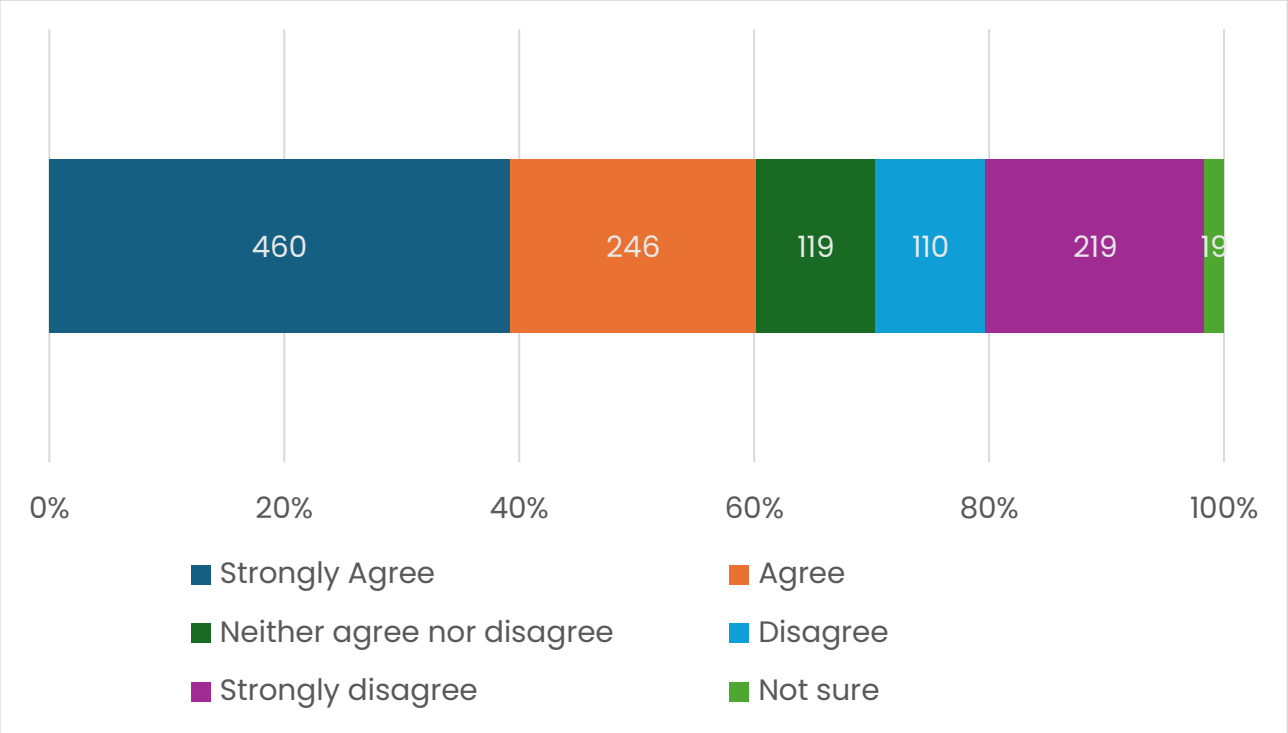
The priorities for respondents are improved public green spaces, the cost of the project, improved toilet facilities and accessibility. In the other comments there was also significant interest in improving community and cultural activities and a desire for better recreational and natural areas.

Results – Other Survey Questions

Walrond Road

Question 4: For the new option to facilitate the expanded event space, Walrond Road will need to be filled in, while retaining a pedestrian route from De Moulham Road to the seafront. Do you agree with the filling in of Walrond Road?

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
460 (39.2%)	246 (21%)	119 (10.1%)	110 (9.4%)	219 (18.7%)	19 (1.6%)



1173 responses, 296 skipped

Support for the proposal of filling in Walrond Road is relatively strong, with 60.2% of respondents either agreeing or strongly agreeing. Opposition is also notable, with 28.1% expressing disagreement (either strongly or somewhat). A small portion (10.1%) remain neutral, and only 1.6% are unsure.

358 people also **wrote a comment related to the proposed filling in of Walrond Road**. 69 respondents expressed strong support for filling in Walrond Road with details including to improve pedestrian access, safety, and event space, citing its underuse by vehicles and potential benefits for accessibility, environmental impact, and community activities. Additional benefits mentioned for filling in Walrond Road include improved pedestrian access, enhanced safety, better use of space for community activities, reduced traffic, cost savings on maintenance, and creating a more attractive and accessible seafront for residents and visitors.

22 respondents expressed strong opposition in comments to infilling Walrond Road, citing its importance for parking, vehicle access, and maintaining separation between quiet and event spaces. Concerns included loss of historical character, reduced accessibility for disabled users, and negative impacts on traffic flow, local identity, and scenic views.

Primary Event Space

Focussing on the New Option in this instance, respondents were asked for **any comments on the enhancements to the primary events space in the proposal**. This includes increased accessibility, a larger flatter event area plus electric and water points.

314 people responded to this question. Comments were categorised by the Dorset Coast Forum team to allow the contents to be summarised.

The most popular categories or 'tags' were:

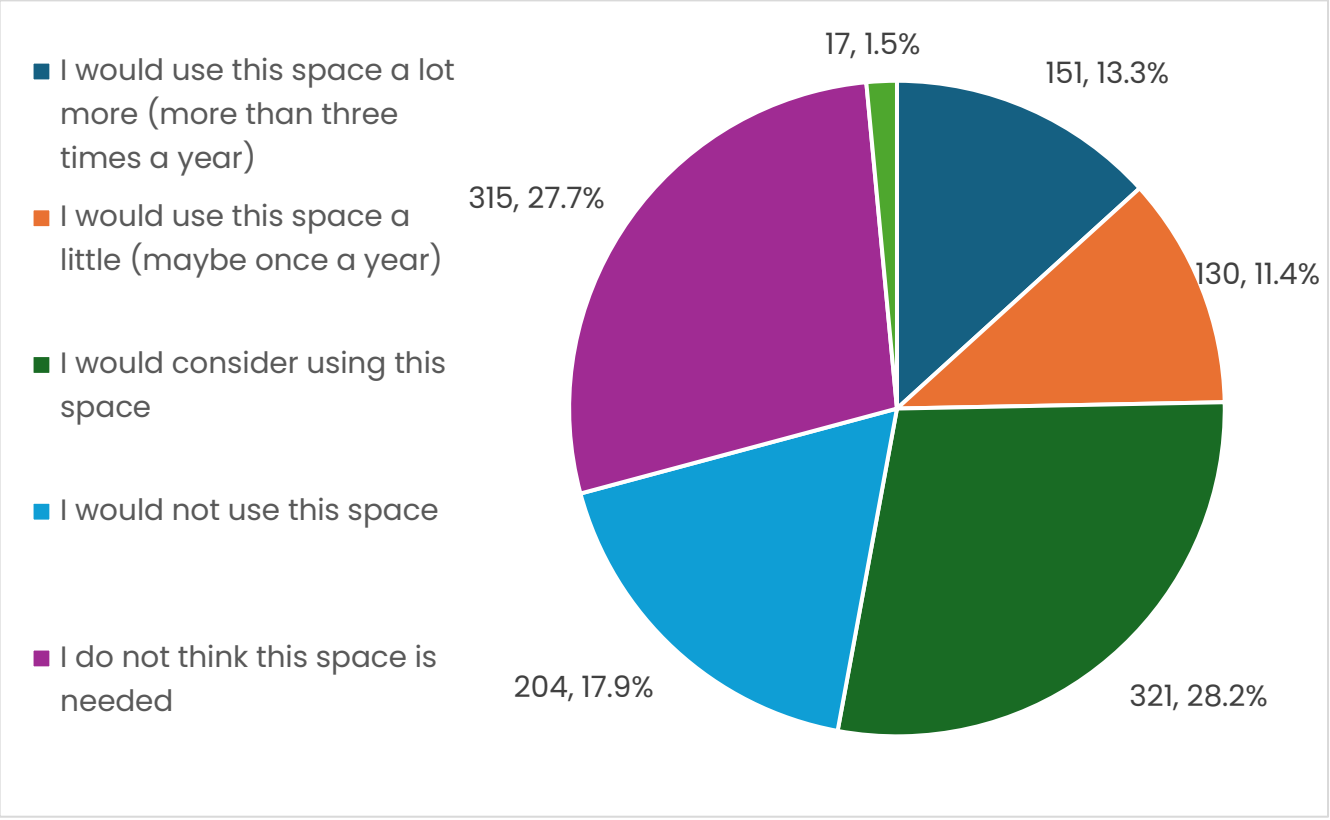
- Not needed / Unnecessary (57)
    - Many respondents feel that expanding or modifying the event space is unnecessary, as current facilities are sufficient and further changes would be costly, disruptive, and offer no clear benefit.
- Accessibility (30)
    - Respondents strongly support improving accessibility through measures like levelling paths, widening walkways, adding access points, and enhancing facilities, while ensuring changes are inclusive,

low-maintenance, and considerate of local character and congestion.

- Alternative idea / suggestion (29)
    - Residents proposed a range of improvements including sports facilities, nature play areas, and enhanced infrastructure such as water points, and showers. Suggestions also focused on keeping spaces open for community use, supporting youth facilities, and ensuring any changes benefit Swanage directly while preserving its natural and visual character.

Secondary Event Space

Question 6: To what extent do you feel you would make use of the secondary event space?



1138 responses, 331 skipped

Question 7: Please add here any further thoughts or comments you may have about the secondary event space.

The most popular categories or 'tags' were:

- Not needed / Unnecessary (104)
    - Views suggested existing venues like Prince Albert Gardens and the bandstand already meet local event needs and therefore an additional space could be seen as not needed.
- Keep public access (54)
    - Several comments highlight that the area is already well-used by locals and visitors for informal recreation and converting it into an event space would reduce its accessibility and enjoyment.
- Support improved event space (53)
    - Respondents commented on the potential for greater use across the community if the space is improved or designated.

Comments included:

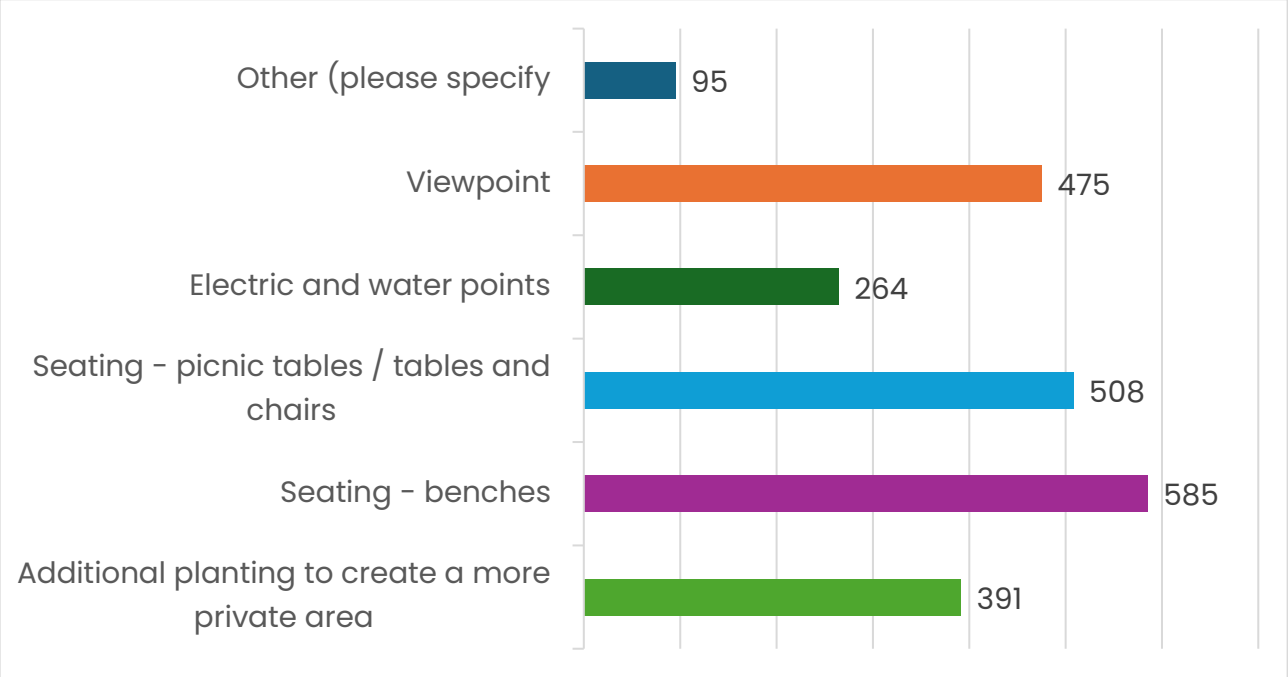
"This area is used by many people to sit and enjoy the views over the bay. There is plenty of room in Prince Albert Gardens and St George's without altering this area."

"It's a lovely idea - as long as there are constraints against noisy and late parties."

"I think many community groups would be able to use this space."

"This should remain a full free public access green space and costly enhancements are not needed. It's unclear how members of the public be excluded from private events in this area."

Questions 8: Please help us to think about the future of the secondary event space. If any of the following features were added, would you make use of them?



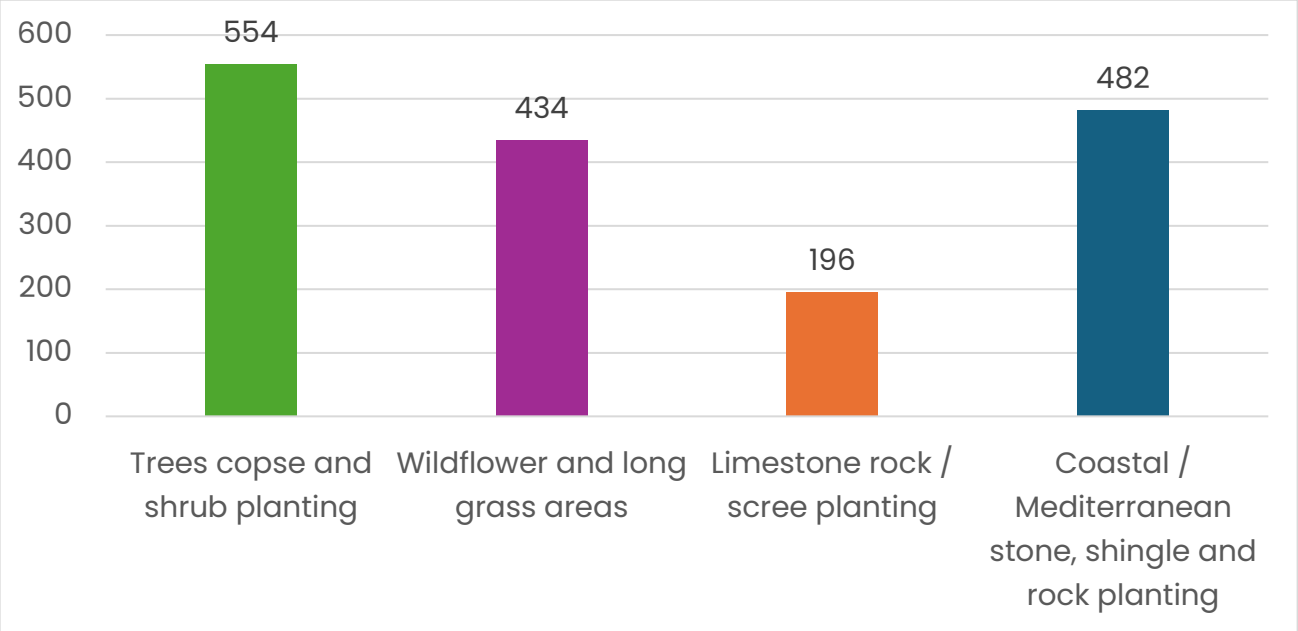
893 responses, 576 skipped

The most chosen response was seating – benches followed by picnic tables / tables and chairs and the viewpoint. Other responses include BBQ's, play areas, bins and rentable binoculars.

Additionally, types of seating mentioned in the comments for use across the site and not just in this secondary event space includes some with backs and hand rails to help people sit down and get up, those with space for a wheelchair to pull up alongside, seating in shade, some to take in the views and some which can be used for eating and drinking at.

Greenspaces and Planting

We asked respondents **to take a look at mood boards for the type of planting schemes that could be included on the Green Seafront.** All of them could be included in the options but **respondents were asked to select their top two preferences**.



973 responses, 496 skipped

Based on the chart, "Trees, copse and shrub planting" received the highest number of responses (554), indicating it is the most preferred option among respondents, while "Limestone rock / scree planting" was the least selected (196), suggesting lower interest in that approach.

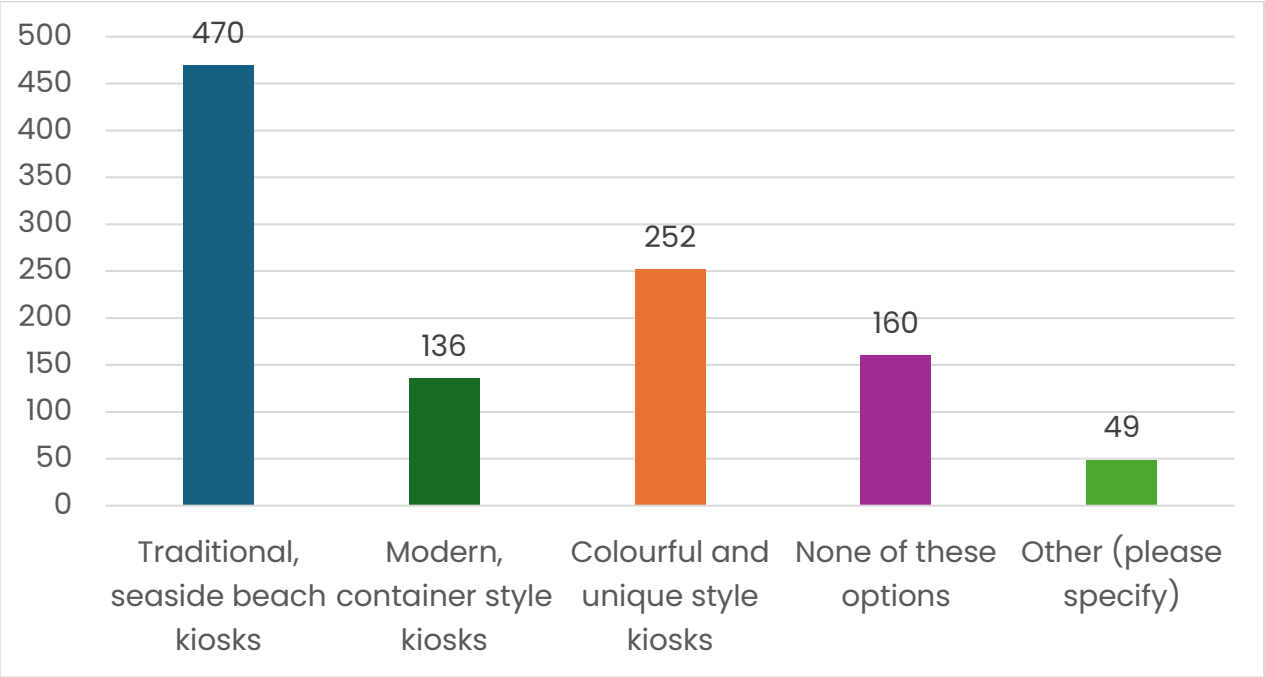
We then asked for **any further thoughts or comments regarding the planting schemes.**

The top tags within the comments were “low maintenance,” (33) “avoid blocking views,” (28) and “natural planting” (25). Respondents consistently advocate for planting schemes that are sustainable, climate resilient, and cost effective, favouring native species, shrubs, and trees that require minimal watering and upkeep, while expressing concern about the impracticality and short-lived appeal of high-maintenance options like wildflowers and bedding plants. Planting for fragrance and shade were also mentioned throughout comments.

Seafront Plaza

The seafront plaza is an element of the Green Seafront which was highlighted in the first round of consultation as appealing. In the new option it includes a kiosk café, outdoor seating as well as new accessible toilets.

Question 11: Taking into consideration the example design images on the project webpage or the project pack at Swanage Information Centre, please select which style of kiosk café you would prefer in terms of its look and feel?

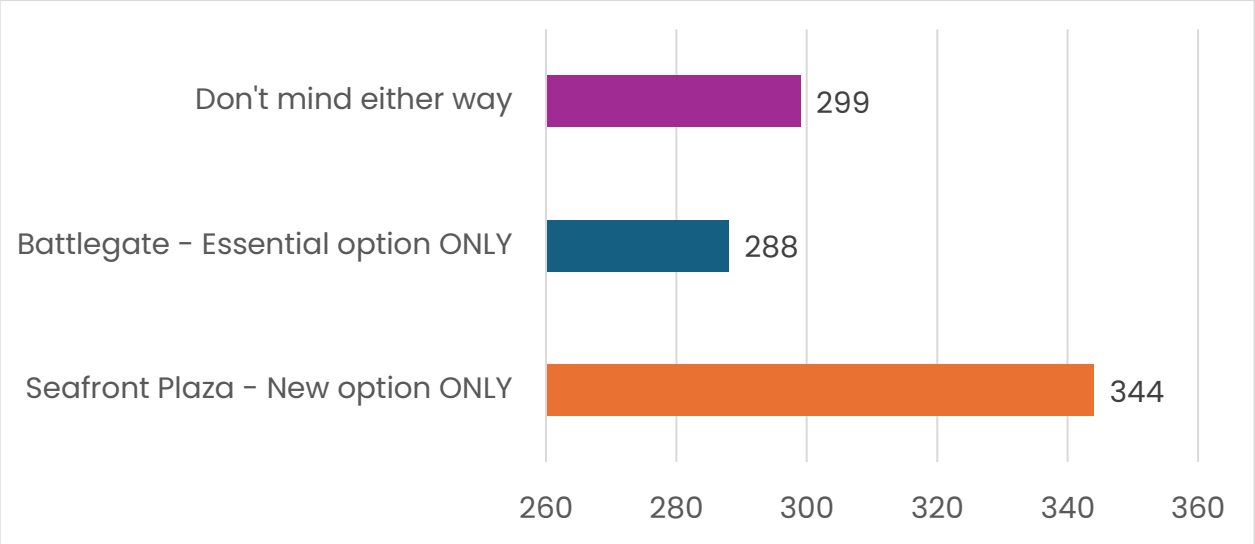


944 responses, 525 skipped

The most popular response is the traditional, seaside beach kiosks (470) followed by colourful and unique style kiosks (252). Comments welcoming the inclusion of accessible toilets and ideas for sustainable design and solar panels also feature. Whilst others fell this is not necessary and needs are met by existing facilities.

Next the survey asked about the location of toilets as this would be different depending on the options pursued. The essential option retains and improves toilets at Battlegate, whereas the new option would close these and install new accessible toilets at the seafront kiosk.

Question 12: Where do you feel would be the best location for the toilets?



931 responses, 538 skipped

Whilst the seafront plaza was the most selected option (344), the difference between the other options is not hugely significant with Battlegate (288) and "don't mind either way" (299).

Comments regarding the proposed toilets at the Seafront Plaza were generally supportive, with some respondents highlighting their usefulness during events on Sandpit Field, their accessibility and their potential to enhance the visitor experience along the promenade.

"When events are taking place on Sandpit field the Seafront loos would be a great addition."

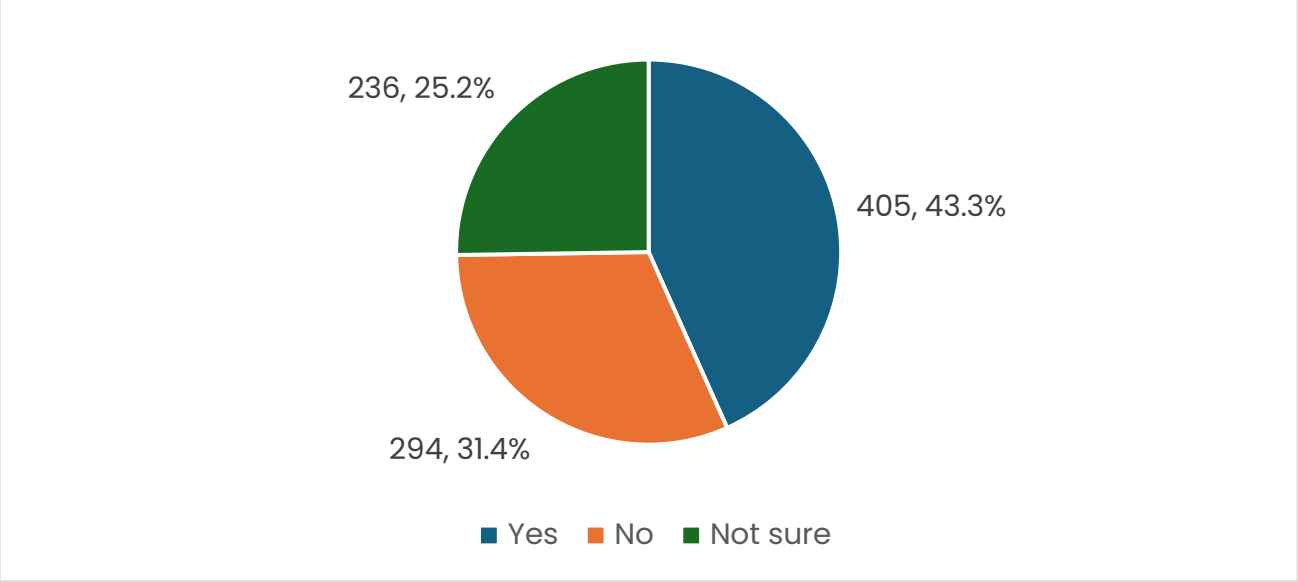
"I think it is essential to have the toilet facilities - the kiosk will just add to the charm of the walk."

"Accessible toilets are a must. The Steps at Battlegate might as well be a barricade for those of us with mobility issues."

A notable portion of feedback (56 out of 282 comments) expressed concern about the potential closure of the Battlegate toilets. These comments emphasized the importance of maintaining convenient facilities for families, and visitors.

Seating

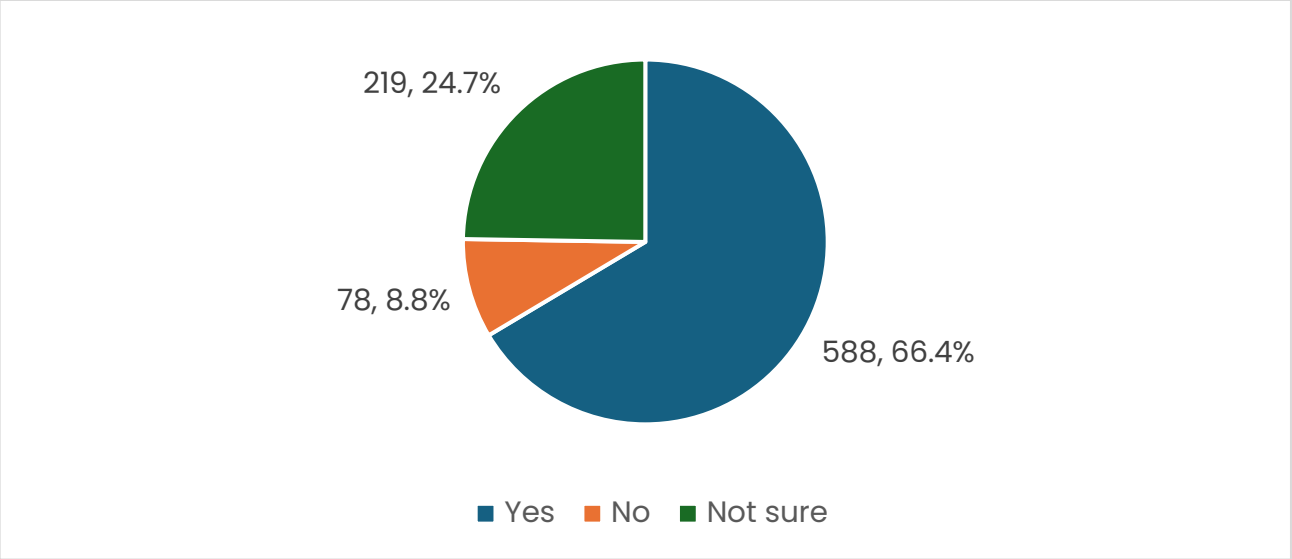
Question 14: Do you feel the amount of seating incorporated into the essential option design is sufficient? (a similar amount as there is currently)



935 responses, 534 skipped

405 or 43.3% of people felt there is sufficient seating in the Essential Option whereas 294 or 31.4% felt there was not. Around a quarter of people (25.2%) were not sure.

Question 15: Do you feel the amount of seating incorporated into the new option design is sufficient? (approx. 30 benches)



885 responses, 584 skipped

With the introduction of the new option, there was a notable increase in the number of people who felt there was sufficient seating (66.4%), up 23.1% from the essential option, representing 183 more responses. In contrast, only 8.8% responded "no" to the new option, a significant drop. The proportion of respondents who were "not sure" remained relatively consistent at 24.7%.

When asked for **any further comments on the seating** respondents strongly favour traditional seating styles such as “wooden or stone benches with backs” over modern designs, citing durability, low maintenance, accessibility for elderly and disabled users including those with areas for wheelchairs to pull up alongside them, and the importance of preserving Swanage’s character and heritage as a traditional seaside town. There were mixed comments on the wavy seating design suggested in the new option.

“I think additional seating is important. Not everyone wants to or is able to access the sandy beach easily and this would make the space an attractive option.”

“Plenty of seating will encourage people to stay and use the areas for longer. For those without gardens like elderly it will be encouraging.”

“Really like the architectural wavy style - it’s a more communal way of seating and appreciating a view.”

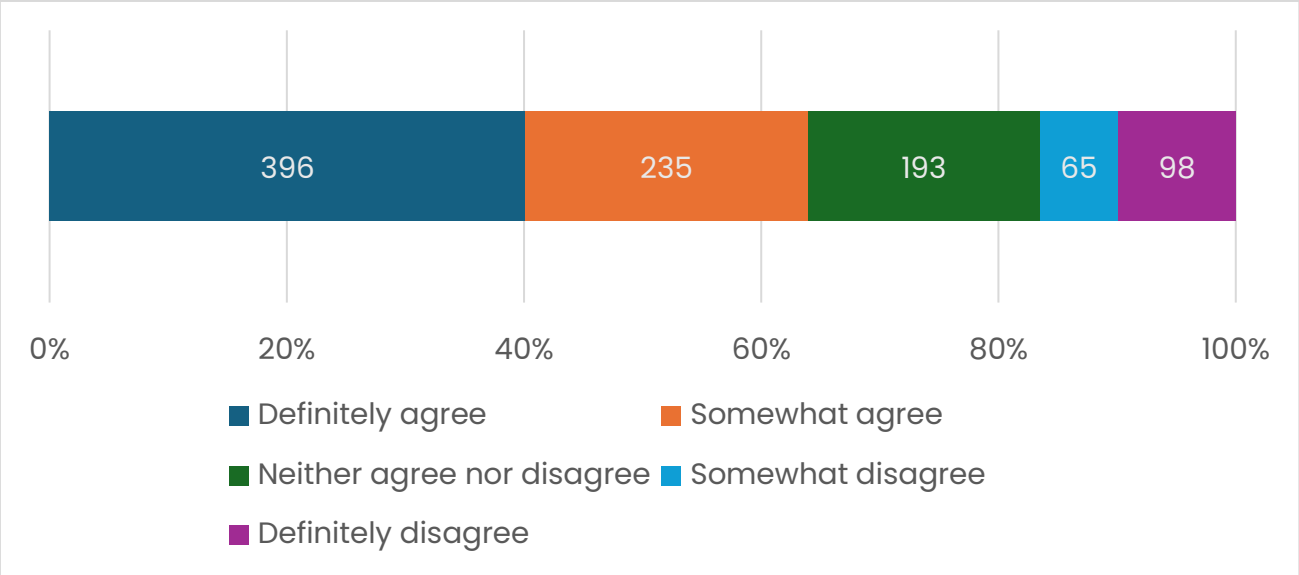
“The wavy seating area is attractive and mirrors Prince Albert gardens in a more modern way. However, importantly not useful for elderly and disabled people so traditional style benches are still key.”

“Seats need to be comfortable, not trendy, and must be hard wearing to last.”

Access and Accessibility

Question 17: To what extent do you agree with the following statement: "The new option design proposals improve overall access to the Green Seafront."

Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree
396 (40.1%)	235 (23.8%)	193 (19.6%)	65 (6.6%)	98 (9.9%)



987 responses, 482 skipped

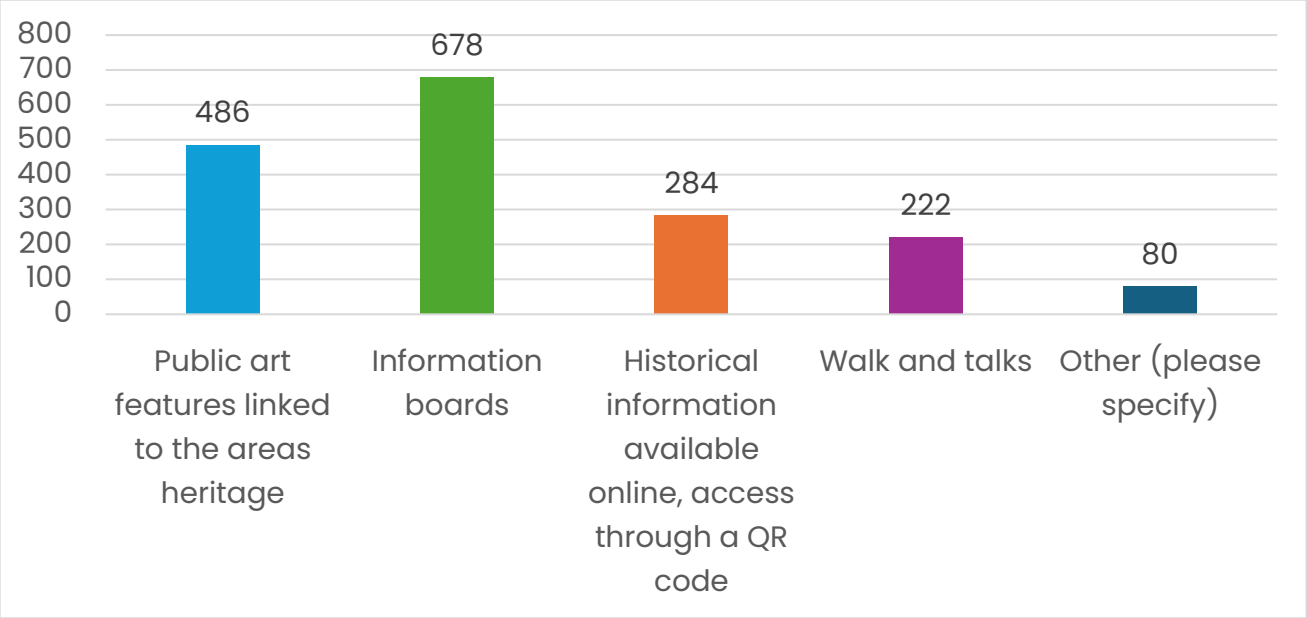
A majority of respondents felt that the new option design proposals improve overall access to the Green Seafront, with 631 people (63.9%) either definitely or somewhat agreeing. In contrast, only 163 respondents (16.5%) expressed disagreement to some extent, while 193 (19.6%) remained neutral. 175 people chose to **leave a comment on the proposed access improvements**. The most comments (27) on access were tagged with "alternative idea / suggestion."

Examples from these included:

- Hard-surfaced paths and circular walking routes around fields.
- Improved toilet facilities, including Changing Places facilities for youth and adults with specific needs.
- Better vehicle access management for events, with designated unloading zones.
- A direct pedestrian route from Shore Road to De Moulham Road without steps.

Points of Interest

Question 19: To enhance visitor experience and understanding of the Green Seafront's history and landscape, we are considering adding informational and interpretive elements. Please tick which of the following you would find most beneficial.



1006 responses, 463 skipped

Responses in the "other" section included a volunteer outdoor steward scheme, an art trail and a flag mast to see the wind direction. There were also comments on information boards being unobtrusive and low level with fun information on them, but some responses also expressed concern about cluttering the area.

Spa Beach Hut Area

Question 20: Taking into consideration the beach hut examples that are available to view on the project webpage or in the project pack at Swanage Information Centre. Please select which types of beach huts are your preference for the Spa Beach Hut area.

Respondents were then asked for **any further comments on the spa beach hut area**. 213 comments were received.

Overall comments reflect a strong preference for preserving Swanage's traditional seaside character and concern that modern or oversized huts may detract from that. Most used tags were "traditional," (28) "no more huts," (27) and "colour," (22).

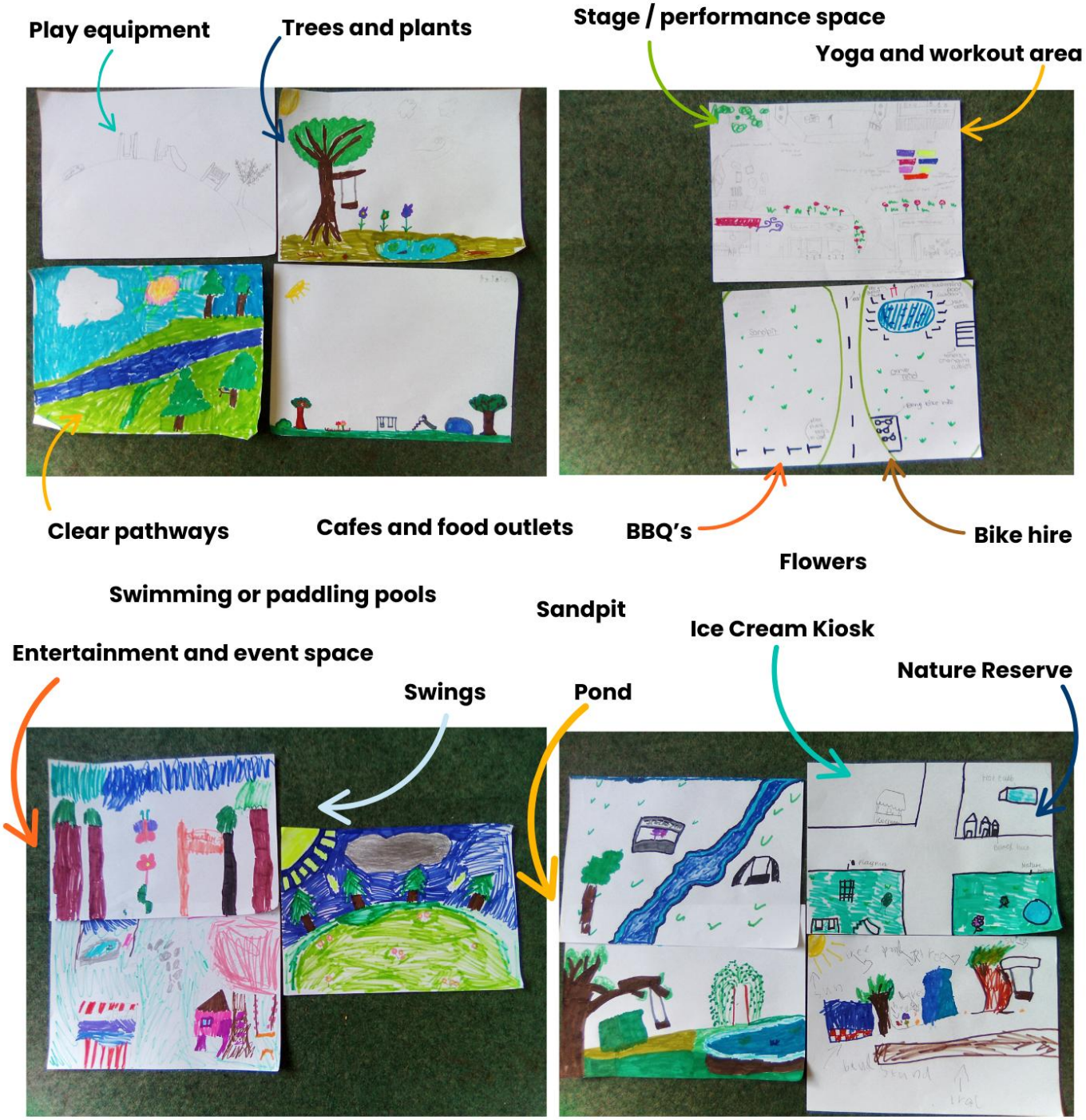
Design preferences mentioned include:

- Colourful but tasteful (e.g., pastel tones, not garish).
- Low-profile to preserve views from De Moulham Road.
- Matching existing huts near the Mowlem or Shore Road for cohesion.

Reasons for opposition to the huts include potential for a negative impact on the greenspace and views and increased pressure on parking and other infrastructure in the vicinity.

Youth Engagement

We asked a local Swanage Brownie Unit to take part in My Dream Green. Participants were aged 7 - 14. They were given the following instructions:
You have an open green field to spend time in. Please draw all the things you would like to have in the field. This can be nature or plants, things to do and see or places to relax.
Images of their creations are shown below.



Key Findings

Preference

The survey results show a higher preference for the new option, with a 2.3% difference (equivalent to 34 votes) compared to the essential option. While comments reflected both support and opposition for each option.

It should be noted that a significant number of people that voted against changes to Shore Road, also voted against the new option. This reflects a concern that the proposals were linked and therefore the results of either could influence the other. However, despite being presented at the same time, the two proposals are independent of one another and not conditional on the results.

Also, 176 (12.1%) people responded with “don’t know” indicating neither preference.

Recurring themes: Access and Accessibility

Access and accessibility were significantly highlighted within the responses to the survey, examples include:

- **Widespread Support for Improved Access**: 63.9% of respondents agreed to some extent that the proposed new option would enhance overall access to the Green Seafront.
- **Site-Wide Accessibility Enhancements**: Suggestions such as levelling the event space through land stabilisation were seen as effective ways to improve accessibility for all users.
- **Infrastructure Adjustments**: Proposals like filling in Walrond Road were supported to improve connectivity across the site, though it is important to balance this with concerns about potential impacts on beach access for walkers and vehicles.

- **Community Prioritisation**: Access was listed among the top three priorities by 384 respondents, just outside the overall top three, demonstrating its importance to a large portion of the community.
- **Support for Inclusive Design**: Respondents highlighted the need for wider walkways, level paths, and additional access points, particularly in relation to the Primary Event Space.

It is also important to note that "access" was interpreted in multiple ways by respondents; as physical infrastructure to aid movement, as inclusive design for diverse user groups, and as the number and quality of entry points to the site. This breadth of interpretation underscores the need for a comprehensive approach to accessibility that considers physical, social, and experiential needs.

Recurring themes: Budgets and Cost

Budget and cost considerations were among the most frequently mentioned themes in the survey, indicating that the cost of the project is a key concern for the community. Respondents expressed a range of views, from cautious spending to support for strategic investment and requested more detailed information is shared on the financial elements of the project before decisions are made.

Key insights include:

- **High Frequency of Budget-Related Comments**: Cost and budget were the most commonly tagged themes in open responses for both the new and essential options.
- **Cost-Saving Suggestions**: Filling in Walrond Road was identified by some as a potential cost-saving measure along with reusing infrastructure that already exists on the site.
- **Concerns About Long Term Costs**: Respondents raised questions about ongoing maintenance and the sources of funding for future upkeep.

- **Preference for Low-Maintenance Design**: There was support for cost-effective planting and infrastructure that would reduce future maintenance needs.
- **Diverging Views on Investment**: While some felt current facilities were adequate and questioned further spending, others saw this as a unique opportunity to invest in the town's future.

Recurring themes: Design Features

Survey responses revealed strong preferences for specific design features that enhance both the functionality and character of the Green Seafront. These preferences reflect a desire for thoughtful, inclusive, and aesthetically appropriate improvements as well as including the features that encapsulate the beauty and history of Swanage.

Key insights include:

- **Support for Filling Walrond Road:** A majority (60.2%) of respondents to this question supported this feature, indicating broad approval for its inclusion in future plans.
- **Inclusive and Varied Seating Options:** Respondents requested a range of seating types, including benches with backs and handrails for comfort and accessibility, picnic benches and talking benches to encourage social interaction, seating integrated into retaining walls and alcoves for gathering as well as seating where wheelchairs or pushchairs can be pulled up alongside. There was support for wavy seating incorporated into the New Option design.
- **Low-Maintenance, Natural Planting:** Both general survey participants and youth engagement groups expressed a preference for natural planting and trees that require minimal upkeep.
- **Architectural Character:** Buildings should reflect traditional seaside styles to preserve the unique charm and heritage of Swanage.

- **Educational and Enjoyable Information Boards:** Respondents supported unobtrusive signage that offers a mix of fun and educational content without detracting from the natural beauty of the site.

Recurring themes: Alternative Ideas and Suggestions

In addition to feedback on proposed design features, many respondents offered alternative ideas and suggestions that reflect how the community currently uses and envisions the Green Seafront. These ideas emphasise sustainability, accessibility, and preserving the unique character of Swanage.

Ideas included:

- **Sustainable Infrastructure**: Proposals such as solar panels for beach huts and kiosks highlight a desire for renewable energy solutions that reduce environmental impact and operational costs.
- **Water Refill Stations**: These were suggested to support sustainability and convenience for visitors, aligning with broader environmental goals.
- **Community-Oriented Facilities**: Ideas included recreational equipment, used for sports or play, and spaces that encourage daily use and social interaction as well as shaded areas and suggested viewpoints to take in the surroundings.
- **Event-Specific Improvements**: Some suggestions focused on enhancing infrastructure to better support community events and seasonal activities.

More Information

Throughout the engagement process, it became clear that many participants were seeking detailed and locally relevant information about the project. This was reflected both in the volume of questions asked and the strong attendance at in-person events, indicating a high level of public interest and emotional investment in the future of the Green Seafront.

Participants shared how they use the space regularly, such as for dog walking, sitting, and socialising, as well as during larger events, highlighting attachment

to specific features and routines. They highlighted how any plans needed to allow for all activities that currently take place should continue and any disruption or modifications should be well publicised.

Many questions focused on details that are either undecided or highly specific to individual areas of the site, showing a need for clear communication around what is known, what is being considered, and what remains to be decided. It is apparent that as the project evolves the community wishes to be involved and included in decisions and to be informed of the process throughout.

For more details visit:

https://www.dorsetcoasthaveyoursay.co.uk/swanage-green-seafront-stabilisation

or contact Dorset Coast Forum on

dorset.coast@dorsetcouncil.gov.uk

Appendix 1

Survey Anomalies

Overview

Dorset Coast Forum (DCF) noted that there were changes in submission patterns during the course of the survey. Between the survey opening date of 1st May and early June there was a fairly steady rate of submissions (an average of 16, per day), with most respondents completing the questions fully and only skipping a few. Whilst we would expect an increase in submissions as an engagement period is open, and gain momentum from our events and publications, there were some trends in this engagement which were unexpected.

The following trends were noted from 9th June:

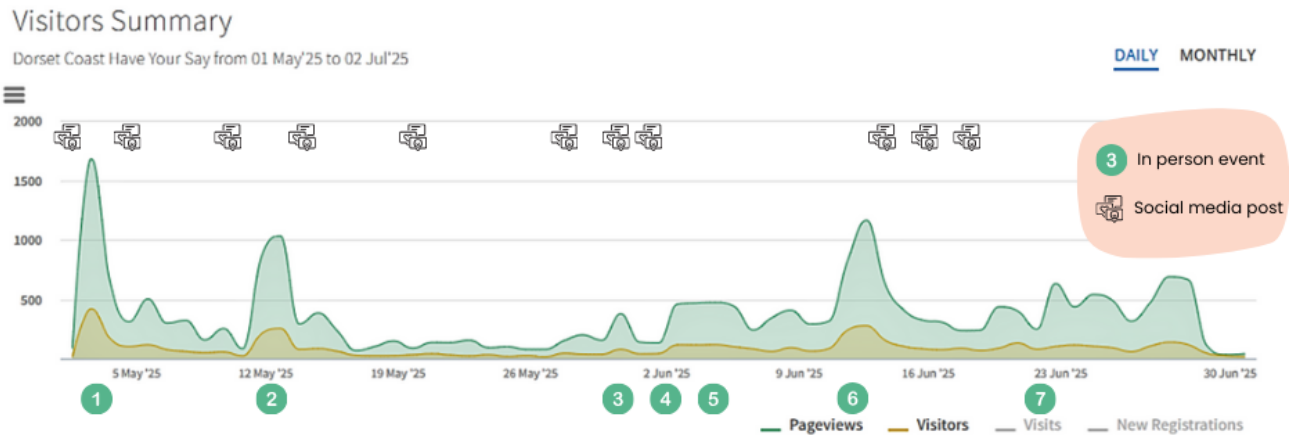
- An increased submission rate (an average of 34, per day)
- A high number of submissions in quick succession (208 from the 10th – 14th June)
- Submissions through the night at regular intervals (See table below)

11th – 12th June	**12th – 13th June**
Jun 11 25 10:46:05 pm	Jun 12 25 10:15:54 pm
Jun 11 25 10:53:50 pm	Jun 12 25 10:19:24 pm
Jun 11 25 11:06:24 pm	Jun 12 25 10:20:17 pm
Jun 11 25 11:50:18 pm	Jun 12 25 10:47:46 pm
Jun 12 25 12:05:17 am	Jun 12 25 11:34:00 pm
Jun 12 25 12:17:40 am	Jun 13 25 12:41:04 am
Jun 12 25 12:26:15 am	Jun 13 25 12:42:24 am
Jun 12 25 12:31:58 am	Jun 13 25 12:43:01 am
Jun 12 25 12:57:32 am	Jun 13 25 12:52:06 am
Jun 12 25 04:54:19 am	Jun 13 25 06:34:56 am
Jun 12 25 05:34:11 am	
Jun 12 25 05:42:28 am	
Jun 12 25 06:54:16 am	

This table shows the submission times overnight.

- Accelerated skipping of questions (for example, 16 submissions between 4.10pm and 5.10pm on 23rd June, with only mandatory questions answered)

We note that this pattern continued to some degree until the end of the engagement period. If we look again at the visitor summary chart, we can also see a peak just after the 9th June and further subsequent peaks until the end of the engagement period.



We have therefore separated these results out to investigate whether there are any changes in results. The two segments are surveys submitted from 1st May – 9th June (segment 1) and then 10th June – 29th June (segment 2).

It is important to note that the results from both segments **are** included in the overall data analysis, so have been considered, but we need to compare the data from this set of submissions with the remaining submissions to gain an understanding of the differences.

It should also be noted that:

- The total number of submissions which answered **only** the required questions was 27
- There are 346 submissions which have been traced by survey host Granicus as only visiting the survey and not the main webpage. 139 of these were submitted in segment 1 and 207 in segment 2

However, for the purposes of this report we are focussing on the changes between the dates.

Our Concerns

Some submissions appear to have come from an external source, possibly the website mentioned below.

The website was set up independently and without consultation with Dorset Coast Forum or other project partners. Within it was an embedded link direct to the DCF survey and not to the supporting information. The main issues with this website were:

- It told people what questions to answer in order to complete the survey
- There were no links to the supporting information to be considered before completing the survey
- A colour code system was used to direct answers on the key Shore Road ranking preferences. This 'traffic light' colour coded system indicated a colour for each option, which were very leading
- There were external additional comments added to each of the Shore Road options, which again were very leading
- The website was focussed on the Shore Road elements of the survey but will have implications on the Green Seafront preference which must also be answered in order to complete the survey
- We were also informed of a door knocking campaign where those who answered were encouraged to participate in the engagement but via the NSTC website and not directly visiting the Have Your Say webpage

Why is it important that individuals complete the surveys without influence from others?

Dorset Coast Forum deliver engagement with various statutory and non-statutory organisations in order to provide a neutral and informative experience. We are independent and aim to reach the views of communities along the Dorset Coast.

We share information via our webpages and at our engagement events to give as much information to the community in order for them to take part and make

informed decisions regarding their views, preferences and feedback. We aim to engage with all viewpoints, stakeholders and groups who are linked to our projects regardless of their views on the scheme.

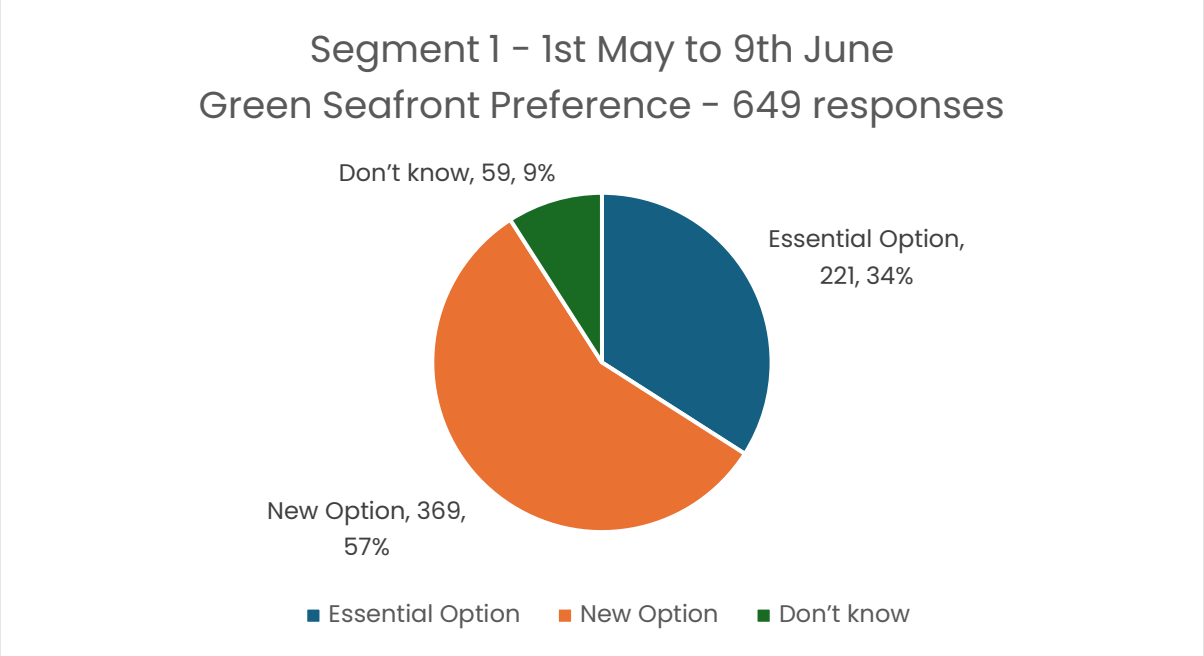
DCF are not part of the decision-making process, but we do share details of a community response to decision makers, and this response has influence over decisions that are made. It is therefore important to DCF that everyone has their say and that no-one is persuaded to respond in a certain way. Everyone should be treated fairly and with respect and be able to give their own point of view without being influenced by others.

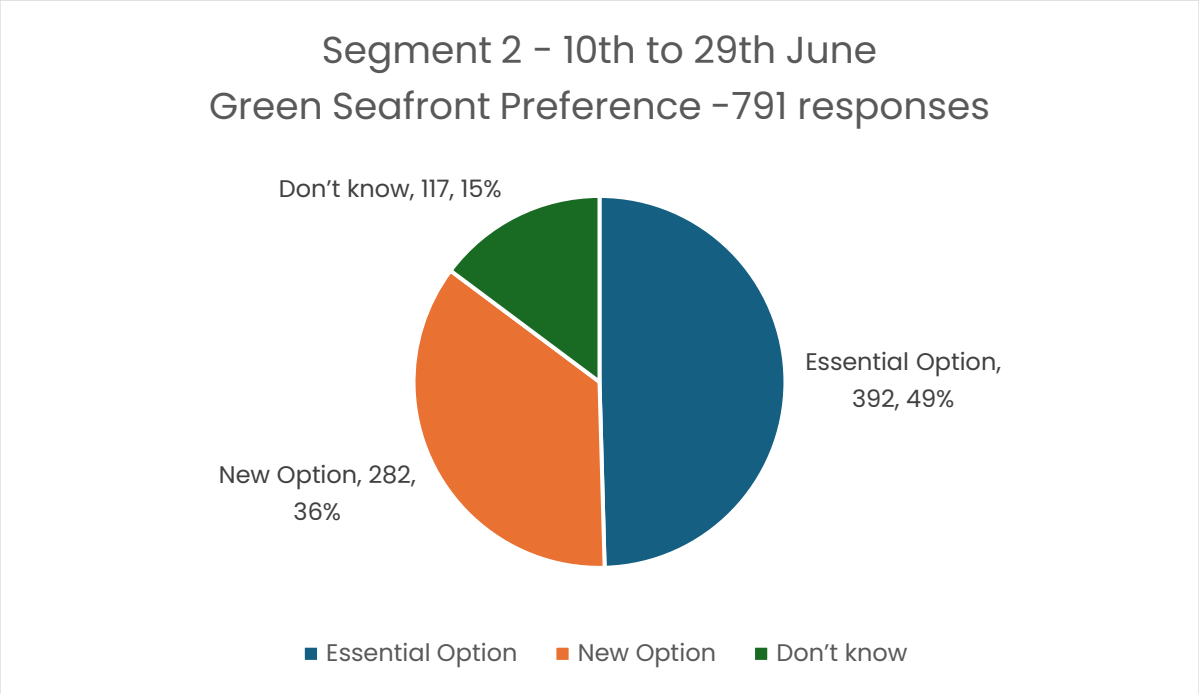
Segmented Results

Green Seafront Preferred Option

The two segments are surveys submitted from 1st May – 9th June (segment 1) and then 10th June – 29th June (segment 2).

Question 17: Given the two options presented, at this stage, which option would be your preferred scheme?





Differences between the two sets of data

In segment 2, the **Essential Option** saw a notable increase from 34% to 49% indicating a stronger preference compared to segment 1. Meanwhile, the **New Option** dropped significantly from 57% to 35%, suggesting it was viewed as less appealing over time. Additionally, uncertainty rose, with **Don't know** responses increasing by over 5%.

Impacts of these Anomalies

Decision Making

All views will be taken into consideration; however, it will be recognised that some of the data from segment two may not have come from a secure source.

Both Swanage Town Council and Dorset Council Highways have been made aware and will take into consideration those who feel they are most impacted by any future changes.

It is clear that some people connected to Swanage have major concerns on the proposals related to Shore Road, and that some of the responses to the survey may have had implications on the results for the Green Seafront elements. All this information needs to be observed as part of the decision-making process.

Next steps

- Ensuring future surveys are more secure to protect submissions made by all those involved, through:
    1. Enabling ReCAPTCHA on all surveys hosted on the Dorset coast Have Your Say website. ReCAPTCHA is used to protect websites from abuse
    2. Allowing only "Registered single participation type" on our future surveys
    3. Setting up the registration page on Have Your Say so that future surveys require users to create an account in order to participate
    4. Detailing on paper surveys that if required questions are unanswered, this would invalidate the response.

Appendix 2

Who's who?

Swanage Town Council is the project lead for the Green Seafront Stabilisation Scheme covering Sandpit Field and Weather Station Field and the Spa. It presented options for the project in 2023 and upon review returned with a revised option in this engagement.

Dorset Council is the project lead for the Shore Road scheme. It became involved with the project based on the feedback received in the first round of Green Seafront engagement in 2023 concerning pedestrian safety and accessibility on Shore Road. It then prepared options for Shore Road which were presented in this round.

Dorset Coast Forum (DCF) is the Stakeholder Engagement Lead. This involves managing the stakeholder and community engagement, delivering engagement events, presentations, consultations, surveys, schoolwork and community group talks. DCF also act as a neutral body, facilitating meetings and workshops between partners, stakeholders and the community.

Appendix 3

Swanage Green Seafront and Shore Road Survey 2025

Having looked at the options and all of the information provided on the project webpage (https://www.dorsetcoasthaveyoursay.co.uk/swanage-green-seafront-stabilisation) or the project pack held at Swanage Information Centre, we invite you to participate in our survey to share your thoughts.

Your feedback is important in guiding the Town Council's decisions for the future of the Green Seafront and Shore Road area.

Thank you for taking your time to complete the survey, it will take about 20-30 minutes to complete. You can skip questions if you do not have an answer, however, some questions are mandatory.

Please return your competed paper survey to Swanage Information Centre, or post to Dorset Council, County Hall (address at the end of this survey).

The survey will close on Sunday 29th June.

1. **What is your connection to Swanage?**
   ***This is a mandatory question**

Swanage Resident		Visitor	
Work/Business in Swanage		Second Homeowner	
Purbeck Resident		Other (please specify)	

Other.....

2. **Please provide the first half of your postcode**

.....

Event Spaces

Primary Event Space

The event space on Sandpit Field is a key driver for the local economy, attracting visitors to Swanage each year for a wide range of events including the Swanage Carnival. To enhance and preserve this vital space, the **new option** offers a slightly larger and flatter event area than currently available.

Information on the new option is available on the project webpage or at the Swanage Information Centre.

Other key improvements include:

- **Enhanced electric and water points** installed at various suitable locations.
- **Increased access points** to the event space.

3. **Please add here any suggestions or comments you may have about the enhancements to the events space.**
   Leave blank if you do not have any comments to add.

For the **new option** to facilitate the expanded event space, Walrond Road will need to be filled in, while retaining a pedestrian route from De Moulham Road to the seafront. This approach not only creates a larger event field but also provides a cost-effective solution for disposing of construction spoil, reducing the costs and environmental impact of transporting waste off-site.

4. **Do you agree with the filling in of Walrond Road?**

Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Not sure

5. **Please add here any further thoughts or comments you may have about the proposal to fill in Walrond Road.**
   Leave blank if you do not have any comments to add.

Secondary Event Space

The new option incorporates a secondary event space next to the spa beach hut area which could be booked for use by families or groups for small events and daytime celebrations such as, weddings and birthdays. This offers a natural space with a small shelter, views of the seafront and access from De Moulham Road.

6. **To what extent do you feel you would make use of the secondary event space?**

I would use this space a lot (more than 3 times a year)		I would not use this space	
I would use this space a little (maybe once a year)		I do not think this space is needed	
I would consider using this space		Other (please specify)	

Other.....

7. **Please add here any further thoughts or comments you may have about the secondary event space.**
   Leave blank if you do not have any comments to add.

8. **Please help us to think about the future of the secondary event space.**
   If any of the following features were added, would you make use of them?

   Tick features that are of interest to you. Please note that elements may not be immediately added to the space in the first instance, allowing the space to evolve over time.

Additional planting to create a more private area		Electric and water points	
Seating - Benches		Viewpoint	
Seating – Picnic tables /Tables and chairs		Other (please specify)	

Other.....

Green Space and Planting

The **new option** contains significant additional planting to benefit nature and enhance the landscape. The essential option will provide some additional planting in certain locations with replacement planting where necessary due to the stabilisation works.

In the first round of consultation, enhanced planting for nature and biodiversity was highlighted as important by the community, with 53% of respondents strongly agreeing that "Improving the green space through increasing the range of planting to significantly improve biodiversity, increase natural shade, attractiveness, and interest" was a key feature of a new Green Seafront scheme.

The **new option** includes significant enhancements to the green spaces. Please see examples of planting themes featured on the project webpage or project pack at Swanage Information Centre, which can be incorporated into the final design.

9. **Please pick your top two planting schemes from those listed below.**

Trees, copse and shrub planting		Limestone rock / scree planting	
Wildflower and long grass areas		Coastal / Mediterranean stone, shingle and rock planting	

10. **Please add here any further thoughts or comments you may have about the planting schemes.**
    Leave blank if you do not have any comments to add.

Seafront Plaza

In the first round of consultation, 59% of respondents said a Seafront Plaza and café would be an important feature of the Green Seafront scheme. This has been incorporated into the new option with a kiosk café, outdoor seating and paved area. 53% of respondents also strongly agreed that accessible public toilets and shower facilities were an important feature of a new Green Seafront scheme.

The **new option** has a new toilet block incorporated into the design. This block would be located in the plaza area, alongside the new kiosk café and include four unisex toilets in total, two of which would be accessible. The current toilets at Battlegate (northern end of Shore Road) would close.

The **essential option** would not have any new facilities and instead there would be improvements made to the Battlegate toilets. However, it is not possible to add accessible facilities at Battlegate.

11. **Taking into consideration the example design images on the project webpage or the project pack at Swanage Information Centre, please select which style of kiosk café you would prefer in terms of its look and feel?**

Traditional, seaside beach kiosks		None of these	
Modern, container style kiosks		Other (please specify)	
Colourful and unique style kiosks			

Other.....

12. Where do you feel would be the best location for the toilets?

Seafront Plaza (NEW OPTION only)		Battlegate (ESSENTIAL OPTION only)		Do not mind either way	

13. **Please add here any further thoughts or comments you have about the proposed seafront plaza area.**
Leave blank if you do not have any comments to add.

Seating

In the previous consultation, many respondents emphasised the importance of additional benches and seating. In both options, existing benches on the Green Seafront will be retained, although their locations may move slightly.

The **new option** will incorporate approx. 30 benches. It also incorporates architectural wavy-style seating at the bottom of Weather Station Field. An example of the wavy-style seating is available to view on the project webpage or the project pack held at Swanage Information Centre.

The **essential option** incorporates approx. 25 benches, the same number of benches that there is currently.

14. Do you feel the amount of seating incorporated into the ESSENTIAL OPTION design is sufficient? (a similar amount as there is currently)

Yes		No		Not sure	

15. Do you feel the amount of seating incorporated into the NEW OPTION design is sufficient? (approx. 30 benches)

Yes		No		Not sure	

16. **Do you have any comments in relation to the style, amount and location of the seating? Please add your comments here.**
Leave blank if you do not have any comments to add.

Access and Accessibility

In the last consultation accessibility to the site was an important feature highlighted by the community with 76% of respondents stating it was an important aspect of any Green Seafront scheme.

The **new option** provides improvements to accessibility such as:

- **An accessible seafront plaza including two accessible toilets**
- **A new accessible footpath from Shore Road to Sandpit Field**
- **More access points to the Green Seafront from De Moulham Road**
- **A pathway around the Green Seafront**
- **11 new accessible beach chalets and an accessible toilet for use by beach chalet users**

17. To what extent do you agree with the following statement:

The new option design proposals improve overall access to the Green Seafront

Definitely agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Definitely disagree

18. Please add here any further thoughts or comments you may have about the proposed access improvements.
Leave blank if you do not have any comments to add.

Points of Interest

The Green Seafront currently features the Weather Station and the World War II Gun Emplacement. While the Weather Station will remain, the Gun Emplacement will be removed and digitally documented.

19. To enhance visitor experience and understanding of the Green Seafront's history and landscape, we are considering adding informational and interpretive elements.

    Please tick which of the following you would find most beneficial.

Public art features linked to the area's heritage		Walks and talks	
Information boards		Other (please specify)	
Historical information available online, accessed through a QR code			

Other.....

Spa Beach Huts and Chalets

The **new option** proposals include changes to the Spa Beach Hut area to enhance accessibility in some locations and optimise the use of space.
Key features include:

- **46 beach huts** in total, including 23 beach chalets
- **A new accessible toilet** and washing up area exclusively for chalet users
- **Two types of beach huts are proposed** (neither includes overnight accommodation):
  - Larger, better-equipped chalets located in the upper half of the area
  - Smaller, simpler beach huts situated closer to the beach
- **Accessibility: Eleven of the chalets will be accessible**
- **Improved layout:** The design maximizes space in front of each beach hut and chalet for user convenience
- **Enhanced aesthetics:** The area will be upgraded to improve its overall look and feel

In the **essential option** 35 beach huts will be provided, similar to those currently at the Spa Beach Hut area.

20. **Taking into consideration the beach hut examples that are available to view on the project webpage or in the project pack at Swanage Information Centre.**
    Please select which types of beach huts are your preference for the Spa Beach Hut area.

Traditional Style		Modern Style	
Colourful Style		Other (please specify)	

Other.....

21. Please add here any further thoughts or comments you may have about the Spa Beach Hut area.

Leave blank if you do not have any comments to add.

The Proposed Green Seafront Options

THE NEW OPTION

The cost of the New Option is estimated at £6.5 million.

The **new option** details are available to view on the project webpage or in the project pack at Swanage Information centre.

22. Do you have any further thoughts or comments to make on the **new option** as a whole? **If no, please go to question 25**

YES		NO	

23. To which category or categories below does your comment relate? Select all that apply.

Look and feel of the scheme		Seafront Plaza area	
Access and Accessibility		Cost and funding	
Green space and planting		Changes to Walrond Road	
Beach huts		Other (please specify)	

Other.....

24. Please detail your thoughts or comments on the NEW OPTION.

25. THE ESSENTIAL OPTION

The estimated cost of the essential option is £4.5 million.

The **essential option** details are available to view on the project webpage or in the project pack at Swanage Information centre.
Do you have any further thoughts or comments to make on the **essential option** as a whole?
If no, please go to question 28

YES		NO	

26. To which category or categories below does your comment relate?
Select all that apply.

Look and feel of the scheme		Green space and planting	
Access and Accessibility		Cost and funding	
Beach huts		Other (please specify)	

Other.....

27. Please detail your thoughts or comments on the ESSENTIAL OPTION.

28. Your Preferred Option

Given all the two options presented, at this stage, which option would be your preferred scheme?

New Option		Essential Option		Don't Know	

29. When making the final decision as to which option to deliver, what are the most important factors that you think the Town Council should take into consideration?
<u>Please select your top 3 most important factors.</u>

Enhanced events space		Accessibility	
Improved public green space		Cost	
Improved planting to enhance biodiversity		Improved toilet facilities	
Spa beach huts		Other (please specify)	

Other.....

Shore Road Highway Improvement Options

During the Swanage Seafront Masterplan engagement in 2023, when asked to what extent do you agree or disagree with the statement, 85% of respondents agreed to the opportunity to 'Explore traffic management improvements on Shore Road and the potential to widen the promenade'.

The Green Seafront proposals can take place without the implementation of the highway improvement scheme. It will, however, be more cost effective and minimise disruption by delivering both schemes at the same time. However, this is dependent on funding.
Dorset Council has made £500k available for design and construction but there remains a significant shortfall. Dorset and Swanage Town Councils are seeking to secure the additional funding required. If this is not successful, it is possible that the Green Seafront scheme will be delivered first with the preferred Highway Improvement option implemented when funding becomes available.

The following questions are in relation to the highway options for Shore Road and, although should be considered alongside the Green Seafront, please answer with reference to the Highway Improvement proposals only.

There are four highway improvement options proposed which are defined by the changes to traffic movements on Shore Road:

1. Full closure of Shore Road
2. A one-way system on Shore Road
3. Two-way traffic on Shore Road with removal of parking
4. Do nothing / keep Shore Road as it is

Details of the options and supporting information can be found on the project webpage or in the project pack at the Swanage Information Centre.

30. Traffic Movement Options Preference

Please can you rank the options for Shore Road in order of preference, with 1 being your most preferred option.

	Tick one box only in each column			
	1	**2**	**3**	**4**
Full closure of Shore Road				
A one-way system on Shore Road				
Two-way traffic on Shore Road with removal of parking				
Do nothing / Keep Shore Road as it is				

31. Do you have any further thoughts or comments to make on the traffic movement options for Shore Road? If no, go to Question 34

YES		NO	

32. To which category or categories below does your comment relate? Tick all that apply.

Traffic Movements		Convenience	
Parking options		Public transport	
Safety		Other (please specify)	
Accessibility			

Other.....

33. Please detail your thoughts or comments.

You can also specify here if there are any features from an option (even if it's not your preferred choice) that you would like to see included in the final option for Shore Road.

Urban Design

All options for Shore Road highway proposals include urban design / place making elements. Place making elements can include different types of surfacing materials, benches, seating, planters, cycle stands, public art and information / interpretation boards.

34. What features would you like to see as part of a new design for Shore Road? Please pick your TOP 3.

Benches or seating		Public art	
Planters		Information / Interpretation boards	
Cycle stands		Other (please specify)	

Other.....

35. Existing Features

Thinking about Swanage as a whole and how we can create visual links around the town; there is an opportunity for existing features of Swanage to be replicated in the design elements on Shore Road. An example of this could be the ammonite surfacing pattern at Prince Albert Gardens.

Are there any features within the wider town that you would like incorporated within the design?
Leave blank if you do not have any comments to add.

Bus Route Changes

The full closure and one-way options necessitate changes to bus routes that use Shore Road.

- The full closure would require removal of bus routes along Shore Road.
- The one-way closure would mean that the buses would need to travel one way on Shore Road.

Whilst the Council is consulting the bus companies alongside this engagement, it is anticipated that bus services will move to De Moulham Road.

36. To what extent will you be affected by the changes to bus routes and stops proposed in the designs?

Not affected at all		Affected a lot	
Somewhat affected		Not sure	

37. **If bus routes are to be changed, are there any other locations on the diverted route that would benefit from a bus stop?**
Leave blank if you do not have any comments to add.

38. Do you have any further thoughts or comments to make on the possible changes to bus routes in the options? Leave blank if you do not have any comments to add.

39. Speed Limits

Increasing pedestrian safety is a key objective of the highway proposals. A good way of achieving this within options where vehicles remain on Shore Road, would be to consider a 20mph speed limit between Clifton Road and the junction of Victoria Avenue with De Moulham Road.

What do you think to introducing a 20mph speed limit on Shore Road?

Definitely agree	Somewhat Agree	Neither agree or disagree	Somewhat disagree	Definitely disagree

40. Do you have any further comments on the highway proposals presented for Shore Road?
Leave blank if you do not have any comments to add.

Please turn over for the last section.

About You

41. What is your age group?

Under 14		50 - 59	
15 - 24		60 - 69	
25 - 39		70 +	
40 - 49		Prefer not to say	

42. Do you consider yourself to have a disability?

Yes		No		Prefer not to say	

43. Please add your email address below if you would like to join the mailing list for the Swanage Green Seafront project and receive further updates?

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Privacy notice
This information is being collected by Dorset Coast Forum (a coastal partnership hosted by Dorset Council) on behalf of Swanage Town Council and Dorset Council. All information you provide is treated in confidence and in accordance with the Data Protection Act 2018. The responses from this survey will only ever be used for the statistical and monitoring purposes of this project and will be shared with Swanage Town Council and Dorset Council. You may apply for your responses to be deleted from our database at any time.
For more information contact dorsetcoast@dorsetcouncil.co.uk

Thank you for taking the time to complete this survey

Please return your completed survey by 29th June 2025 in the following ways:

- **Scan and email to dorset.coast@dorsetcouncil.gov.uk**
- **Return to the Swanage Information Centre**
- **Post/deliver to: Dorset Coast Forum, c/o Dorset Council, County Hall, Colliton Park, Dorchester, DT1 1XJ.**