

# Swanage Seafront Masterplan

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Phase 2 Public Consultation

Draft Swanage Seafront Masterplan Survey Results  
22 June – 10 July 2023



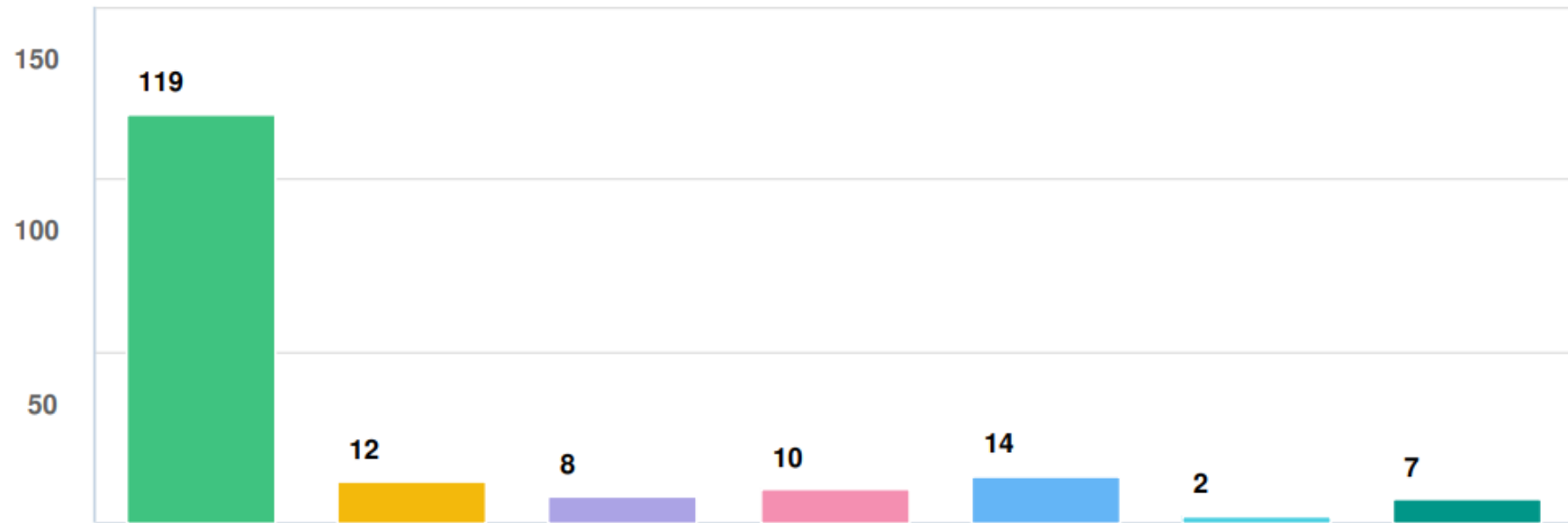
Dorset  
Coast Forum



Working with communities to promote,  
enhance and protect our coast.

Question 1.

**Q1** | What is your connection to Swanage?

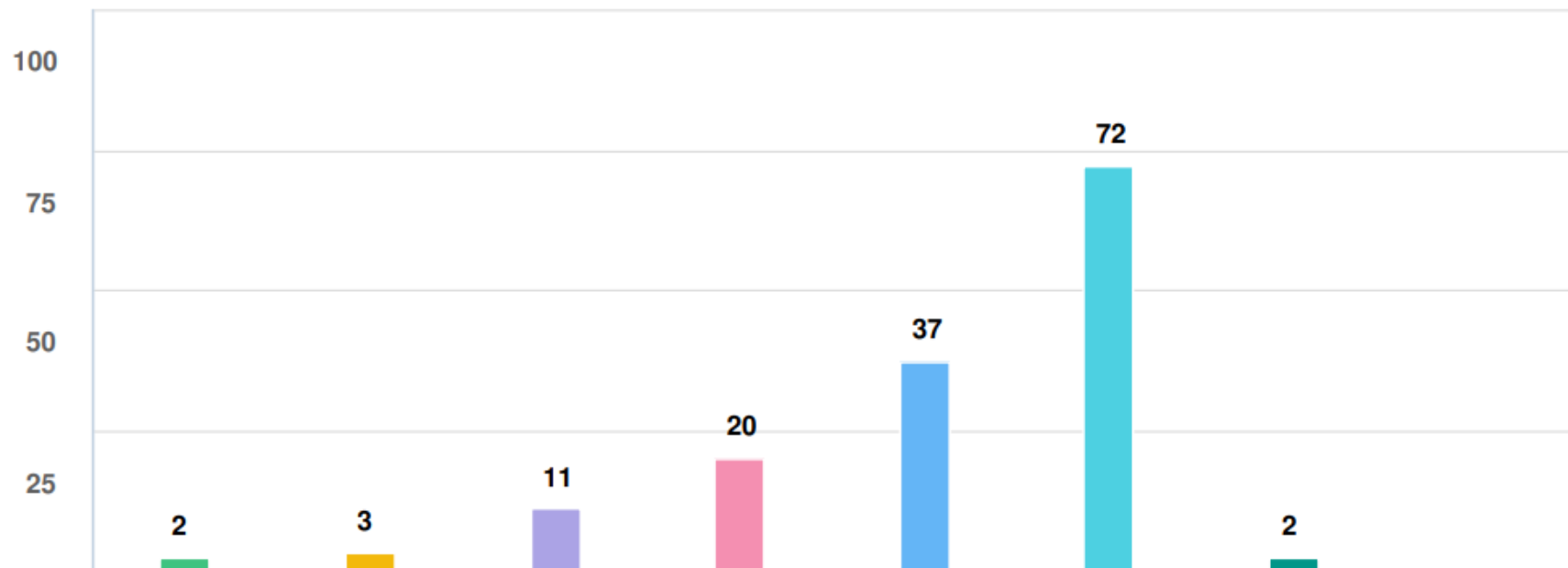


**Question options**

- Resident
- Business Owner
- Visitor
- Work in Swanage
- 2nd Home Owner
- Prefer not to say
- Other (please specify)

Question 2.

**Q2** What age range are you in?



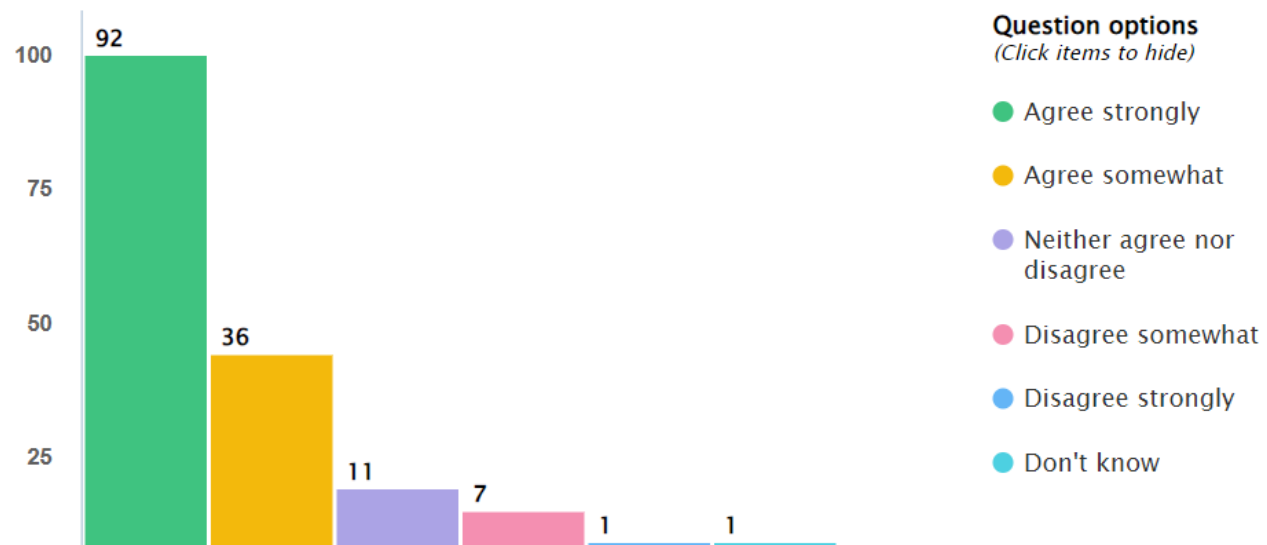
**Question options**

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and over
- Prefer not to say
- Under 18

Question 3.

Q3

The vision of the Swanage Seafront masterplan is: "To ensure that Swanage seafront remains a well-loved, well-maintained safe family place that celebrates the distinct heritage and culture of Swanage, whilst improving its infrastructure to support increased accessibility, sustainability, year-round tourism, and a vibrant local economy." To what extent do you agree or disagree that this vision statement is appropriate and relevant to Swanage seafront?



#### Question 4.

If you selected 'Disagree strongly' or 'Disagree somewhat' in Question 3, please specify why.

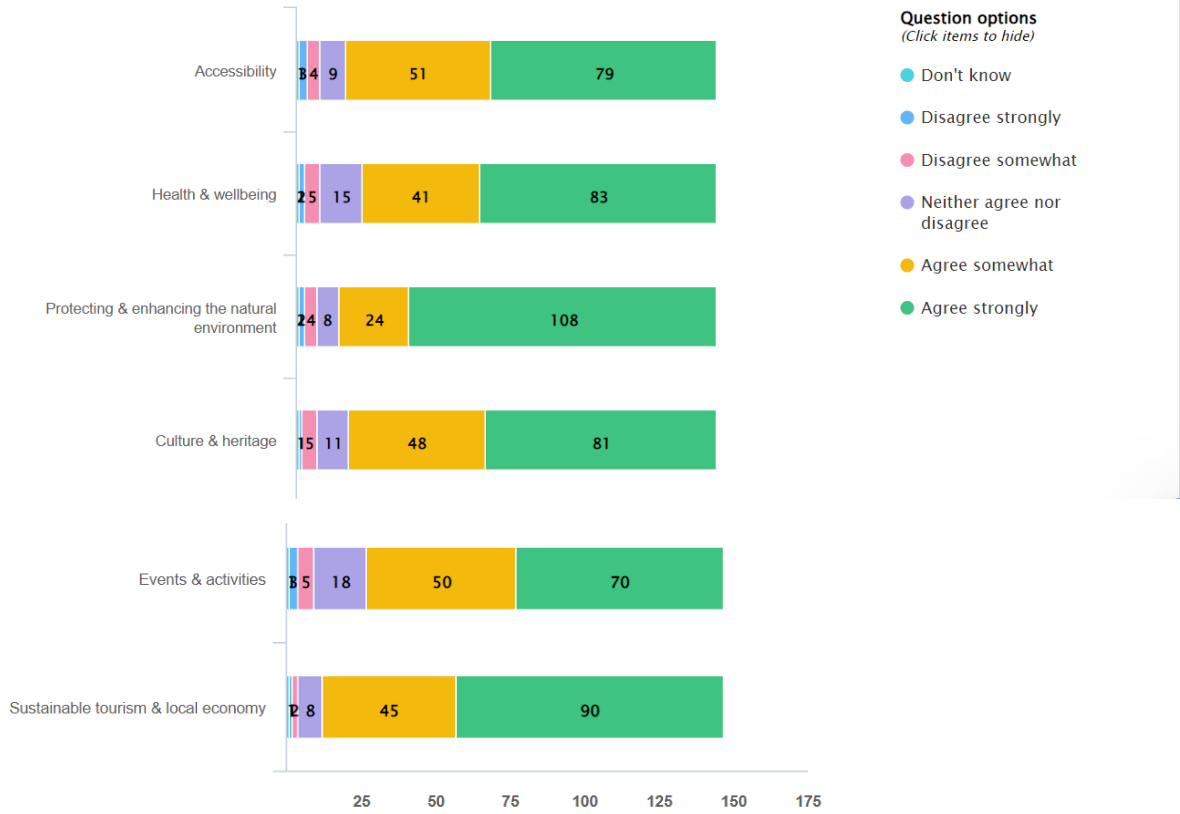
14 comments (despite only 2 respondents 'Disagreeing strongly' or 'Disagreeing somewhat')

Comments related to the vision statement:

- "This is an anodyne statement of good intent to which it is impossible to object. Similarly with the objectives."
- "I would reverse the order of increased accessibility, sustainability, year-round tourism, and a vibrant local economy. To a vibrant local economy, year-round tourism, increased accessibility and sustainability."
- "Disagree with winter tourism. Winter events are likely to be indoors, entertainment based. Risk of anti-social behaviour and noise. Swanage is not equipped for winter tourism. It is primarily a beach walking attraction."
- "As for your complete plan: Folk would need a degree and much energy and patience to work through it. You totally ignore the needs of residents and visitors with poor reading skills and concentration. You may be proud of your plan but you're not explaining it at all well. We're not all town planners! And it will cost millions, which you don't have."

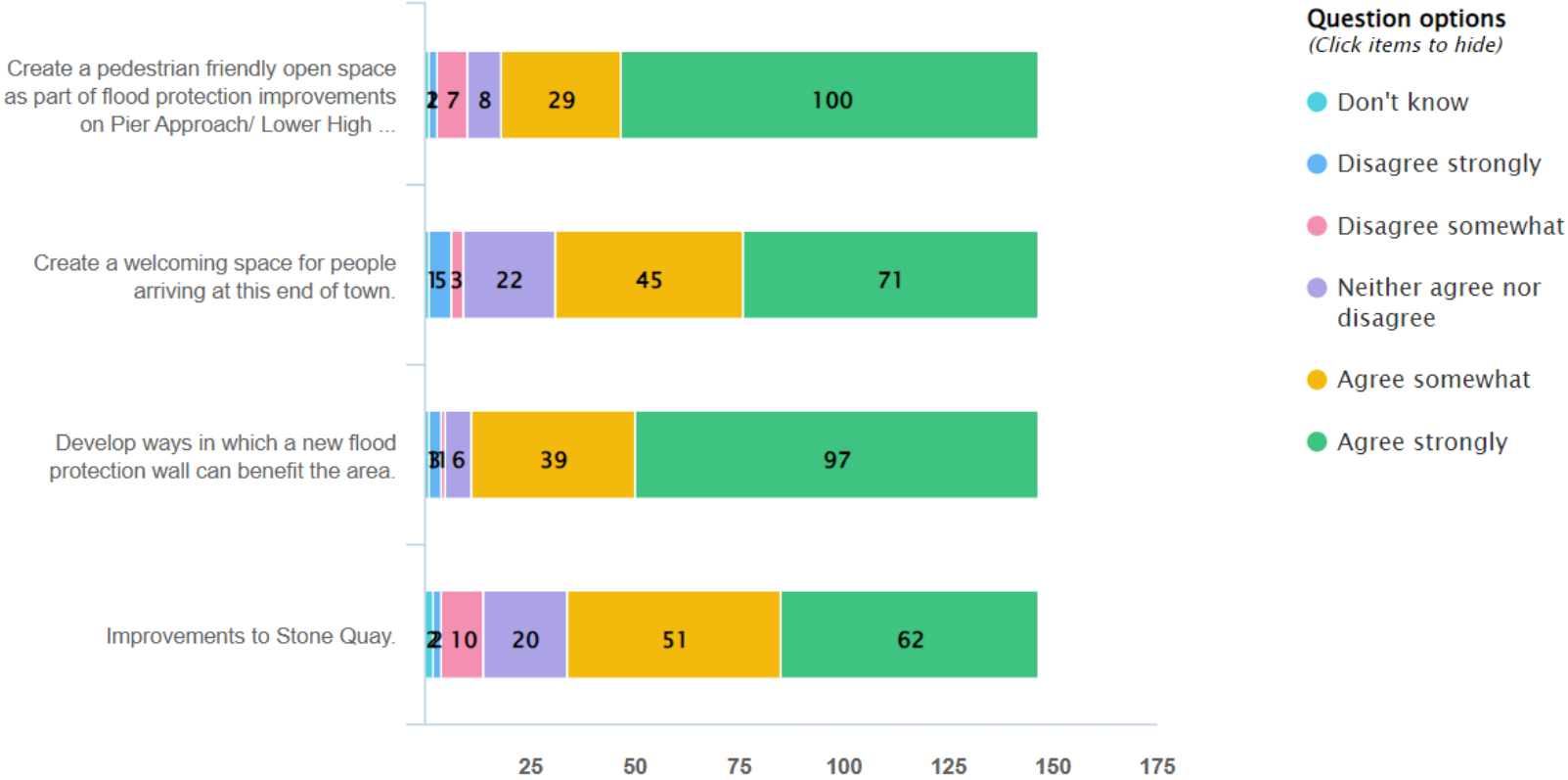
Question 5.

**Q5** The opportunities presented in the masterplan are guided by 6 themes with linked objectives. (To view the themes in more detail please click [HERE](#)) Please state to what extent you agree or disagree that each theme is relevant to Swanage seafront?



Question 6.

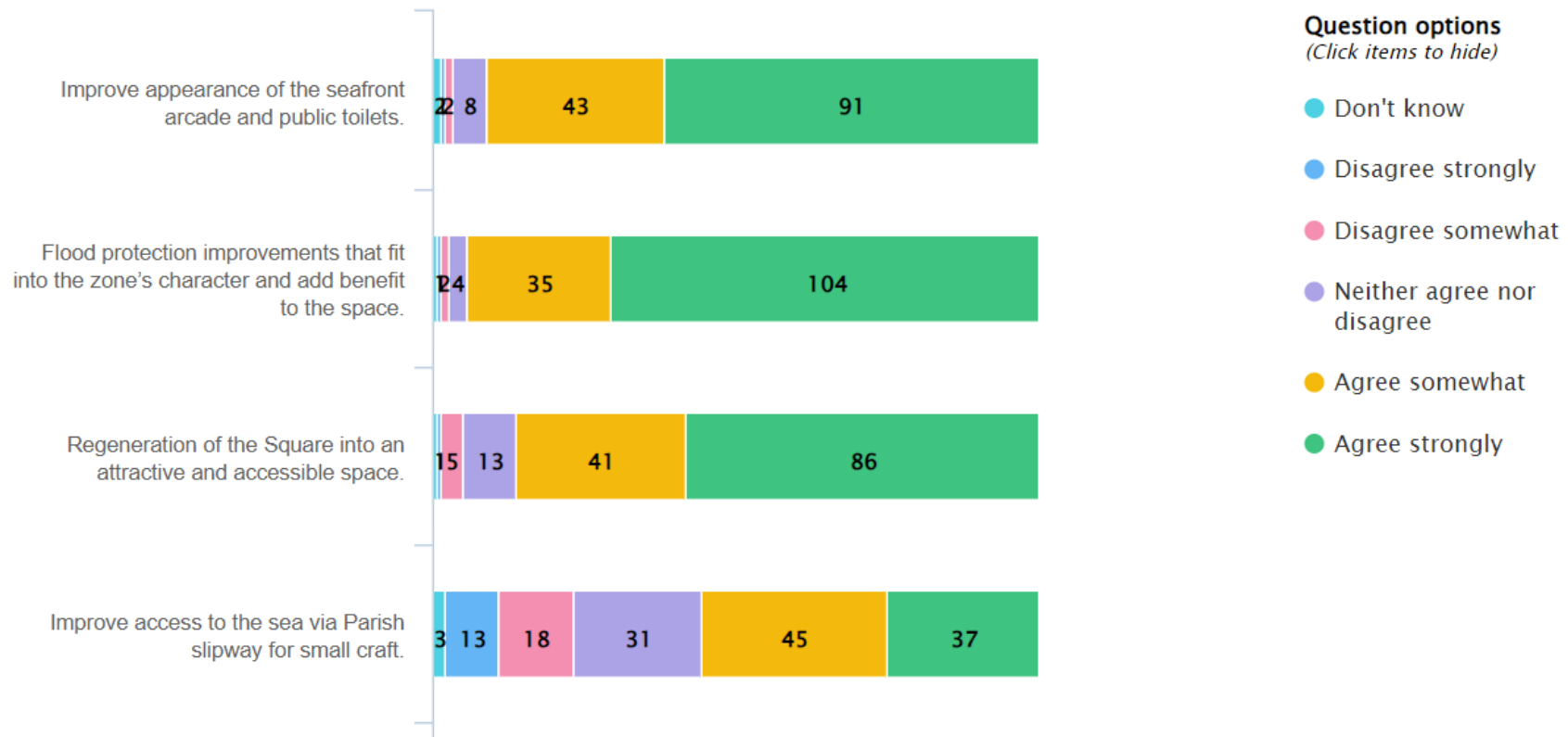
**Q6** Please state to what extent you agree or disagree that the opportunities are relevant to Zone A (Pier Entrance to Stone Quay) (To view the opportunities in more detail click [HERE](#))



Question 7.

Q7

Please state to what extent you agree or disagree that the opportunities are relevant to Zone B (Stone Quay to the Mowlem)? (To view the opportunities in Zone B please click [HERE](#))

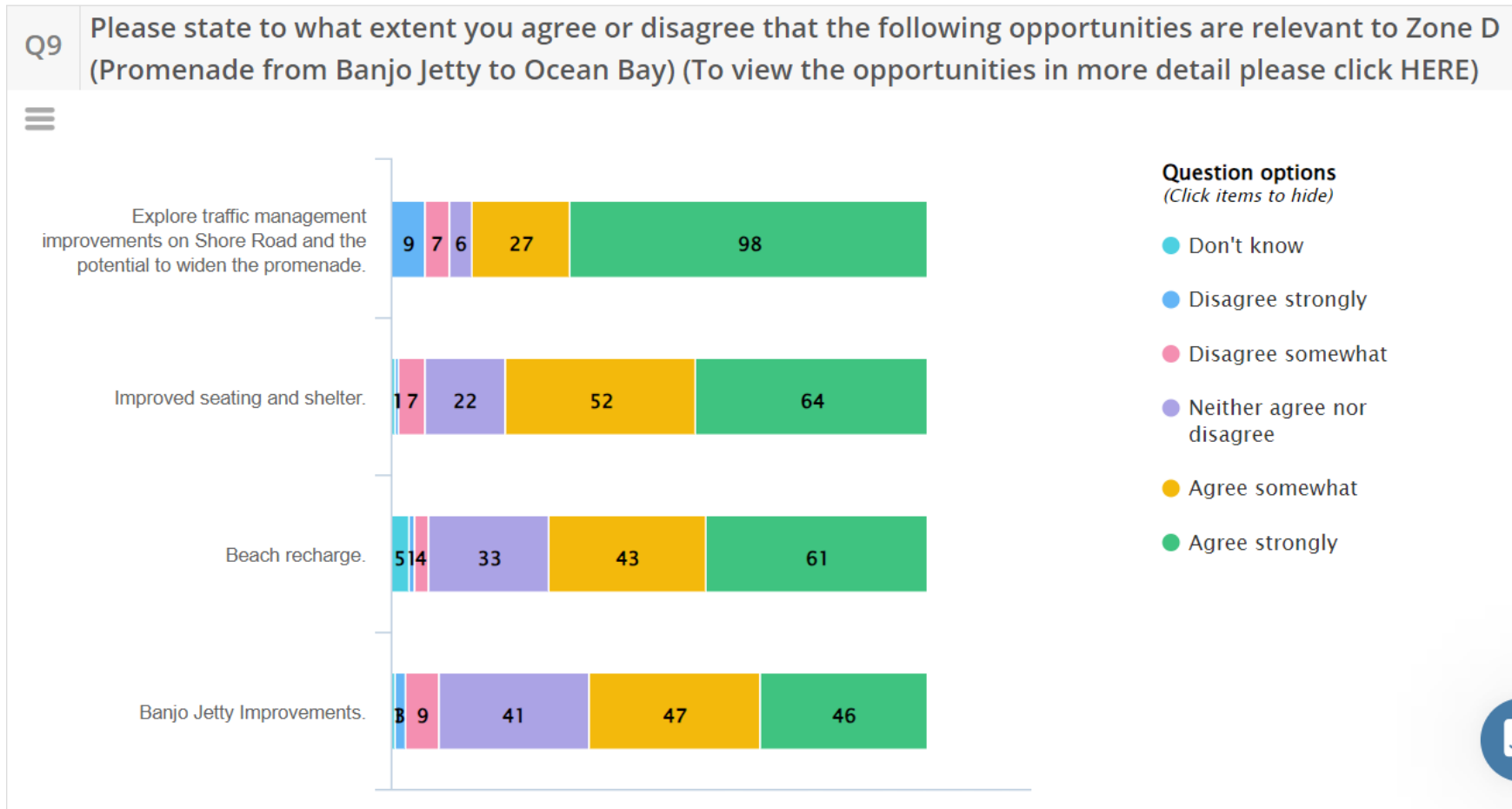




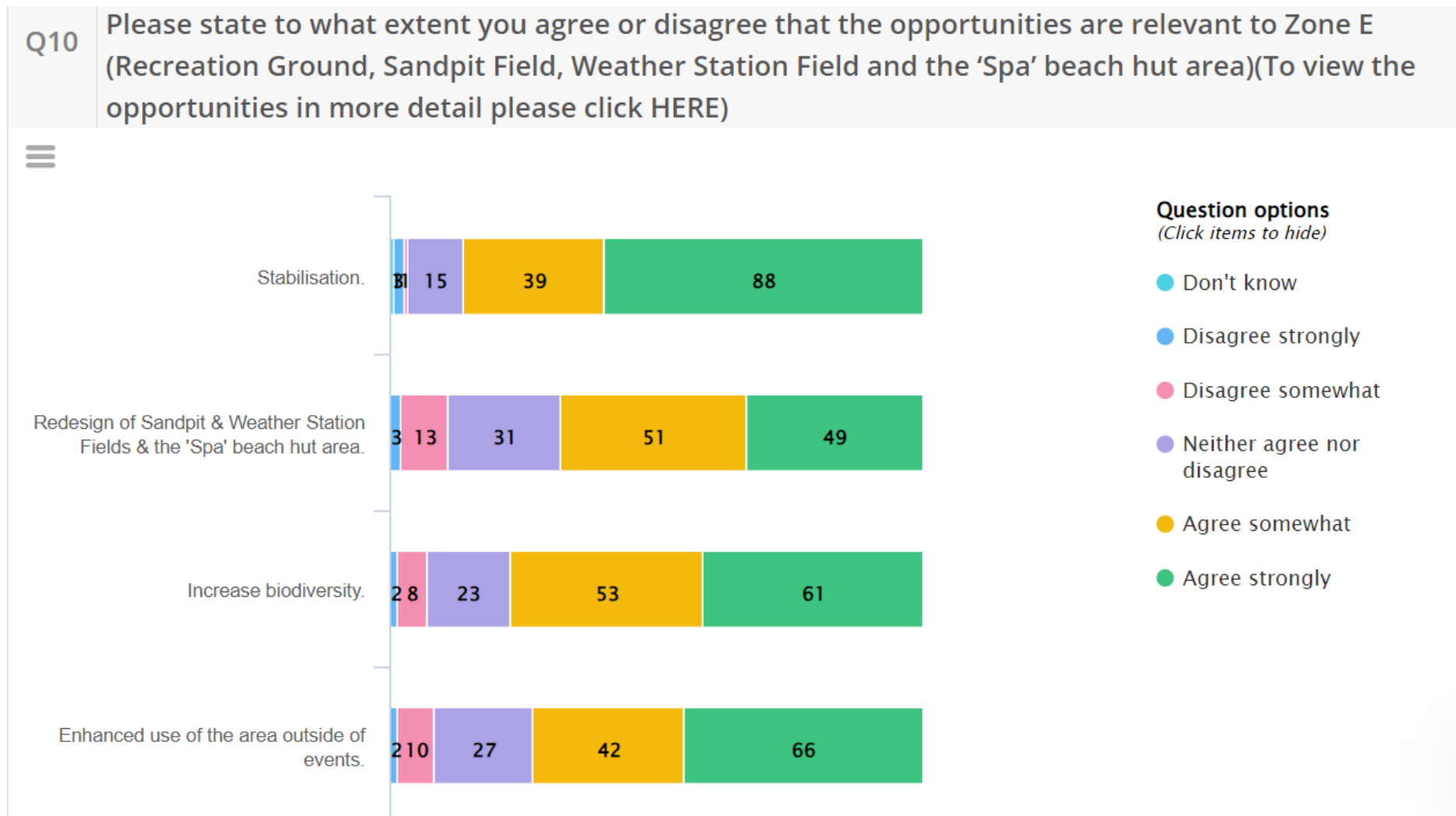
Question 8.



Question 9.

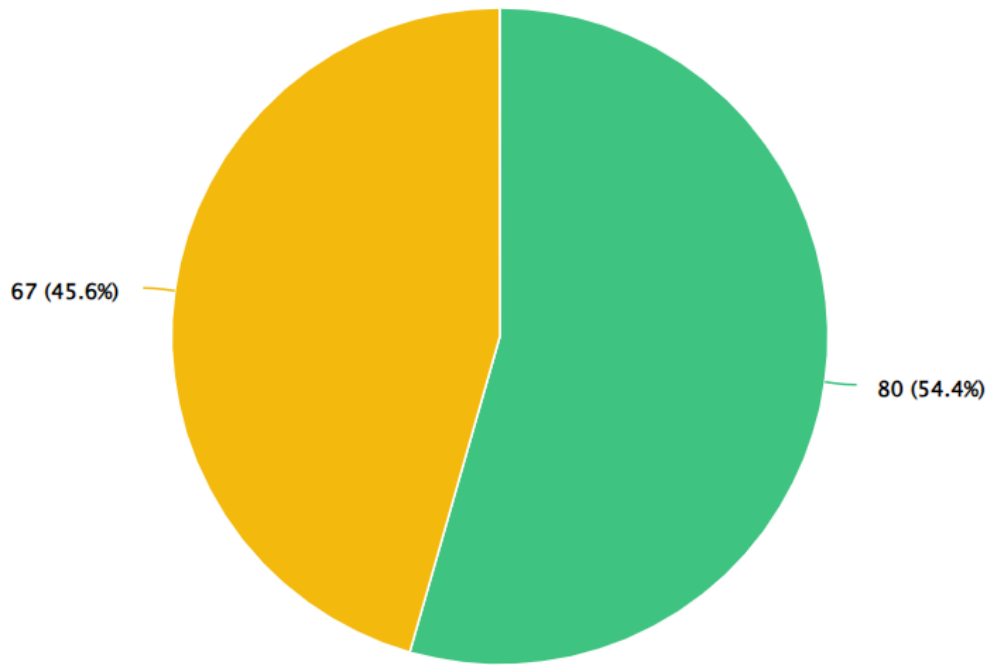


Question 10.



Question II.

Q11 Do you think we have missed an opportunity in any of the zones?

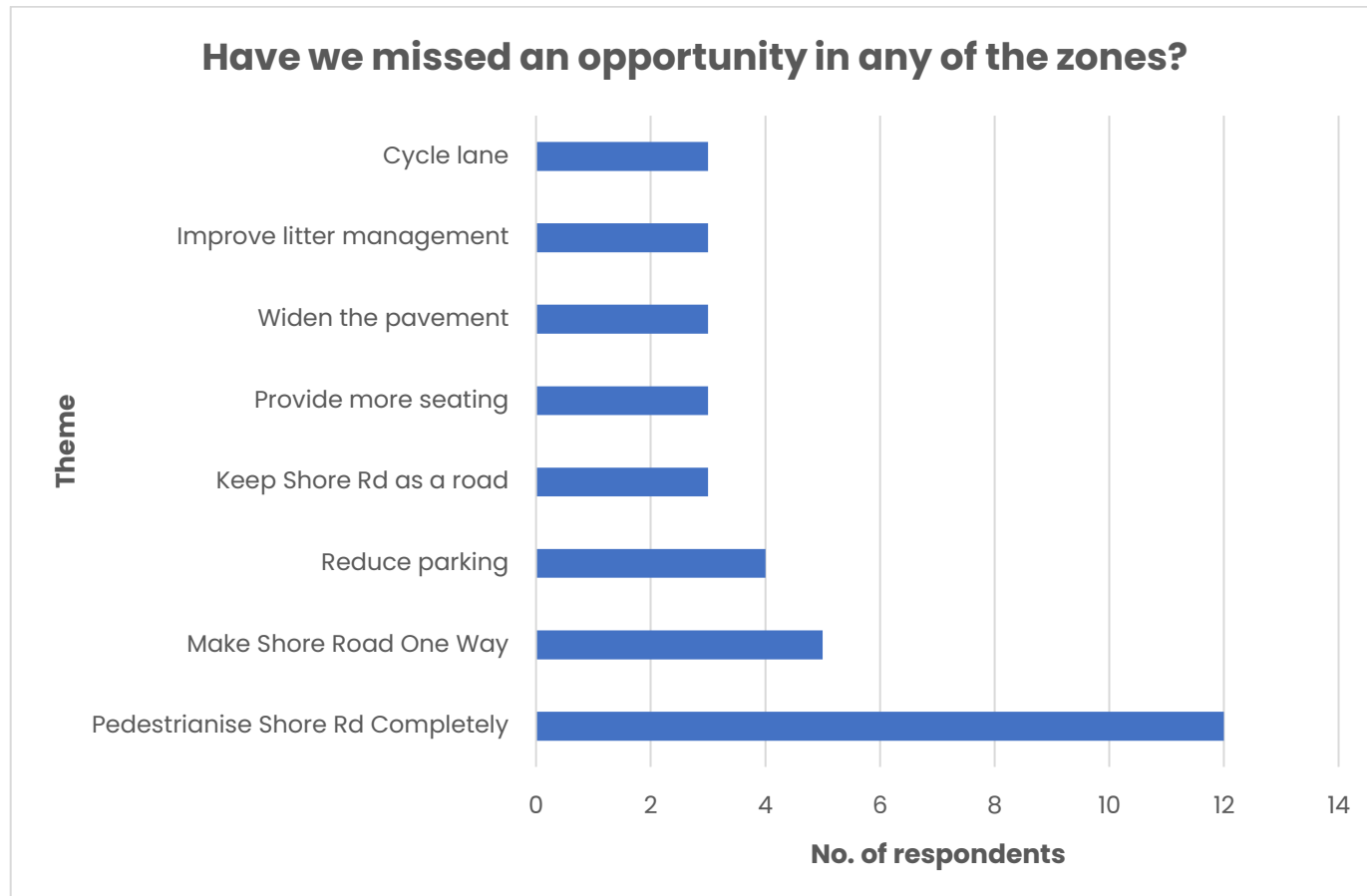


**Question options**  
*(Click items to hide)*

● Yes

● No

Question 12. If you have answered yes (to Question 11) – please specify



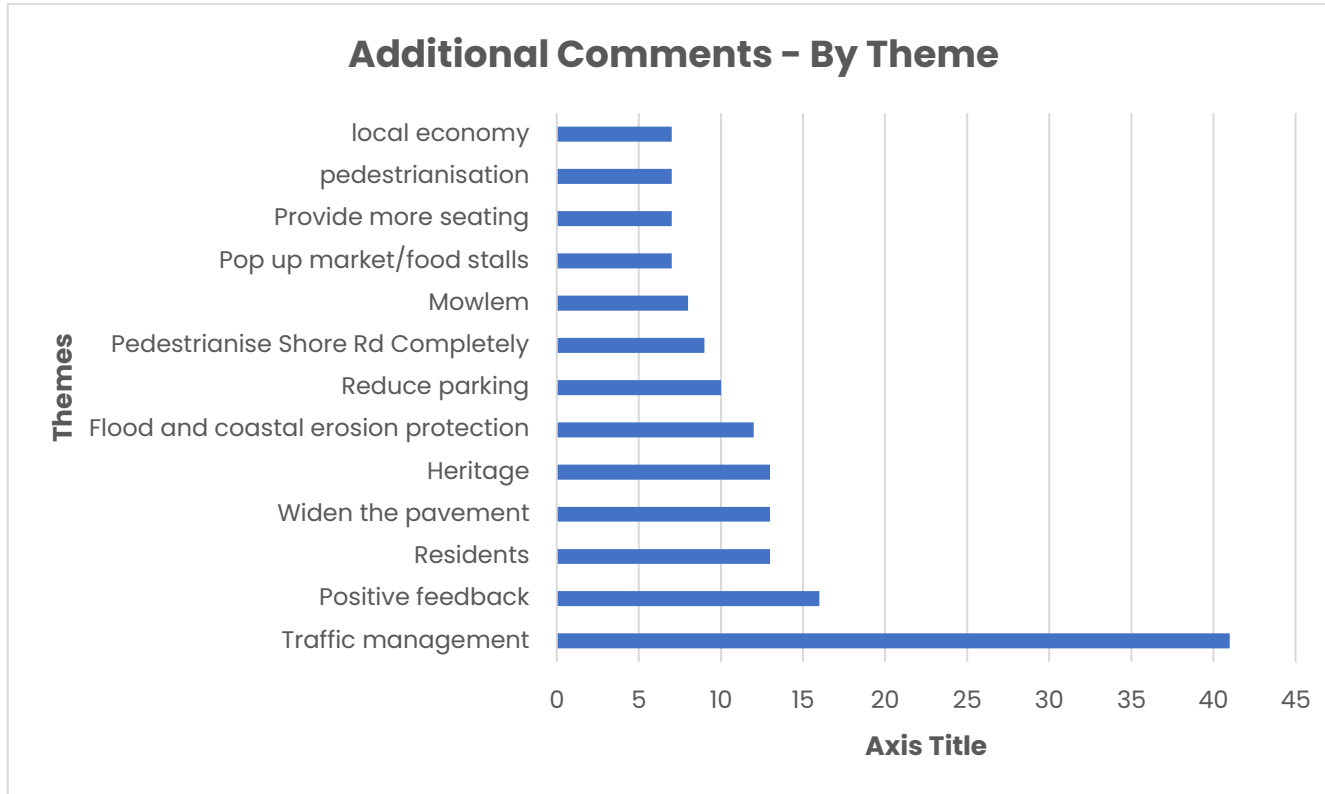
Question 13.

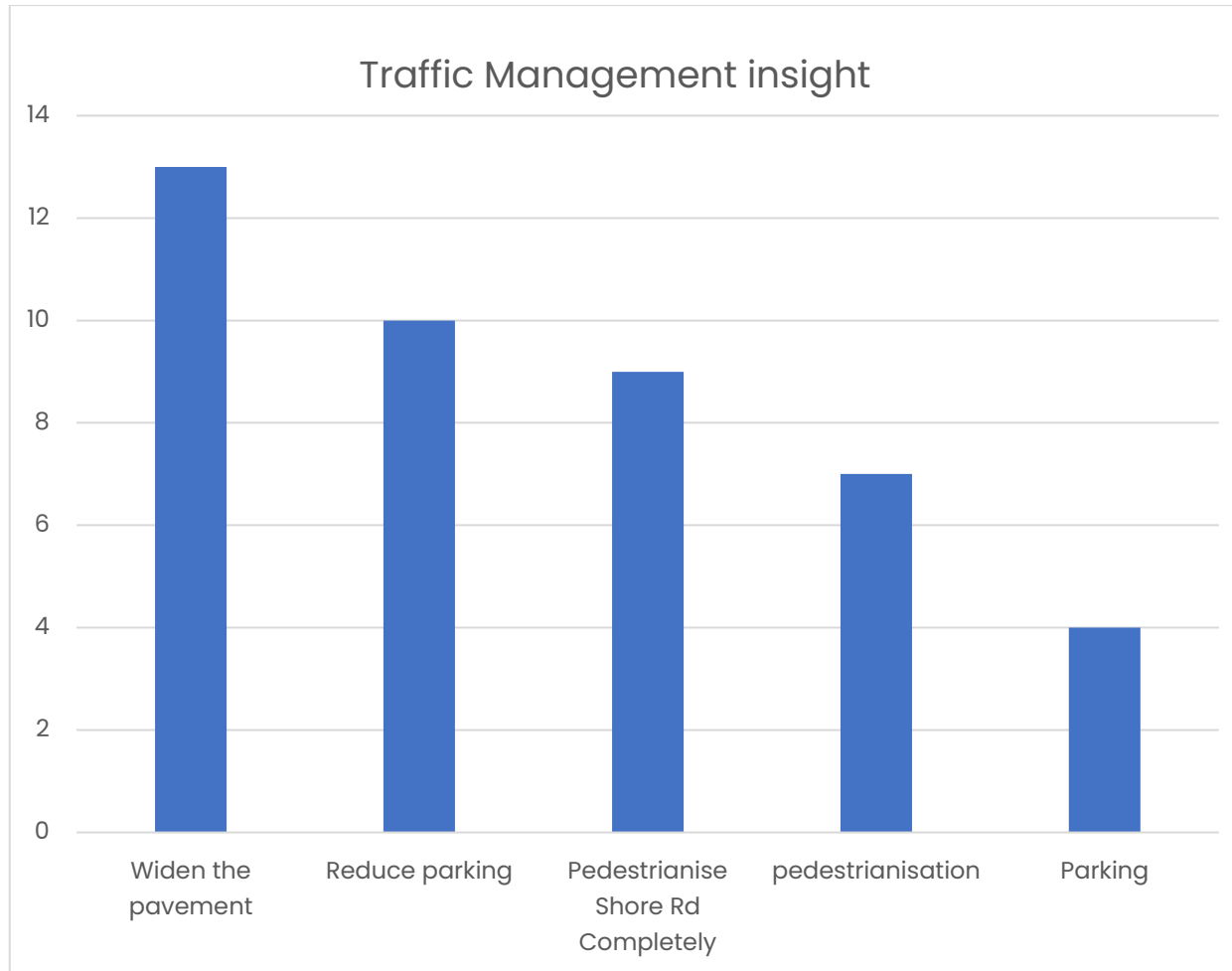
**Q13** Please state to what extent you agree or disagree with the following statements



Question 14.

Please feel free to add any additional comments about the draft seafront masterplan







Theme	Sample Quotes
<p><b>Traffic management</b></p>	<p>"Lots of good ideas but it is obvious from the information gathered that people's biggest concern is traffic"</p> <p>"Excellent but traffic considerations need to be pushed further!"</p> <p>"The seafront needs to move away from being for cars, and being a place for people"</p>
<p><b>Positive feedback</b></p>	<p>"Excellent to see the forward planning which is going into this process."</p> <p>"I agree that pedestrianisation of the whole of Shore Road and 'greening up' the seafront and town centre will transform Swanage into an outstanding resort. The coloured lights on the Mowlem have already improved its nighttime look. The master plan is exceptionally well thought out."</p> <p>"I think it has been well thought out and thank you for listening to the opinions of residents"</p> <p>"Keep up the good work – don't lose momentum"</p>
<p><b>Residents</b></p>	<p>"I understand the need to move Swanage forward, but I feel the project benefits are vague and the plan is too heavily focused on providing benefits for tourists/tourism while it not made at all clear how this will translate into tangible benefits for ordinary residents and taxpayers who are not engaged in tourism/business."</p> <p>"This plan is all about visitors and not local people who live here."</p> <p>"Please consider local users as much as tourists. I understand tourism is important, but locals use these areas all year round."</p>

*This report was prepared by Dorset Coast Forum.*

*The Swanage Seafront Masterplan is being developed by Dorset Coast Forum in partnership with Swanage Town Council.*

