

## 1. Purpose of Report

This report summarises the key findings the Beach Master Plan engagement, 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 Beach Master Plan engagement began in March 2012, with a deadline of 30<sup>th</sup> April 2012 for returning responses. Responses could be submitted either by returning the leaflet to the freepost address, or completing the leaflet on-line via an e-form.

A total of 405 individual responses were submitted by the deadline to begin analysis. 153 responses were submitted via the on-line form, and 250 via the leaflet. 2 responses were received via email and were included.

The engagement promoted through various communications methods including press releases, website information and a roadshow of events around the Borough. The engagement questions were also included in the March 2012 Poole Opinion Panel; the results of this survey are detailed in a separate report.

## 2. Aims

The aims of the questions included in the engagement leaflet were to find out opinions about the proposals, including:

- whether the Council's aim is supported
- which of the initial ideas are liked and disliked
- what would make it easier to travel to the beach without a car
- who should fund the improvements to Poole's seafront beaches
- any other ideas or suggestions about the proposals

## 3. Engagement Findings

### a. Engagement Response

There were 405 individual responses submitted in response to the Beach Master Plan engagement leaflet. 153 were submitted on-line, 250 via the leaflet and 2 emails were also received.

Of the 405 responses received, 326 (80%) were from residents/stakeholders in Poole, 40 (10%) were from residents/stakeholders outside of Poole and 39 (10%) did not provide any postcode details. A breakdown of responses by ward is shown in Table 1 below.

Table 1: Engagement Responses received by Poole ward

Ward	Number	Percent
Penn Hill	51	16
Parkstone	46	14
Canford Cliffs	43	13
Oakdale	23	7
Poole Town	23	7
Hamworthy East	20	6
Branksome West	19	6
Broadstone	17	5
Newtown	17	5
Creekmoor	14	4
Alderney	13	4
Hamworthy West	10	3
Merley and Bearwood	9	3
Branksome East	8	2
Canford Heath West	8	2
Canford Heath East	5	2
Total	326	

## b. The Council's Aims

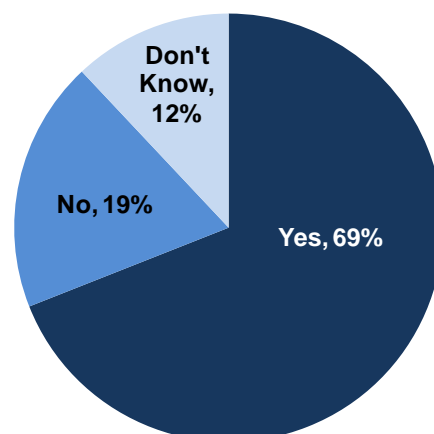
### Q1. Do you agree with the Council's aim to conserve, improve and invest in Poole's beaches?

Of the 385 respondents who answered this question, 96% agreed with the Council's aim to conserve, improve and invest in Poole's beaches. 4% said that they disagreed with the aim.

### Q2. Do you want Poole's beaches to have different areas for different activities?

The majority of respondents (69%) said that they did want Poole's beaches to have different areas for different activities.

19% said that they didn't want different areas for different activities, and 12% said that they didn't know.



Base = 375 responses

## c. Popular Ideas

### Q3. Which of the Initial ideas do you like?

363 respondents wrote in which of the initial ideas they liked. These are shown in the tables below. 170 respondents added further detail to their answer on the ideas they liked – these are shown in Appendix A.

8 respondents said that they did not like any of the ideas. 10 respondents said they liked all of the ideas, and 14 liked most of them.

The comments were coded to the following themes:

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

<b>Accommodation - Likes</b>	<b>Number</b>
<b>Overnight beach huts</b>	<b>30</b>
<b>Overnight studios</b>	<b>14</b>
<b>Overnight accomodation</b>	<b>10</b>
Accommodation/ Visitor accommodation	8
Overnight Pods	8
Boat houses to rent	5
Tree houses	4
High Grade Hotel	3
hostel / hostels	4
Hotel / hotels	5
Huts in trees	2

<b>Activities - Likes</b>	<b>Number</b>
<b>Bike Hire</b>	<b>55</b>
<b>Zip wire</b>	<b>46</b>
<b>Children's play area/playspace</b>	<b>40</b>
High Wire	27
Public Art	24
Crazy golf	21
Beachside Gym	17
Land/water sports facilities/ A focus for land and water sports	15
water sports/ water sports facilities	15
Water Sports Centre	11
Activities	9
Tree top activities	9
Beach soccer/ soccer facilities	7
Children's activities / facilities	6
More sports/sports facilities	6
off season events in car park	6
land sports/land sports facilities	6
off season events	6
Free to use activities / facilities / sports equipment	4
high quality family activities	4
Music	4
paid for and free activities	4
more things to do on a cold day	3
Climbing	2
Other	9

<b>Amenities - Likes</b>	<b>Number</b>
<b>Seating</b>	<b>58</b>
<b>Lighting</b>	<b>57</b>
<b>Showers/Changing facilities</b>	<b>51</b>
Toilets	47
Improve facilities/ Update infrastructure	31
Toilets at promenade level	15
Family area/ family use	4
Accessible toilets	3
Cycle lane/path	3
Bike facilities	2
Community Venue	2
Paths	2
Shelters	2
Other	10

<b>Beach Huts - Likes</b>	<b>Number</b>
<b>More beach huts</b>	<b>17</b>
<b>Variety of Beach Hut styles</b>	<b>10</b>
<b>Second tier beach huts</b>	<b>8</b>
More short term beach hut lets	5
Improve & more beach huts	2
Uniform beach huts	2
Beach Hut Consultation Comment	1
Improve beach huts	1
water for beach huts	1

<b>Commercial - Likes</b>	<b>Number</b>
More commercial activity near the harbour	2

<b>Development - Likes</b>	<b>Number</b>
<b>Sky Café</b>	<b>31</b>
<b>Conservation of the beaches / natural environment</b>	<b>27</b>
<b>Make more of classical pavilion</b>	<b>22</b>
A sand dune landscape	18
Development / Design reflect the coastal location	16
Keep the current character/ natural beauty	9
Make best use of existing assets	7
Different beach identities/different areas for different activities	6
Use the beach for facilities	6
natural building material/resources	6
A landmark building	5
Landmark Arrival Space for Poole's Beaches	5
Public space linking Branksome Chine with Beach	5
High quality buildings	3
Preserve the wildlife	3
Quieter area	3
Improve natural environment	2
Jetty / pontoon	2
Leave alone	2
Make the beach attractive/somewhere to go all year round	2
Good quality architecture	2
Other	7

<b>Places to Eat/ Drink - Likes</b>	<b>Number</b>
<b>Café / cafés</b>	<b>32</b>
<b>More/better places to eat/drink/buy refreshements</b>	<b>27</b>
<b>Pub</b>	<b>18</b>
small shops/ shops	14
Shell fish huts	13
Beach/Beachside bar	12
Longer opening hours	10
Beach/Beachside Cafe / Bar	9
Ice Cream and coffee shop	8
BBQ Areas	5
Places to buy ice cream/drinks	5
Affordable places for food/drink	4
Cliff top/edge cafe	3
Café culture	2
Other	12

<b>Transport/Parking - Likes</b>	<b>Number</b>
<b>Water Taxi</b>	<b>92</b>
<b>Improve transport / public transport links</b>	<b>44</b>
<b>More Parking</b>	<b>29</b>
Better signage to alternative car parks	10
Improved connection/access to beach road car park	9
Affordable parking/Reduce charges	6
Improve parking	5
Better signage	3
Improve access	3
Park and Ride	3
Other	6

<b>Weddings - Likes</b>	<b>Number</b>
Weddings / Wedding facilities/venue	8
Wedding and Community Venue at BDC	6

<b>Other - Likes</b>	<b>Number</b>
Cleaning/tidying/maintenance	5
Restrict dogs	3
3 main aims/Council's aim	2
Item 2	2
residents discount	2
3 key themes	1
Other comments	11

## d. Unpopular ideas

### Q4. Which of the initial ideas don't you like?

337 respondents wrote in which of the initial ideas they did not like. These are shown in the tables below. 198 respondents wrote in more explanation to their answers – these are shown in Appendix A.

6 respondents said that they did not like all of the ideas and 3 said that they did not like most of the ideas. 27 respondents said that there were no ideas that they did not like.

The comments were coded into the same themes as above.

Accommodation - Dislikes	Number
<b>Hotel / Hotels</b>	<b>36</b>
<b>Overnight accommodation</b>	<b>34</b>
<b>Overnight beach huts</b>	<b>28</b>
Visitor accommodation / Accommodation	23
Overnight studios / studios in the trees	21
Boat houses to rent	17
Hostel/ Hostels	15
Overnight accommodation in pods	9
Hotel - High Grade	6
Expensive accommodation/hotels	2
Big hotels	1
Private hotels	1
too much accommodation	1

Activities - Dislikes	Number
<b>Zip wire</b>	<b>38</b>
<b>Bike Hire</b>	<b>21</b>
<b>Amusement Arcade/Centre/Funland</b>	<b>18</b>
Public Art	16
Beachside gym	16
Crazy Golf	13
Land sports/facilities	11
Land/water sports provision/ A focus for land and water sports	11
High wire	10
Watersports Centre	8
Childrens playspaces	7
Off season events in the car park	6
Watersports	5
Too many activities/amusements	4
Windsports	2
activities	2
Other	12

<b>Amenities - Dislikes</b>	<b>Number</b>
<b>More signage</b>	<b>4</b>
<b>Lighting</b>	<b>8</b>
beach amenities/facilities	2
More seats/seating	2
Board walk for pushchairs on sand	1
Expensive facilities	1
Facilities not accessible for disabled	1
Improve range of facilities to encourage visitors	1
Seating - concrete block	1
thatched parasols	1
Uninviting areas to sit	1

<b>Beach Huts - Dislikes</b>	<b>Number</b>
<b>Two storey/second tier of beach huts</b>	<b>8</b>
<b>variety of beach hut styles</b>	<b>3</b>
<b>long-term/private beach huts</b>	<b>2</b>
more beach huts	2
More short term beach hut let	2
Beach Hut Consultation Comment	1
Gawdy coloured Beach Huts	1
posh beach huts	1
Prison block beach huts	1

<b>Commercial - Dislikes</b>	<b>Number</b>
<b>Commercial activity/ventures/commercialisation</b>	<b>20</b>
<b>More shops</b>	<b>17</b>
<b>commercial activity near the harbour</b>	<b>11</b>
changes to the commercial activities on beachfront	1



<b>Development - Dislikes</b>	<b>Number</b>
<b>Landmark building / buildings</b>	<b>23</b>
<b>Sky Café</b>	<b>22</b>
<b>Big / Tall / obtrusive buildings</b>	<b>15</b>
<b>Building / more buildings</b>	<b>15</b>
Development / Overdevelopment	10
Use of the beach itself	8
A sand dune landscape	4
different areas for different activities	4
Landmark Arrival Space	4
Losing natural beauty/ environment	3
Making more of the classical pavilion	3
Architecture that does not complement environment	2
Cordoning off/ off-limits areas	2
Losing space/ encroaching on space	2
New public space	2
Overcrowded	2
wood cladding / buildings	2
Other	8

<b>Places to eat / drink - Dislikes</b>	<b>Number</b>
<b>Pub / Pubs</b>	<b>63</b>
<b>Bar/ bars</b>	<b>10</b>
<b>café / cafés</b>	<b>12</b>
Shell fish huts	6
BBQ areas	4
More places to eat/buy refreshments	6
Expensive / High end places	3
Ice Cream Kiosks/ outlets	2
Places to buy/consume alcohol	1
Cafe/restaurant overhanging cliff top	1
increased consumption of food and drink	1
New ice cream and coffee shop - Ccliffs	1

<b>Transport / Parking - Dislikes</b>	<b>Number</b>
<b>More parking</b>	<b>18</b>
<b>Water taxi</b>	<b>3</b>
<b>more cars</b>	<b>2</b>
not enough parking / reduce parking	2
Big car parks	1
Cheaper parking	1
improved connections to beach road car park	1
multi storey car park	1

<b>Weddings - Dislikes</b>	<b>Number</b>
<b>Weddings</b>	<b>12</b>
wedding venue / wedding and community venue	3
Weddings on beach	1

<b>Other - Dislikes</b>	<b>Number</b>
<b>Dogs on beach / in summer</b>	<b>4</b>
<b>Private investment</b>	<b>4</b>
<b>Anything over-expensive/ expensive projects</b>	<b>3</b>
income generation	2
Wind farm	2
A uniform look	1
All ideas - Branksome Chine	1
allocation of income to other non-related areas	1
businesses will charge too much	1
damage to the ecology	1
further residential development	1
more commissions	1
Noise	1
Not including Hamworthy beaches	1
prices	1
shard stones	1
Tourism focused at Sandbanks	1
twee stuff	1
General comment	7

## e. Other suggestions

### Q5. Do you have any other ideas or suggestions?

319 respondents made suggestions or comments in Question 5. 263 made suggestions of other ideas or further developments to the initial ideas. 63 made comments about the ideas, and 2 asked questions.

The responses were collated into themes as the previous questions, and a summary of these are shown in the table below. The verbatim comments are available in Appendix A.

<b>Q5 - Other suggestions / Ideas</b>	<b>Number</b>
<b>Places to eat/drink/buy refreshments</b>	<b>47</b>
<b>Development</b>	<b>40</b>
<b>Beach Huts</b>	<b>29</b>
Amenities	28
Cycling	25
Dogs	25
Parking	25
Transport	24
Activities	22
Sports facilities	18
lighting	17
Children's facilities/activities	16
Conserve natural environment/landscape	16
Events	16
Toilets	16
Changing/Showers	15
Support clubs / Improve facilities Branksome Chine Surf Lifesaving Club	13
Disabled facilities / access	11
Enforcement/control	10
Litter/refuse collections	10
Seating	10
Exercise equipment/facilities	9
Watersports	9
Commercialisation	8
Design	8
Extend the prom	8
Leave alone / Leave as is	8
Storage / lockers	8
Conservation	8
Security	7
Different areas for different activities	7

Funding / investment	7
Hamworthy	7
Accommodation	5
Cleaning	5
First Aid	5
Improvement	5
Stones in sand	5
for families/family friendly	4
Involvement	4
Off peak/cold weather facilities/activities	4
Other	4
Shops	4
Signage	4
Maintenance	4
Community activities/facilities	3
Naturist / nudist area	3
Cost / Economy	3
Baiter	2
comments on proposed ideas	2
Nature trail	2
Residents/family discount	2
Access	1
life-guards	1
Weddings	1

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

### Q6. Car parking close to the beach can be an issue. What would make it easier for you to get to the beach without a car?

344 respondents wrote in what would make it easier for them to get to the beach without a car. These are summarised in the table below. 134 respondents suggested more than one option.

7 respondents said that they did not agree that parking is an issue. 3 respondents said that nothing would make it easier and 9 said that they need to go by car for various reasons such as having young children or limited mobility.

The most popular response was a better bus service (164). Comments included suggestions like more routes to the beaches from other areas, cheaper fares and more frequent buses/ a better timetable.

What would make it easier	Number
<b>Better bus connections/ service</b>	<b>164</b>
<b>Park and ride</b>	<b>62</b>
<b>cycle routes/paths - more/better/safer</b>	<b>36</b>
Water taxi	30
Bike storage / Safe bike storage / Better facilities	30
Improved/cheaper/more frequent public transport	28
Shuttle service	26
A land train / extend the land train	19
Bike hire / Bike scheme	12
I would walk	9
Allow cycling/ Allow cycling on the promenade	7
Tram service	6
Drop off areas / zones	5
Bike/cycling	4
Walking paths / links	4
Better signage/ signs	4
Beach taxis / taxi service	3
Disabled access	3
High level/ multi storey car park	3
Hire of beach equipment	3
Mono rail	3
Ferry / boat	2
Better lighting	2
Car parks further from the beach	2
car sharing / shared transport	2
Cheaper / free parking	2
Storage for equipment / rent storage	2
Trolleys for equipment	2
Other	47

## g. Funding the improvements

### Q7. Who do you think should fund the improvements to Poole's beaches?

Respondents were asked who they thought should fund improvements, from a choice of Council Tax payers, Business Investors and Users of Beach Activities. Respondents gave different combinations of answers to this question. The various combinations are shown in table 2 below.

**Table 2: 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%

Base = 373 respondents

44% of respondents felt that all three options (Council tax payers, Business Investors and Users of Beach activities) should fund the improvements to Poole's beaches.

The second highest response was for a combination of Business Investors and Users of Beach Activities to fund the improvements (16%).

Lowest response was for Council Tax Payers only (7%), Users of Beach Activities only (7%) or a combination of Council Tax Payers and Users of Beach Activities (7%).

Looking at the total numbers of responses for all 3 options, fewer respondents feel that Council Tax Payers should fund the improvements to the beaches (67%) (Table 3).

**Table 3: Total responses to each funding option**

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

Base = 373 respondents

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