

## 1. Purpose of Report

This report summarises the results from the Beach Master Plan Engagement and findings of the March 2012 Poole Opinion Panel Survey, carried out as a first stage in engaging local residents and stakeholders in the process of conserving, improving and investing in Poole's seafront beaches.

The full findings of each method are shown in separate reports, along with appendices that include the verbatim comments.

## 2. Aims

The aims of the questions were to find out opinions about the proposals, including:

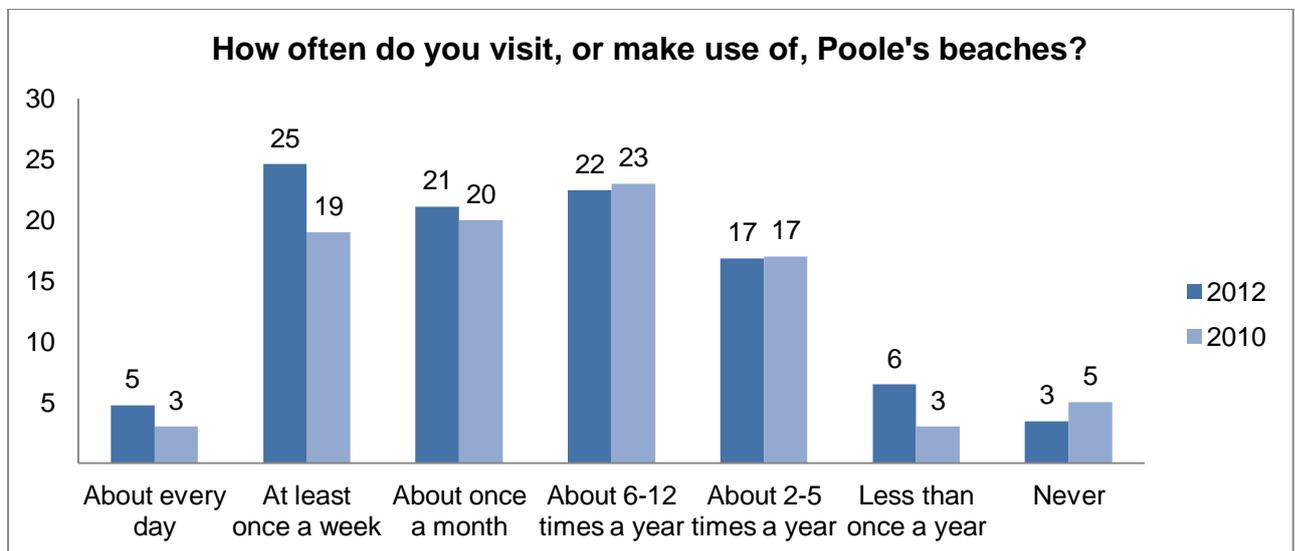
- whether they support the aim
- which of the initial ideas they like and do not like
- what would make it easier to travel to the beach without a car
- who should pay for the improvements to Poole's seafront beaches
- any other ideas or suggestions about the proposals

## 3. Findings

### a. Using Poole's Seafront Beaches

#### Frequency of use of Poole's beaches

50% of respondents visit Poole's beaches at least once a month, and 90% at least once year.



Base=774 respondents

#### Usage of Poole's Seafront beaches

The majority of respondents visit Sandbanks Beach (73%), followed by Branksome Chine and Shore Road (both 50%). 69% of those visiting a beach visit more than one beach.

## b. The Aims

**Overall, there is a high level of support for the Council's aims.**

- 96% of the public engagement respondents (385 respondents) agree with the Council's vision to 'conserve, improve and invest in Poole's beaches'.
- 95% of POP respondents (752 respondents) agree with the aim. Of those who disagreed (37 people), 31 explained their answer:
  - 8 comments related to whether the Council should be spending money on the beaches and feel there are other priorities.
  - 7 people do not like the commercial aspects of the ideas.
  - 4 people supported 'conserve' and 'invest' but not improve
  - 12 other comments were given.

## c. Different Areas for Different Activities?

**The results for this question vary in the two methods, with a higher proportion of respondents in the public engagement supporting different areas (69%), compared to 51% of POP respondents.**

- The majority of public engagement respondents (69%) said they want Poole's beaches to have different areas for different activities. 19% said no and 12% didn't know.
- Around half of POP respondents (51%) thought that there should be different areas for different activities. 25% thought that there should not be different areas for different activities and 24% did not know.

Of those who said '**no**', 110 wrote in a comment to explain their reasons. The comments mainly relate to the following themes:

- The beaches are fine as they are
- The beaches shouldn't be restrictive and open to all, it shouldn't be segregated and users should be able to use the beaches they want
- It could be difficult to enforce
- Safety

Of those who said '**don't know**', 41 people explained why. Some felt it would depend on the activities, others felt the beaches should not exclude people from using any areas, but some appreciate that there should be areas for safety reasons, such as jet skis.

## d. Likes and Dislikes

The comments about what people like and do not like were coded to the following themes:

- accommodation
- activities
- amenities
- beach huts
- commercial
- development
- places to eat / drink
- transport
- weddings
- other comments

### Which of the initial ideas do you like?

- 474 people wrote in about the ideas they **like** in the Poole Opinion Panel Survey. 181 people gave an explanation, these comments are shown in Appendix A of the POP Report.
- 363 Public Engagement respondents wrote in which of the initial ideas they **liked**. 170 added further detail to their answer on the ideas they liked – these are shown in Appendix A of the Public engagement report.

### Which of the initial ideas don't you like?

- 392 people wrote about the ideas that they **didn't like** in the Poole Opinion Panel Survey.
- 337 people wrote in which of the initial ideas they **did not like**. 198 wrote in more explanation to their answers shown in Appendix A of the Public Engagement Report.

### Summary of likes and dislikes

In both methods comments covered a wide variety of ideas, which meant that numbers of people liking or disliking a particular activity were relatively low compared to the total number of responses. For example, the highest number of people who liked an idea was 'Water Taxi' that 92 people said they liked in the Public Engagement and 88 in POP. Similarly the highest number of dislikes was for pub/pubs that 63 people said they did not like in the Public Engagement and 54 in POP.

- Generally the **transport** ideas (including the water taxi, more parking and improved transport links) and improvements and updates to **amenities** such as seats, lights and toilets were more liked than the other themes.

- **Activities** were also among the more popular ideas (for example 36 people liked **bike hire** in POP and 55 in PE, however 20 POP respondents did not like this idea and 21 PE respondents. The **zip wire** had similar feedback, with 36 in POP liking this idea and 25 not liking it, compared to 46 liking it and 38 disliking it in PE.
- The **development** ideas were less popular, with buildings or over-development were also a concern to some people. Ideas that were liked related to making use of exiting facilities and conserving or enhancing the natural environment. For example, making more use of the **classical pavilion** (22 liked this in PE and 24 in POP – 3 people did not support this idea in PE and 1 in POP)
- Whilst there were some people that said they would like a **'sky cafe'** (25 in POP and 31 in PE), there were also people that said they did not like this idea (8 in POP and 22 in PE).
- 5 people in PE and 4 people in POP liked the idea of a **landmark building**, but 25 people in POP and 23 in PE did not like this idea.
- **Overnight accommodation** received a mixed response, with generally more dislikes than likes. Whilst some people could see the benefit to tourism of having additional accommodation, others dislike this because of the potential issues that overnight stays on or around the beach could create (eg anti social behaviour, rubbish, overcrowding).

## e. Other suggestions

- 361 POP respondents wrote in comments (186 people), suggestions (187 people) and questions (5 people) about the initial ideas.
- 319 PE respondents wrote in comments (63 people), suggestions (263 people) and questions (2 people) about the initial ideas.

Most support comments from the previous questions, but there are some additional suggestions and explanations as to why people are supportive or not of the ideas. These were coded and sorted into the same categories as the previous questions and are shown in the Appendix of each report.

## f. Travelling to the beach

The majority of POP respondents travel to the beach by car (90%), followed by on foot (25%), a bike (15%) and bus (15%). This question was only asked in the POP survey.

### How do you usually travel to the beach?

Mode of travel	Number	%
By car	698	90%
Walk	191	25%
On a bike	119	15%
By bus	113	15%
Other	22	3%
No answer	31	4%

Base = 774 POP respondents

## g. Making it easier to get to the beach

- 596 POP respondents explained what would make it easier for them to get to the beach without a car. 48 people suggested more than one option.
- 344 PE respondents wrote in an answer.

The most popular suggestion was a **better or improved bus service** (244 people in POP and 164 in the Public Engagement). Respondents suggested a frequent bus service to the beaches from areas of Poole.

**Park and ride** (77 POP respondents suggested this and 62 Public engagement respondents).

Some form of **shuttle service** (42 POP respondents, 26 Public Engagement) and cycle routes/paths (22 POP and 36 Public Engagement) were among the next popular answers. Bike storage was also suggested by 30 people in the Public Engagement and 16 in POP.

Some people explained that they couldn't get to the beach without a car because they are disabled, or have some limiting illness. Others have children and a lot of stuff to take with them that would be difficult using any other form of transport. This issue was highlighted more in POP than the PE (27 people in POP had a disability and 18 needed a car. 9 in PE needed a car because they have young children or a disability).

## h. Paying for the improvements

### Who do you think should fund the improvements to Poole's beaches?

Respondents gave combinations of answers to this question, as shown below.

The results are broadly similar with the exception of users of beach activities (13% POP compared to 7% Public Engagement).

The highest response is a combination of all three (44% for Public engagement and 34% for POP).

#### Poole Opinion Panel responses

Who should fund improvements?	Number	%
Business investors	79	11%
Business investors and beach users	142	19%
Business investors and council tax payers	52	7%
Council tax payers	63	8%
Council tax payers and beach users	52	7%
Users of beach activities	97	13%
All three	255	34%

Base = 738 respondents

## Public Engagement responses

*Table : Who should fund the improvements to Poole's beaches?*

Who should fund improvements?	Number	%
Council Tax Payers	25	7%
Business Investors	37	10%
Users of beach activities	26	7%
Business Investors and Users of Beach Activities	59	16%
Council tax payers and Users of beach activities	25	7%
Council tax payers and Business Investors	38	10%
All three	163	44%

When looking at the total number of people stating each option, there are differences in the results from POP and PE, but council tax payers are the lowest in both methods.

### *Public Engagement*

Who should fund improvements?	Number	%
Business Investors	297	80
Users of Beach Activities	273	73
Council Tax Payers	251	67

Base = 373 respondents

The POP findings show that opinions vary by disability, age and safer neighbourhood area. There are also differences according to whether respondents used the beach or not, as the table shows below.

### *Poole Opinion Panel*

	Haven't used beach in last year	Used beach in last year	All respondents
beach users	68%	75%	74%
business investors	46%	74%	71%
council tax payers	37%	59%	57%

Base = 734 respondents (67 non-users and 667 users)

### **Report prepared by:**

Natasha Miles, Research Officer, tel 01202 633357

Heather Kitching, Consultation Manager, tel 01202 633354

Email: [research@poole.gov.uk](mailto:research@poole.gov.uk)