



**SUSTAINING POOLE'S SEAFRONT
SUPPLEMENTARY PLANNING DOCUMENT**

CONSULTATION STATEMENT

December 2015

1.0 Purpose

1.1 This Consultation Statement has been prepared in accordance with Regulation 12(a) and (b) of the Town & Country Planning (Local Planning) (England) Regulations 2012 which states:

“Before a local planning authority adopt a supplementary planning document it must –

(a) Prepare a statement setting out –

- (i) the persons the local authority consulted when preparing the supplementary planning document;*
- (ii) a summary of the main issues raised by those persons; and*
- (iii) how those issues have been addressed in the supplementary planning document; and*

(b) for the purpose of seeking representations under regulation 13, make copies of that statement and the supplementary planning document available in accordance with regulation 35 together with details of –

- (i) the date by which representations must be made (being not less than 4 weeks from the date the local planning authority complies with this paragraph), and*
- (ii) the address to which they must be sent.”*

1.2 This statement sets out details of the consultation that has taken place to date which has informed and refined the Supplementary Planning Document (SPD). It sets out the details of how, when and with whom the initial consultation with interested parties and organisations took place and how this had informed the draft SPD.

1.3 Following early engagement the SPD was published for formal comments for a period of 12 weeks from 14 June to 6 September 2013. A summary of the comments is on the Council’s website - <http://www.poole.gov.uk/planning-and-buildings/planning/ldp/spds/sustaining-pooles-seafront/> with officer comments explaining what changes were needed to the SPD.

1.4 Further targeted consultation took place to consider further the issues around Sandbanks through a public workshop on 11 February 2015.

2.0 Background

2.1 The Sustaining Poole’s Seafront SPD does not create new policy but provides guidance to support delivery of the key outcomes in Poole’s Development Plan that are:

- Poole Core Strategy (2009)
- Site Specific Allocations & Development Management Policies (2012)
- Proposals Map (2012)
- Delivering Poole’s Infrastructure DPD (2012)

2.2 The SPD is a material consideration in the determination of planning applications.

3.0 Drafting the SPD – Consultation outcomes

3.1 The table overleaf summarises the organisations/individuals consulted during the drafting of the SPD and how issues raised by them were addressed:

Consultee and method of engagement	Date	Summary of main issues raised	How those issues were addressed in the draft SPD
Masterplan project set-up and Steering Group meetings	07.01.11-01.02.12	Project aims and objectives and time lines.	Strategic framework set
Poole Alcohol & Drug Advisory Service – public engagement with 50 young people at the Branksome Dene community room.	01.05.11-31.05.11	More land and water sports provision; lighting along the promenade; more bbq areas, longer café opening hours; more out of season activities; and more fitness trail areas.	Provision for water and land based activities targeted to specific beaches. Greater opportunities for commercial activity were identified.
Commercial Soft Market Testing day – Leaflet delivery to approximately 100 local Poole business. Attendance by 50 people	23.06.11	General feedback was that the Council’s plans were progressive and refreshing.	Opportunities for investment were identified, such as more food & beverage outlets, events, indoor activities. Maintenance of the Branksome Dene Community room is needed, to offer wedding venue. Public realm enhancements needed. Encourage use of the beaches throughout the year. Beach identities were formed based on types of activities, accessibility, type of individuals using specific beaches
Publication in Poole News, which was distributed to 67,000 households.	01.07.11 - 30.08.11	Responses raised issues with the current beaches provision and identified need.	Aided understanding of current seafront problems
Publication in the July edition of the Beach Hut Tenants Newsletter ‘Wavelines’. It was distributed to over 1,000 tenants.	01.07.11	Responses raised issues with the current beaches provision and identified need.	Focus on shortage of beach huts and potential impact of improvements upon existing tenants
Presentation to Officer Group	09.08.12	Transportation Services commented: <ul style="list-style-type: none"> • Improved transportation links must be considered; • Reduce congestion on Sandbanks Road is needed; • Safe pedestrian links needed between beaches; • Parking provision on roadside must preserve highway safety; • Improved public realm should be sought. 	Update of the wording in the SPS/ Masterplan to take account of Transportation Services comments
Councillor Consultation – Invitations to all 42 Councillors to attend one of two drop in workshops held on 6 th & 7 th October.	01.10.11 -- 31.10.11	12 Councillors attended. 7 questionnaires were submitted afterwards, each councillor liked the proposed opportunities for each of the beach locations.	Proposals were carried through to next revision of the Masterplan. New suggestions put forward for further consideration.
Meeting with the Beach Officer Group	05.12.11	Discussed the principle of the Masterplan and its aims	Outcome identified several aims and objectives of the Masterplan

Consultee and method of engagement	Date	Summary of main issues raised	How those issues were addressed in the draft SPD
Present draft SPD to EcoS Committee	20.11.12	Resolved: That the draft SPD be revised, taking into account the views expressed by the Committee and the re-worked version, together with a separate explanatory Summary leaflet, be presented at a future Meeting prior to consideration of the recommendation to Cabinet for the commencement of a public consultation	Informed the wording and content of the draft SPD
<p>Leaflet drop inviting comments from the general public on the strategy for the beaches.</p> <p>Leaflets were distributed to the local businesses in the Poole News business mailing database.</p> <p>Other forms of notification included website updates, 9 face to face public events, press release, adverts in Poole Advertiser, displays at Council buildings, the Echo website and BBC South Today (3rd / 4th April news)</p>	01.03.12 to 30.04.12	<p>1,198 responses received. Brief summary of comments:</p> <ul style="list-style-type: none"> • Funding from private sector investment is a priority; • Different activities at different beaches was a good idea; • Accessibility to beaches for all age groups and ability was important; • Improve transportation links; • Over-development of the beaches should be avoided; • Preserve the natural environment was important. 	Informed the wording of the SPD and identified specific activities that might be undertaken at specific beaches.
Present draft SPD to EcoS Committee	07.03.13	Resolved: That Cabinet note the concerns expressed by Members when considering the approval for public consultation of the draft SPD.	
Present draft SPD to Cabinet	12.03.13	Resolved: That consideration of the draft SPD is deferred for further work.	
Present draft SPD to Cabinet	16.04.13	<p>Resolved:</p> <p>(i) SPD deferred to allow investigation of any possible impact of the Poole Borough Council Act 1986;</p> <p>(ii) That the Leader, once work has been completed, will consider the documentation and make a Portfolio Holder decision on behalf of Cabinet.</p>	
Meetings with Councillors	19.03.13 & 26.04.13		
Public consultation on the draft SPD	14.06.13 - 06.09.13	292 responses received. Generally the respondents felt the SPD should not aim to generate income, instead maintain and improve:	Amended SPD to remove emphasis upon generating income.

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<p>Nearly 3,000 leaflets were distributed via the Beach Office, libraries, Councillors and Tourism contacts. Posters were displayed along the beach in notice boards, and there were TV and radio announcements.</p> <p>Specific presentations were made to community groups and Roadshow (see below)</p>		<ul style="list-style-type: none"> • The majority objected to change or investment on anything other than the small scale; • Support for improvements, particularly to the toilets and accessibility; • Strong objections were expressed about the re-configuration of parking; • The loss of parking areas to create development opportunities was not favoured as replacement parking would be further from the beach; • Echelon parking not favoured as it would disrupt the flow of traffic, introduce danger for cyclists and aggravate congestion problems already experienced on Banks Road in the summer months; • Concerns relating to overnight chalets or pods due to perception noise and disturbance, precedent for sleeping in regular beach huts, litter, security issues and light pollution; • Concern raised about proposals conforming to 1986 Poole Borough Council Act; • Scepticism as to whether there is a demand for additional hotels; and • A mixed response to the provision of promenade and chine lighting. Some support security and safety benefits but some wish to resist light pollution. 	<p>Due to negative feedback, established a Member Engagement Forum.</p> <p>Further discussion sought with Transportation Services on how the Banks Road and Panorama Road layout can be improved, particularly during the summer months.</p>																								
Engagement with Tourism Joint Board	17.07.13	Set out vision and identified some economic benefits	Viability implications better understood and flexibility of delivery identified in draft plan																								
Poole Youth Forum	01.08.13	Brainstorming ideas	Provision for potential youth activities included																								
Road Show - based at Sandbanks near the Beach Office. Officers roamed as far as Branksome Dene Chine and collected responses to a questionnaire	23.08.13	<p>120 responses to the face to face questionnaire that asked: <i>“do you support the provision of the following facilities to generate income to help pay for improvements to the seafront?”</i></p> <table border="1" data-bbox="741 1299 1485 1477"> <thead> <tr> <th>Facility</th> <th>Yes</th> <th>No</th> <th>Don't know</th> </tr> </thead> <tbody> <tr> <td>Beach Studios</td> <td>65%</td> <td>30%</td> <td>5%</td> </tr> <tr> <td>Hotel</td> <td>42%</td> <td>42%</td> <td>14%</td> </tr> <tr> <td>Café/and or Bar</td> <td>57%</td> <td>35%</td> <td>7%</td> </tr> <tr> <td>More Beach Huts</td> <td>62%</td> <td>31%</td> <td>6.5%</td> </tr> <tr> <td>Apartments</td> <td>41%</td> <td>47.5%</td> <td>11%</td> </tr> </tbody> </table>	Facility	Yes	No	Don't know	Beach Studios	65%	30%	5%	Hotel	42%	42%	14%	Café/and or Bar	57%	35%	7%	More Beach Huts	62%	31%	6.5%	Apartments	41%	47.5%	11%	Fed into revisions to SPD
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Consultee and method of engagement	Date	Summary of main issues raised	How those issues were addressed in the draft SPD
Present draft SPD to EcOS Committee	05.12.13	<p>RESOLVED:</p> <p>(i) That the Committee agree that there is a need for a long term framework for the seafront as one of its major assets.</p> <p>(ii) That a Task and Finish Working Group, comprising of two Conservative, two Liberal Democrats and one Poole People Party representative be formed, with its terms of reference to be determined.</p> <p>(iii) That a revised version of SPD, that has included broader engagement of all Members, be brought back to EcOS Committee for consideration prior to recommendation for adoption by Council.</p>	SPD edited to reflect ECoS comments
Meeting with Councillors	09.04.14	Update of issues raised	Carried forward into next edit
Present draft SPD to EcOS Committee	24.04.14	<p>RESOLVED:</p> <p>(i) That the Chairman and Vice-Chairman be authorised to write to the Portfolio Holder to express the concerns of the Working Party that the recently approved beach hut construction and design could be detrimental to longer term beach front development strategy and SPD.</p> <p>(ii) That the Working Party's terms of reference include the wording 'to review the car parking strategy on residential roads adjacent to the beaches, including the Sandbanks Peninsular'.</p>	
Meeting with a Concession Interest at the Beaches	28.04.14	Identification of business needs and public interest in catering facilities at the beach	Carry forward the desire to improve and diversify the food and drink offer along the seafront
Present draft SPD to EcOS Committee	14.07.14	<p>RECOMMENDED That Cabinet:</p> <p>i) Accept the recommendations of the Working Party in respect of the Sustaining Poole's Seafront draft SPD and acknowledge that a revised document will be brought back to the Committee for consideration; and</p> <p>ii) Accept that Car parking charges should not be introduced on residential streets close to Poole's seafront</p>	Masterplan edit to reflect working party comments
Meeting with Transportation Services	02.01.15	Discussed travel options Issues focussed on Banks Road and traffic flow at the peninsula and parking layout	Flexibility should reflect the various options for traffic solutions
Public Engagement Workshop for the Sandbanks Recreation Area.	11.02.15	The purpose of the event was to enable members of the public to give suggestions as to how the Sandbanks recreation ground could be developed. Attendees were also made aware of the implications	The responses were collated, considered and incorporated into the revised SPD where practical to do so, having regard to adopted planning policy

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Notification of the public consultation event in February 2015 was published on the Council's website and Planning & Regeneration Services sent out 300 emails and 64 letters to registered interested persons; resident associations and stakeholders.		of the Poole Borough Council Act 1986 which is primary civil legislation, imposing amongst others, restrictions on heights of building, land use allocations and proximity of buildings to specific boundaries within the Sandbanks Recreation area.	and legislation.
Meeting with Transportation Services	19.03.15	Discussed the options presented to the 11.02.15 public engagement workshop, and the feedback information.	SPD amended to remove the echelon parking and road widening suggestions. Positive feedback regarding the decked car park
Meeting with Community and Cultural Services	23.04.15	Update on the SPS SPD and the position of the Council's roll out of beach hut developments.	Information inserted to the draft SPD at the appropriate locations.
Meeting with Legal Services	14.10.15	Discussion of proposed revisions, having regard to the Poole Borough Council Act 1986	Amendments to the wording to ensure that the suggestions accorded with the primary legislation.
Revised SPD distributed to Cabinet members for comment.	19.10.15 - 02.11.15	Feedback received from Councillors Potter and Iyengar	Draft SPD amended to take account of many of the suggested changes.
Meeting Environmental & Consumer Protection Services	29.10.15	Discussion regarding the proposed revisions to the SPD	Infrastructure and overnight accommodation wording amended.
Meeting with Transportation Services	30.10.15	Discussion regarding the proposed revisions to the SPD	Amended wording in the SPD to take account of parking provision
Meeting with Transportation Services and Corporate Estates	02.11.15	Discussion regarding the proposed revisions to the SPD	Amended wording in the SPD to take account of parking provision; redevelopment opportunities; and pedestrian movements.
Present draft SPD to Cabinet	08.12.15	(i) That Cabinet recommend to Council the Sustaining Poole's Seafront Supplementary Planning Document (SPD) for approval and adoption, subject to any minor changes being delegated to the Head of Planning and Regeneration Services in consultation with the Portfolio Holder for Planning, Transportation and Regeneration. (ii) That Cabinet recommend to Council that any minor changes needed post-adoption, to ensure the SPD remains up-to-date, be delegated to the Head of Planning and Regeneration Services in consultation with the Portfolio Holder for Planning, Transportation and Regeneration.	Two minor corrections: <ul style="list-style-type: none"> • Para 6.2 - removed the highlighted line stating "there would be no loss of car parking spaces", • Para 10.1, deleted "invent" and inserted "invest". Councillor Iyengar outlined a number of suggested minor changes to the SPD. Councillor Potter agreed to discuss the minor changes with Councillor Iyengar and emphasised that the Document was for planning guidance and any

Consultee and method of engagement	Date	Summary of main issues raised	How those issues were addressed in the draft SPD
			application had to follow the normal planning process.
Present draft SPD to Council for adoption	15.12.15	Resolved that: (i) That Council adopt the Sustaining Poole's Seafront SPD, subject to any minor changes being delegated to the Head of Planning and Regeneration Services in consultation with the Portfolio Holder with responsibility for that area. (ii) That any minor changes needed post-adoption, to ensure the SPD remains current, be delegated to the Head of Planning and Regeneration Services in consultation with the Portfolio Holder with responsibility for that area.	No changes identified
Meeting with Cllr Potter and Cllr Iyengar	17.12.15	Discuss Cllr Iyengar's detailed comments and agree minor changes to SPD as delegated by Council.	* See table of amendments below

* Amendments to adopted version following Council:

Page	Amendment
1	Front page. 'Borough of Poole' not needed in the text because it's already in the logo
2	Improve grammar, e.g. <i>"Give us a beach setting where we can stroll by day or evening with cafes, shops and bars. If it's hot the beach is great by itself but you need something for the other days when the weather's not so good"</i> .
3	Change quote to <i>"Beach huts, promenade, sand and sea"</i> .
5	<ul style="list-style-type: none"> Sandbanks Beach: Change to: <i>"A location rich in character and conservation value. The Sandbanks Pavilion has been the historic centre-piece of this venue but potential exists for new beach huts and expanded car parking in a decked construction. At the back of the site opposite the Banks Road shops and cafes, the opportunity is there to expand the number and diversity of retail offerings"</i>. Shore Road Change to: <i>"The beach just off the road and with an urban feel. The potential is for a landmark building or 'hub' where the approach road meets the beach. Where retailers cluster and where people congregate to eat, drink and relax"</i>. Flaghead: Add <i>"with the potential to develop further with beach huts and a children's play area"</i> Remove the suggestion that we're upgrading to an ice-cream kiosk. Canford Cliffs Beach: Change to <i>"The delightful and historic wooded chine leads down to the beach where there's room to expand the beach huts, the food and drink outlets and the toilet facilities at promenade level."</i> Branksome: Change to <i>"A magnificent but secluded location which features the listed buildings of the Branksome Chine Solarium and the Beach Station. There is potential along the beach-front and adjacent to the car park to expand retail offerings and beach huts, as well as the possibility of 'sky café' at the end of Pinecliff Road"</i>. Branksome Dene Beach: Change to: <i>"A potential hub for water sports and land-based recreational activities. There is potential for a landmark building for the activities-hub, together with an expansion of supporting facilities such as cycle stands, changing rooms, toilets, seating and lighting."</i> Delete 'strategically prominent'.

Page	Amendment
	Change Go-Ape to 'tree top adventures'.
7	<ul style="list-style-type: none"> • Change "... served by ..." to "connected to" • Change to: "<i>Buses serve an important role for the beaches. Services 50 and 52 set down passengers within walking distance. An increase in bus services, especially to the eastern beaches, would enable growing demand to be met without the accompanying congestion</i>". • Change to "... society could be provided by installing boardwalks from the promenade onto the beaches".
8	<ul style="list-style-type: none"> • Change to "<i>The provision of more accommodation close to the beach will increase the demand for food and drink outlets, stretching into the evenings</i>". • Landscape Management Strategy: Change to "<i>The key objective is to protect and enhance the habitats of the seafront's flora and fauna, while developing and modernising the seafront's facilities</i>".
9	Delete 'projects'. Insert 'potential'. Change to '25 years'.
11	<ul style="list-style-type: none"> • Change to "<i>Make more use of the pavilion at Sandbanks, with more places to eat and drink, varied beach-hut styles, a water taxi and overnight accommodation close by.</i>" • Delete 2012 under quote (and in subsequent quotes).
13	Typo - 'strengthen'
14	Add full stop after promenade, then new sentence for "More could ..."
15	Column 4 – shorten sentences.
16	Delete 2-3 storey building shown on plan along Shore Road. Change "structuring" to "structural"
21	Delete "etc".
23	Delete from the legend "(on the prom or amongst trees)"
26	Clarify the status of the library building by inserting " <i>subject to due consideration of the locally listed status of the building.</i> " Typo – 'Solarium'. Delete "in height".
27	Reword the text below the diagram
29	Delete "is good".
33-36	Tidy up the appearance of all these pages. Remove the colour coding. Change Go Ape to 'tree tops experience'