

1. Purpose of Report

This report summarises the results from the March 2012 Poole Opinion Panel Survey regarding 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 March 2012 POP Survey was sent to respondents on 13 March 2012, with a deadline of 16 April 2012. A reminder was sent after two weeks to boost response. 793 panel members took part in the survey, making a response rate of 45%.

2. Aims

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

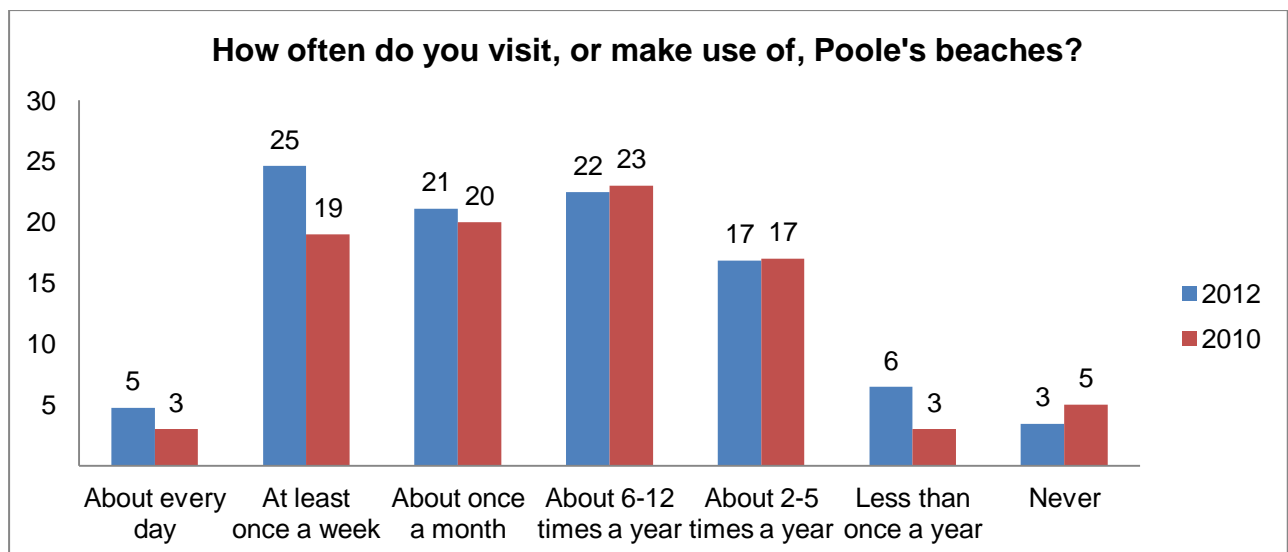
- whether they support the aim
- whether they think different areas for different activities
- which of the initial ideas they like and do not like
- what would make it easier to travel to the beach without a car
- who should pay for the improvements to Poole's seafront beaches
- any other ideas or suggestions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

3. Survey 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.



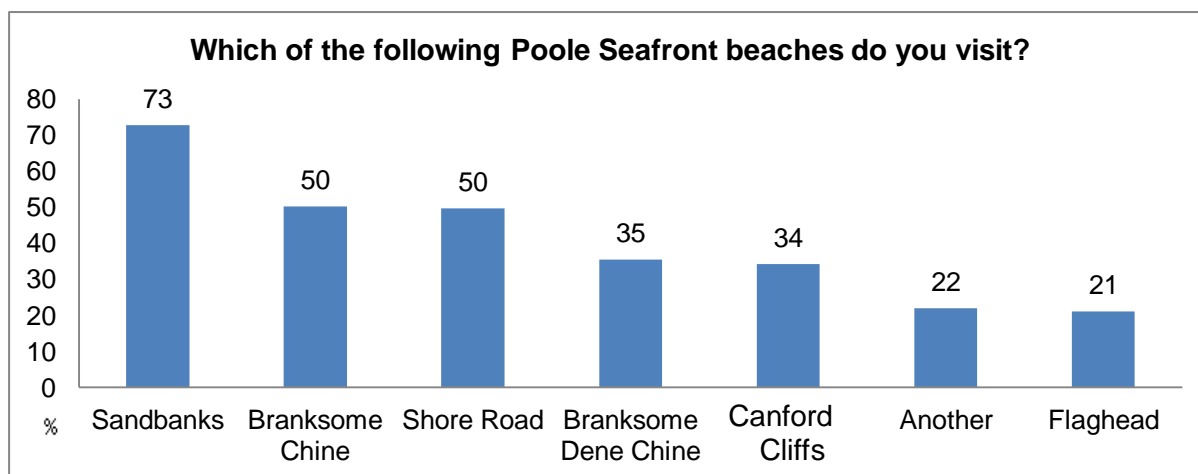
Base=774 respondents

Variations in use:

- Usage of Poole’s beaches decreases slightly with age, with 82% of those aged 75 or over using the beaches at least once a year, compared to 95% of those aged 45-54.
- 82% of those with a long term illness or disability had used a beach at least once a year compared to 92% of those without a disability.
- Of those with a disability who use beaches, they use beaches less frequently than those without a disability. 54% of those without a disability use beaches at least once a month, compared to 39% without a disability.

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.



Base=774 respondents

Usage of the beaches varies by whether respondents have a disability.

| | All | Disability | No disability |
|----------------------|-----|------------|---------------|
| Sandbanks | 73 | 72 | 78 |
| Branksome Chine | 50 | 45 | 57 |
| Shore Road | 50 | 42 | 57 |
| Branksome Dene Chine | 35 | 31 | 41 |
| Canford Cliffs | 34 | 26 | 42 |
| Another | 22 | 28 | 22 |
| Flaghead | 21 | 16 | 27 |

b. The Aims

95% of those answering the question (752 respondents) agree with the Council's vision to 'conserve, improve and invest in Poole's beaches'. 5% disagree with the aim. There are no differences in the results by age, area, gender or disability.

Of those who agree with the aim, 313 explained why. The comments highlight that generally residents feel positive about Poole's beaches, recognising them as an asset and something that needs to be conserved. Many also recognise the beaches as a tourist destination, and feel they should be invested in. Some feel that the Council cannot stay still, but some also feared over-development and the importance of protecting the natural beauty.

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.

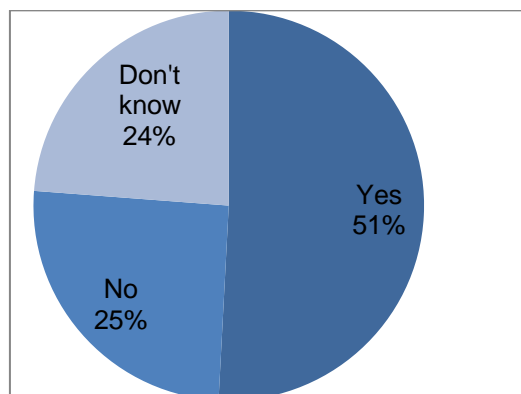
The comments can be seen in Appendix A.

c. Different Areas for Different Activities?

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

Around half of respondents (51%) thought that there should be different areas for different activities.

25% thought that there shouldn't be different areas for different activities and 24% did not know.



Base = 751 respondents

Opinions vary by age group, with more people aged 18-29 (43%) and over 75 (34%) being uncertain about whether there should be different areas for different activities than those aged 30-74 (58%).

Opinions also differ by whether respondents have a disability (182 respondents have some form of long term limiting illness or disability).

- 55% of those without a disability think that there should be different areas, compared to 40% with a disability.
- 29% of those with a disability do not think there should be different areas, compared to 21% of those without.
- 16% of those with a disability did not know, compared to 39% of those without; showing those with a disability are more opinionated about this issue.

Of those who said '**yes**', 285 wrote in a comment to explain why. These are shown in Appendix A.

- Most felt it would provide areas that would appeal to everyone and would encourage greater use of the beaches. Other reasons include, safety, separate sporting/noisy activities, quiet, more for children, would appeal to all ages, people can choose the type of areas they want, some activities conflict, so you know what to expect when you go to the beaches

Of those who said '**no**', 110 wrote in a comment to explain their reasons. These are shown in full in Appendix A. 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. These are shown in Appendix A.

- Some people 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. Popular ideas

Which of the initial ideas do you like?

474 people wrote in about the things they like. 181 people wrote an explanation of what they like, these comments are shown in Appendix A.

25 people said they liked all of the ideas and 3 people like most of them (but did not give details).

The comments were coded to the following themes:

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

| Likes Accommodation | Number |
|------------------------------------------|-----------|
| Overnight / visitor accommodation | 14 |
| Overnight studios | 10 |
| Overnight beach huts | 8 |
| Hostel | 4 |
| Hotels | 2 |
| Overnight pods | 2 |
| Boat houses | 2 |
| Cabins in the clifftops | 1 |
| Branksome Chine - hostel | 1 |

| Likes - Activities | Number |
|--------------------------------------------------|-----------|
| bike hire | 36 |
| zip wire | 29 |
| children's playspace | 15 |
| beachside gym | 14 |
| watersports | 14 |
| sporting activities / areas | 11 |
| off season events in car park | 10 |
| Free to use activities | 9 |
| high wire fun | 8 |
| paid for and free to use activities | 8 |
| crazy golf | 7 |
| different areas for different activities | 7 |
| more activities | 5 |
| More out of season activities / bad weather days | 3 |
| treetop trail | 3 |
| volleyball | 3 |
| Events | 2 |
| family activities | 2 |
| polo / handball | 2 |
| facilities on sand | 1 |
| football pitch | 1 |
| funland | 1 |
| games on beach | 1 |
| Kids sand play area | 1 |
| More activity on the harbour | 1 |
| gallery/art museum | 1 |
| quiet areas | 1 |
| Snorkelling areas | 1 |

| Likes - Commercial | Number |
|--------------------------|--------|
| More commercial activity | 3 |

| Likes - Amenities | Number |
|---------------------------------------------------------|-----------|
| more seating / benches | 53 |
| toilets | 42 |
| showers and changing facilities | 37 |
| improve lighting | 32 |
| Improve services and facilities | 19 |
| public art | 18 |
| toilets at promenade level | 12 |
| Ability to sit and view | 2 |
| planters | 2 |
| walkways / boardwalk | 2 |
| Year round facilities | 2 |
| beach defences | 1 |
| better facilities for board users | 1 |
| better public services | 1 |
| Branksome Chine - New public space | 1 |
| community venue | 1 |
| dogs water fountains | 1 |
| Have facilities cleaned at least twice a day | 1 |
| landscape of seating areas | 1 |
| much longer opening hours even in winter | 1 |
| power to the prom | 1 |
| Tidying up existing facilities | 1 |
| toilets accessible to disabled and Mothers with buggies | 1 |
| Transport links | 1 |
| Updating public facilities | 1 |
| Upgrade seating buildings facilities | 1 |
| wet weather shelter or shade | 1 |

| Likes - Beach Huts | Number |
|---------------------------------------------|-----------|
| more beach huts | 13 |
| beach huts consultation comments | 5 |
| uniform beach huts | 5 |
| Second tier of beach huts at Canford Cliffs | 4 |
| More short-term let beach huts | 2 |
| variety of beach hut styles and usage | 2 |
| Improve and increase beach huts | 1 |
| Improve beach chalets appearance | 1 |
| making beach huts more accessible | 1 |

| Likes - Developments | Number |
|------------------------------------------|-----------|
| sky café | 25 |
| making more of Sandbanks pavilion | 24 |
| sand dune landscape | 20 |
| landmark building | 4 |
| tall building | 2 |
| welcoming building | 1 |
| shore road entrance | 1 |

| Likes - Places to eat / drink | Number |
|--------------------------------------------|-----------|
| café/bar | 40 |
| pub | 25 |
| shellfish huts | 20 |
| beach side cafes / bar | 17 |
| shops | 11 |
| more / better places to eat and drink | 9 |
| more places to eat | 9 |
| ice cream / coffee shop | 6 |
| Ice cream / drink kiosks | 6 |
| restaurants | 5 |
| BBQ | 3 |
| more places to buy refreshments | 3 |
| more affordable places for food and drinks | 1 |
| picnic tables | 1 |

| Likes - Transport / Parking | Number |
|----------------------------------------------------------------|-----------|
| water taxi | 88 |
| more parking | 28 |
| Improved transport links | 26 |
| better transport | 4 |
| accessibility | 3 |
| park and ride | 2 |
| better beach bus services | 2 |
| Shore Rd - more parking. | 2 |
| better signs to alternative car parks | 1 |
| Branksome Chine - improved connections to beach road car park. | 1 |
| Canford Cliffs - More parking | 1 |
| Car parking and sustainability. | 1 |
| cycle lanes | 1 |
| enhance evening access | 1 |
| Free parking / blue badge holders | 1 |
| help with parking | 1 |
| improved access | 1 |
| Improved connections to Beach Rd car park | 1 |
| Off season car park | 1 |
| Places to lock your bike | 1 |

| Likes - Weddings | Number |
|------------------------------------|--------|
| Weddings / Wedding venues | 14 |
| Wedding and community venue at BDC | 7 |

| Likes- Other comment | Number |
|-----------------------------------------------|--------|
| Conservation / conserving the environment | 25 |
| Maintain the natural environment | 16 |
| Make best use of existing assets | 11 |
| Improving the aging infrastructure | 5 |
| improved infrastructure | 4 |
| investing | 2 |
| Modernisation of buildings and infrastructure | 3 |
| Other | 35 |

e. Unpopular ideas

Which of the initial ideas don't you like?

392 people wrote about the ideas that they didn't like. These have been coded to the same themes in section d above.

| Dislike - Accommodation | Number |
|--------------------------------|---------------|
| overnight accommodation | 54 |
| hotel | 44 |
| overnight beach huts | 32 |
| overnight studios | 15 |
| visitor accommodation | 11 |
| hostel | 10 |
| overnight pods | 10 |
| accommodation | 9 |
| boat house to rent | 4 |

| Dislike - Activities | Number |
|-----------------------------|---------------|
| zip wire | 25 |
| bike hire | 20 |
| amusement arcades | 18 |
| beachside gym | 13 |
| crazy golf | 9 |
| watersports centre | 9 |
| activities on beach | 6 |
| high wire | 5 |
| land sports facilities | 5 |
| polo | 5 |
| children's play spaces | 3 |
| evening events | 2 |
| facilities on beaches | 2 |
| funfairs | 2 |
| pay to use facilities | 2 |
| certain activities | 1 |
| free for all activities | 1 |
| services at beach | 1 |
| too many family activities | 1 |
| under-used facilities | 1 |
| year round activities | 1 |

| Dislike - Amenities | Number |
|----------------------------|---------------|
| Public art | 11 |
| changing facilities | 2 |
| benches | 1 |
| better signage | 1 |
| community room | 1 |
| extra signs | 1 |
| footpath lighting | 1 |

| Dislike - Beach Huts | Number |
|---------------------------------|---------------|
| beach huts consultation-related | 9 |
| more beach huts | 9 |
| two tier beach huts | 4 |
| beach huts | 3 |
| variety of beach huts | 3 |
| old type beach huts | 1 |

| Dislike - Commercial activity | Number |
|-----------------------------------------|---------------|
| commercial activity / commercialisation | 27 |

| Dislike - Development | Number |
|-------------------------------------|---------------|
| landmark building | 25 |
| tall buildings | 18 |
| sky cafe | 8 |
| Sand dune landscape | 6 |
| over-development | 5 |
| buildings / inappropriate buildings | 2 |
| cliff development | 2 |
| Making more of the pavilion | 1 |
| more buildings | 1 |
| use of cliffs | 1 |

| Dislike - Places to eat and drink | Number |
|------------------------------------------|---------------|
| pub/pubs | 54 |
| shop/shops | 17 |
| shellfish huts | 4 |
| café | 3 |
| food / drink outlets | 3 |
| bars | 2 |
| ice cream shops | 1 |

| Dislike - Transport | Number |
|------------------------------------------|---------------|
| more parking | 11 |
| not enough parking - can generate income | 1 |
| overnight parking | 1 |
| Traffic | 1 |
| water taxi | 1 |

| Dislike - Weddings | Number |
|---------------------------|---------------|
| Weddings | 8 |
| Wedding / community venue | 2 |

| Dislike - Other comments | Number |
|------------------------------------------|---------------|
| positive | 19 |
| Private investment | 8 |
| different areas for different activities | 6 |
| investing | 6 |
| Spending money | 4 |
| Branksome Dene Chine | 2 |
| Canford Cliffs | 2 |
| dogs | 2 |
| dogs fouling | 2 |
| loosing quieter areas | 2 |
| ageing infrastructure | 1 |
| All Shore road proposals | 1 |
| conserving | 1 |
| do not spend | 1 |
| priorities | 1 |
| Sandbanks | 1 |
| surf reef | 1 |

f. Other suggestions

Do you have any other ideas, suggestions or comments about the ideas?

361 people wrote in comments (186 people), suggestions (187 people) and questions (5 people) about the initial ideas. These were coded and sorted into the same categories. A summary of the main comments, suggestions and questions are shown below. 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.

The full responses are shown in Appendix A.

| Category | Number |
|-----------------------------|--------|
| General comments | 88 |
| Transport | 57 |
| amenities | 51 |
| places to eat | 28 |
| activities | 28 |
| money | 18 |
| dogs | 16 |
| safety | 13 |
| Beach Huts Consultation | 11 |
| Commercialisation | 10 |
| disabled | 8 |
| accommodation | 5 |
| activities and amenities | 5 |
| different areas | 5 |
| Access | 2 |
| events | 2 |
| Other | 2 |
| accommodation and transport | 1 |
| activities, places to eat | 1 |
| amenities and transport | 1 |
| Beach Wardens | 1 |
| Consultation | 1 |
| Different areas / money | 1 |
| Guides | 1 |
| Infrastructure | 1 |
| maintenance | 1 |
| weddings | 1 |

g. Travelling to the beach

The majority of respondents travel to the beach by car (90%), followed by on foot (25%), a bike (15%) and bus (15%).

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% |

Base = 774 respondents

h. Making it easier to get to the beach

596 respondents explained what would make it easier for them to get to the beach without a car. 48 people suggested more than one option. The full answers are available in Appendix A.

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

Park and ride (77 people) and some form of **shuttle service** (42 people) were the next popular answers.

Some people explained that they couldn't get to the beach without a car because they are disabled, or have some limiting illness (27 people). Others have children and a lot of stuff to take with them that would be difficult using any other form of transport.

| What would make it easier | Number |
|---------------------------------------|--------|
| better bus service | 244 |
| park and ride | 77 |
| shuttle / hopper service | 42 |
| water taxi/s | 28 |
| disabled / physical problems | 27 |
| nothing | 25 |
| land train | 23 |
| cycle lanes / routes | 22 |
| not an issue | 18 |
| need a car | 18 |
| bike lock ups / bins | 16 |
| free bus / shuttle service | 13 |
| cheap buses | 12 |
| bike hire | 6 |
| don't have a car | 5 |
| cheap park and ride | 4 |
| tram | 4 |
| more / bigger car parks /multi-storey | 4 |
| parking expensive | 3 |
| beach lockers | 2 |
| good access | 2 |
| dropping off point | 2 |
| move / live close to the beach | 2 |
| Other | 8 |

i. 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 in the table below.

| Who should pay | 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

There are differences according to whether respondents used the beach or not, as the table shows below.

| | 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)

Opinions differ by disability.

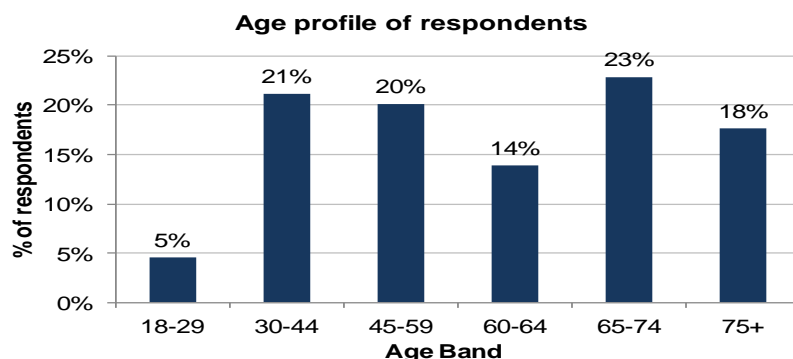
- A higher proportion of those with a disability (14%) feel that business investors should pay compared to those without a disability (9%)
- More people with a disability feel that business investors and users should pay (21%) compared to 15% of those without a disability.
- 19% feel that users should pay compared to 12% without a disability.

There are also differences by age and safer neighbourhood area:

- A higher proportion of those aged 30-44 felt that business users should pay for the improvements (88%) than other age groups
- A lower proportion of those aged 75+ felt business users should pay (54%) and that council tax payers should pay (43%)
- More respondents from *Parkstone, Penn Hill and Canford Cliffs* (65%) felt that council tax payers should pay and fewer from *Newtown and Branksome East and West* (47%) than other areas.

j. Profile of Respondents

Age:



- The largest age band was 65 -74 (23%)
- 35 respondents were aged under 29 (5%)
- 312 respondents were aged 65 and over (40%)
- The responses are biased towards older age groups, but weighting by Mosaic has evened out representation.

Gender:

- 49% of respondents were male, 51% female

Ethnicity:

Ethnicity was known for 741 people (93%). Of these 96% were White British (715 respondents) and 4% were from Black or Minority Ethnic groups.

Disability:

Having a Disability or Limiting Long-term Illness (LLTI) was known for 737 respondents (93%). Of these, 26% reported having a LTLI or disability.

Data is being collected for religion and sexual orientation for new members, but figures are too small to report.

k. Weighting

The results were weighted by Mosaic Group to make them representative of the local population, as the survey is skewed towards older groups (as is usually the case with surveys in Poole). Age was considered as a weight, however Mosaic Group was used as considers other factors as well as age, such as area and family type, making the results more representative of Poole.

The table below shows the weights applied for each of the Mosaic Groups. Group C is over-represented in the survey, so the responses for these people have been scaled down by 0.74, whereas Groups I and H are under-represented and have been scaled up by 1.59.

| MOSAIC Group | | % of households in sample | Weight (rounded) |
|--------------|----------------------------------------------------------------------|---------------------------|------------------|
| A | Residents of isolated rural communities | 0.2 | 1.43 |
| B | Residents of small & mid-sized towns with strong local roots | 15.4 | 0.85 |
| C | Wealthy people living in the most sought after neighbourhoods | 3.9 | 0.74 |
| D | Successful professionals living in suburban or semi-rural homes | 12.7 | 0.8 |
| E | Middle income families living in moderate suburban semis | 10.9 | 0.96 |
| F | Couples with young children in comfortable modern housing | 3.9 | 0.76 |
| G | Young, well-educated city dwellers | 2.5 | 1.78 |
| H | Couples and young singles in small modern starter homes | 10.3 | 1.59 |
| I | Lower income workers in urban terraces in often diverse areas | 2.7 | 1.59 |
| J | Owner occupiers in older-style housing in ex-industrial areas | 9.3 | 1.17 |
| K | Residents with sufficient incomes in right-to-buy social housing | 6.8 | 1.35 |
| L | Active elderly people living in pleasant retirement locations | 13.5 | 0.88 |
| M | Elderly people reliant on state support | 5.9 | 1.24 |
| N | Young people renting flats in high density social housing | 0.4 | 1.16 |
| O | Families in low-rise social housing with high levels of benefit need | 1.6 | 1.28 |