

SWANAGE GREEN SEAFRONT STABILISATION AND SHORE ROAD ENHANCEMENT SCHEME



SHORE ROAD ENGAGEMENT REPORT JANUARY 2026



Dorset
Council

Contents

Overview	3
Background	3
Key findings from Engagement Round One.....	3
Evolution of the project	4
Engagement Round Two	5
Engagement Overview	6
Online Survey	7
Our Reach in Numbers	8
Survey Results	12
Who answered the survey?	12
Results – Traffic Movements Options Preference.....	15
Results – Other Survey Questions	19
Urban Design	19
Bus Route Changes	20
Speed Limits	23
Key Findings.....	26
Shore Road Preference	26
Other themes:.....	30
Appendix 1.....	32
Survey Anomalies	32
Appendix 2.....	40
Who's who?	40

Overview

This report sets out a summary and analysis of the results for Shore Road proposals only. This is an engagement report aimed at supporting Dorset Council Highways with their discussions on next steps. It includes details of the background to the scheme, what engagement took place, the numbers of people who took part in the engagement process along with a summary and analysis of the results. It does not include results and analysis relating to feedback on the Green Seafront Enhancement proposals for which engagement took place at the same time. The results of this engagement are available in a separate report.

Background

In late 2023 an initial round of engagement for the Swanage Green Seafront took place (Round 1) based on the need for stabilisation and improvements to Sandpit Field, Weather Station Field and the Spa.

Key findings from Engagement Round One

In Round 1 we asked about an essential scheme and an enhanced scheme.

- Survey results showed that the enhanced scheme was slightly more popular with 51.1% of respondents to the survey preferring it with 43.6% choosing the essential scheme.
- The integration of improved traffic management was consistently cited through the survey. Of those who felt there was something missing from the enhanced scheme – ‘the pedestrianisation of Shore Road’ and ‘traffic management’ were the most popular themes of respondents’ answers. There were also over 100 mentions of ‘Shore Road’ in all the comments.

See the Round 1 Engagement report here >>

<https://www.dorsetcoasthaveyoursay.co.uk/26164/widgets/75344/documents/51805>

Evolution of the project

- Swanage Town Council then took the feedback from the first round of engagement, using this to put together a new scheme that maintained the benefits of the enhanced scheme while minimising cost.

Inclusion of DC Highways

- Dorset Council became involved with the project based on the feedback received in the first round of engagement concerning pedestrian safety and accessibility on Shore Road. They then prepared options for Shore Road.

Inclusion of Dorset Coast Forum (DCF)

- DCF were once again appointed to undertake engagement with those who live and work in Swanage along with other stakeholders, presenting the new option for the Green Seafront alongside the essential option and together with options for Shore Road.

Engagement Round Two

Aims of the Engagement for Shore Road:

- To present high level concept options being considered for Shore Road by Dorset Highways.
- To help identify what changes may be necessary on the wider highway network to accommodate any changes on Shore Road.
- To gather local insights and suggestions to refine the options in future design stages.
- To collect the views and comments of residents, businesses and stakeholders with regards to the works needed at Swanage Green Seafront and options for Shore Road, identifying suggestions, concerns and questions from residents and members of the public.
- To gain specific personal/organisational views and data to ensure local knowledge of relevant issues are reflected within the proposals.
- To gather information via a combination of face to face, online and written engagement methods allowing accessibility and time for consideration to maximise participation.

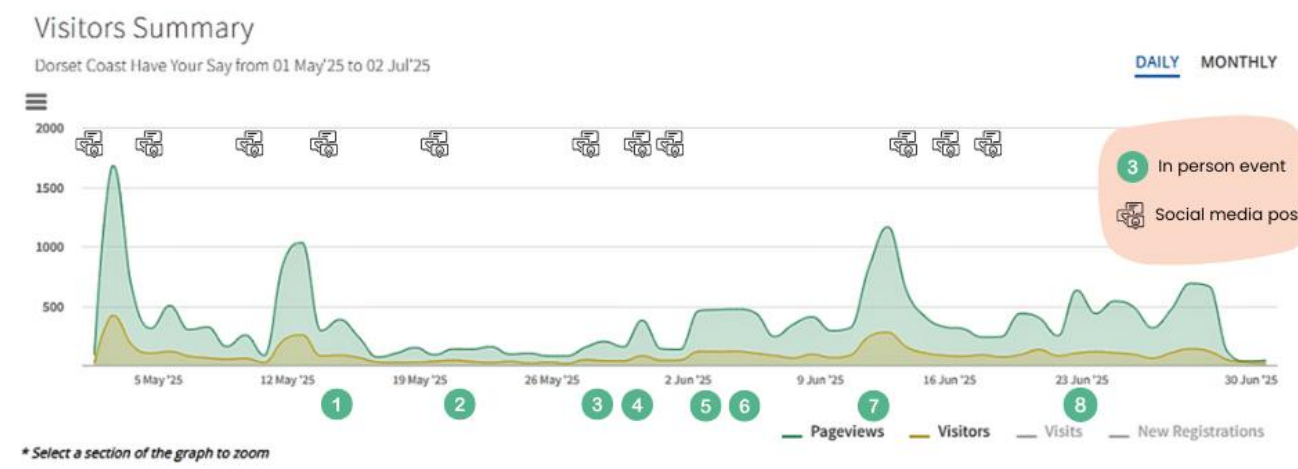
Engagement Overview

Name of event	Location	Date and time	Number attended	Notes
Online Meeting	Zoom	15 th May 6.00pm – 7.00pm	6	Aimed at invited local stakeholders from Swanage. It included a short presentation and was followed by a Q&A session.
Launch Pop-Up	Swanage Seafront, Shore Place	22 nd May 11.00am – 2.00pm	35 (estimated)	Pop-up event run by Swanage Town Council on the seafront.
St Aldhelms Court Residents Coffee Meeting	St Aldhelms Court, De Moulham Road	29 th May 10.00am – 11.30am	25 (estimated)	A presentation and Q&A session provided to residents by the project team
Swanage Market Pop-Up	Swanage Market	30 th May 8.00am – 12.00pm	96	A pop-up stall at the market attracted almost 100 visitors. DCF provided key displays and directed people to come along to a drop in event or webpage to find out more.
Co-op Pop-Up	Outside Co-op Supermarket	30 th May 12.30pm – 2.30pm	33	A pop-up outside the Co-op gathering views of local shoppers and encouraging them to attend drop-in events. DCF distributed leaflets telling people about the webpage.
Public Drop-in	Focus Centre	3 rd June 10.00am – 2.00pm	37	DCF public drop-in included displays on the Green Seafront and Shore Road Schemes and allowed people to chat with members of the project team as well as town

				councillors and the DCF team.
Public Drop-in	Mowlem Theatre	4 th June 3.30pm – 7.30pm	158	DCF public drop-in included displays on the Green Seafront and Shore Road Schemes and allowed people to chat with members of the project team as well as town councillors and the DCF team.
Swanage Chamber of Trade Meeting	Grand Hotel	10 th June 7.00pm – 9.00pm	30	A presentation on the scheme and the engagement process followed by an opportunity for Q&A

Online Survey

The Dorset Coast Have Your Say webpage has a dedicated area for information and engagement related to the Swanage Green Seafront Stabilisation and Shore Road Enhancement project. Between 1st May and 29th June 2025 there were 6,660 visits to the webpage. The graph below shows the number of webpage visits, the timings of in person and online events and social media posts. Please note there were two events on the 30th May.



Our Reach in Numbers

DCF tracked engagement using the following methods:

- In person attendance at events
- Social media posts and interactions
- Webpage visits
- Survey completions

Overview of total engagement	Number of people engaged
People engaged with at in person or online events	460
Survey Responses	1,469
Have Your Say website visits	6,600
Visits from social media link	1,237
Facebook post reach (number of unique individuals reached)	30,194
Facebook post engagements (e.g. likes, comments and shares)	727
Instagram post reach	1,338
Instagram post engagements	34

- **Social media:** The events and survey were advertised widely on social media, originally being posted on the DCF pages, then shared by Swanage Town Council, Dorset Council, Swanage Matters, Swanage Carnival, Swanage Information Centre and many more.
- **Press:** An article was published in Swanage News at the launch of the project and mid-way through, an interview was broadcast on Purbeck Sounds and there were articles in the Bournemouth Echo, Dorset Echo, BBC Dorset, Purbeck Gazette and Swanage Advertiser, among others.
- **Local stakeholder groups:** The events and survey were shared with key local groups and stakeholders.
- **DCF E-News:** Shared with 650 DCF recipients.

- **Posters and banners:** Banners and posters were displayed across Swanage and information boards were put up around the Green Seafront itself as well as along Shore Road.
- **Flyers:** Flyers were delivered to all properties on De Moulham Road, Shore Road and Seaward Road as well as the lower section of Ulwell Road (from the Crow's Nest Inn, south) and distributed at in person events.
- **Display of materials:** The Swanage Information Centre held reference copies of the schemes and displayed the options throughout the engagement. They also provided a collection and drop off point for paper surveys as well as Swanage Town Hall.

Images of our events and media coverage can be seen on the following pages.

Event Images



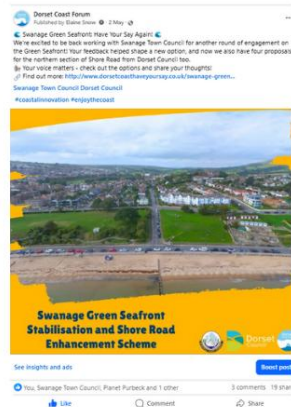
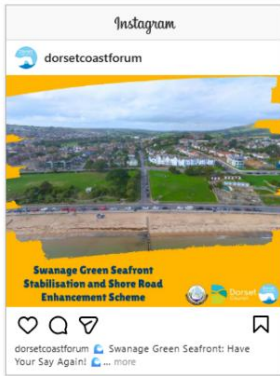
Top: Pop up event at Swanage Market and outside the Co-op

Middle: Drop-in event at the Focus Centre (former Children's Centre)

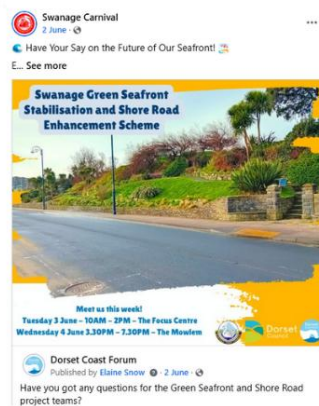
Bottom: Drop-in event at The Mowlem



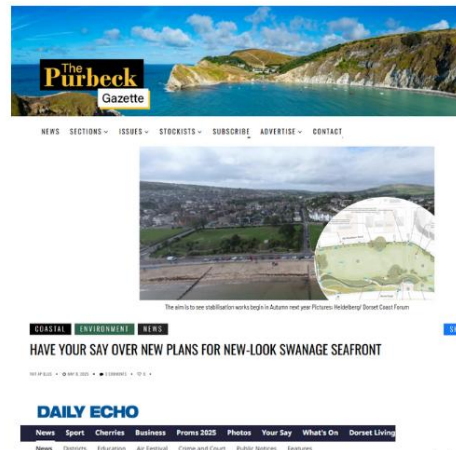
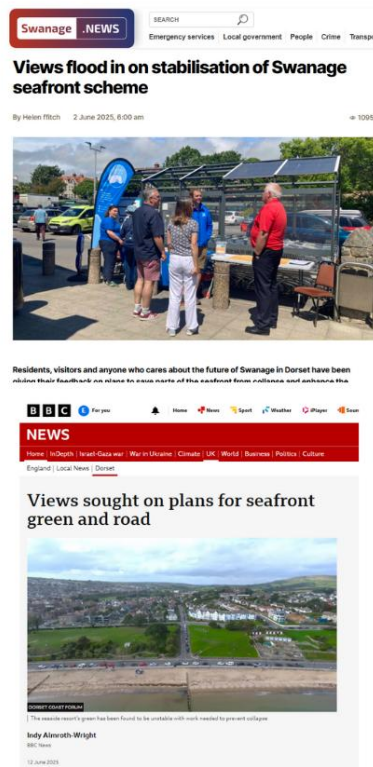
Media Coverage



Top (left and centre): Project launch social media posts
Below (right): Purbeck Sounds Facebook post



Far left: Dorset Council social post
Centre: Swanage Carnival Facebook post share
Above: Project video cover



Above right: Event poster and flyer
Above left and centre: Swanage News and Purbeck Gazette articles
Below left: BBC and Daily Echo articles
Below centre: Dorset Council Facebook post

Survey Results

The survey was hosted online, with paper versions also available at the Visitor Information Centre and at our events. It was open from 1st May until 29th June 2025 offering an eight-week engagement window. It contained a total of 43 questions covering all aspects of the Green Seafront and Shore Road schemes. Not all 43 questions had to be answered, and there were opportunities for respondents to skip questions or whole sections if they did not wish to respond to certain elements. Each section included questions about various features of the schemes, along with key mandatory questions.

The Shore Road section asked respondents to rank their preferences for the four proposed options. This was followed by a series of questions about additional features, including bus routes and a 20mph speed limit for Shore Road.

Throughout the survey, a combination of open and closed questions was used to gather both preferences and detailed feedback on specific areas and ideas. This approach provided a dataset that includes clear statistical insights as well as space for respondents to share comments and suggestions.

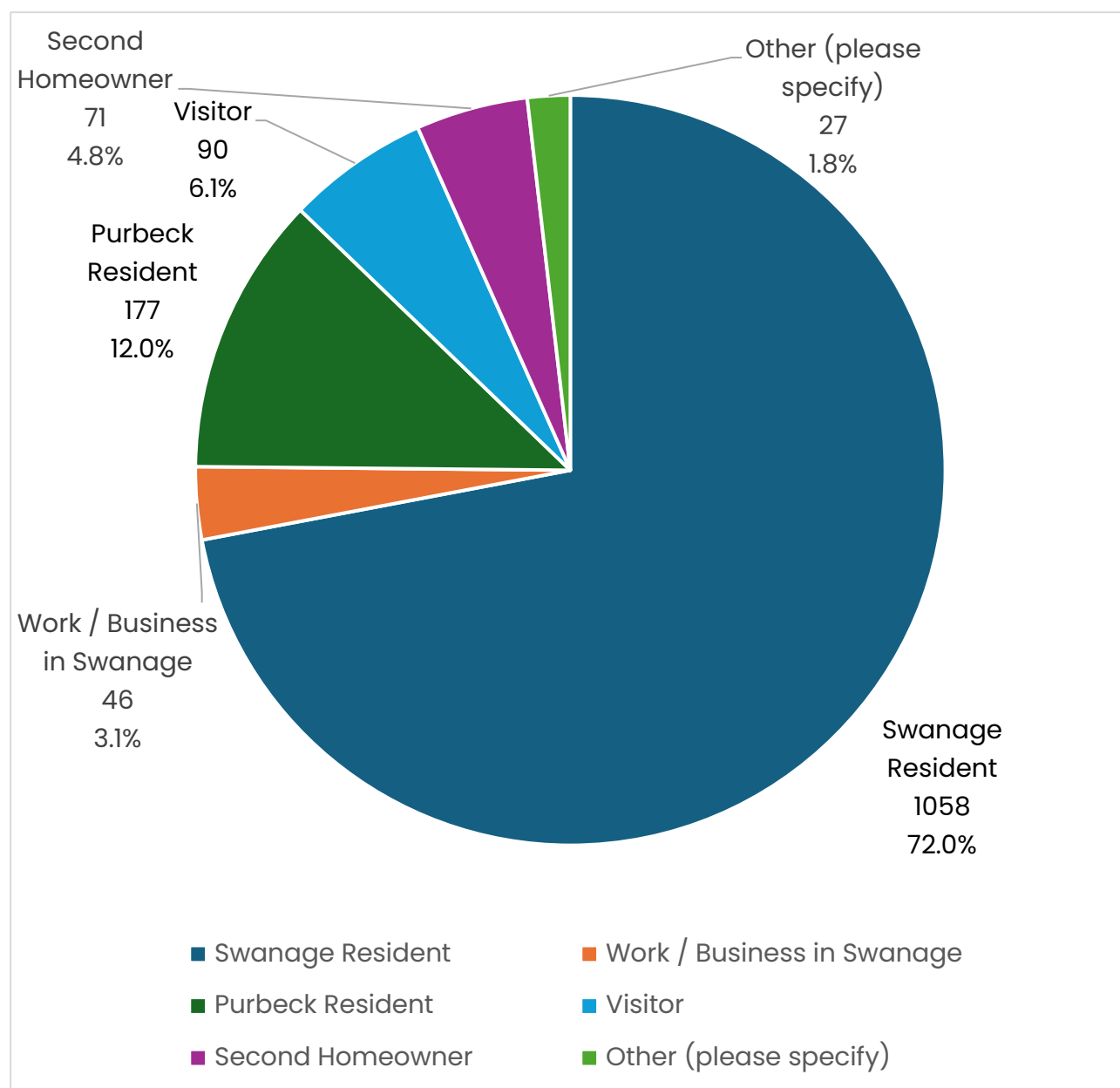
A copy of the survey questions is available in the appendices.

Who answered the survey?

The overall survey results show the following:

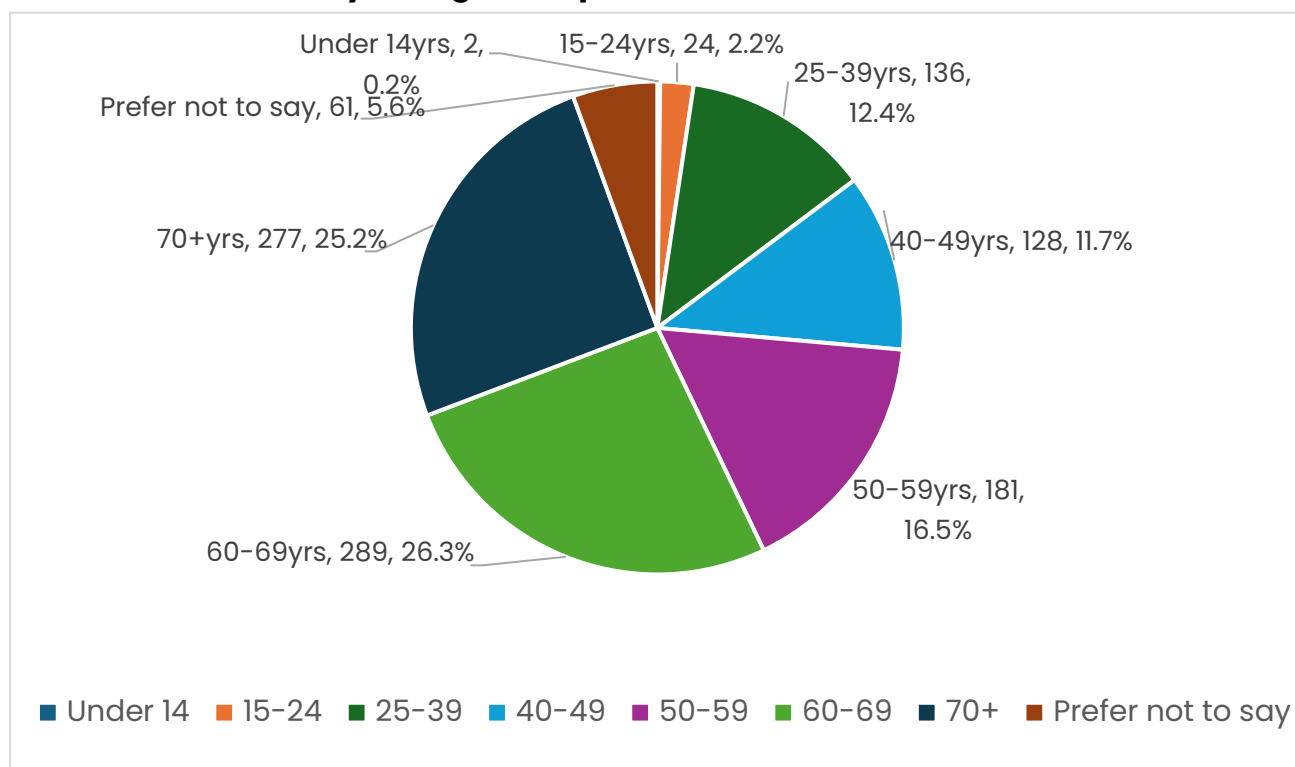
- 72% of respondents stated they are Swanage residents.
- 12% were from the wider Purbeck area. 6.1% of respondents were visitors.
- Answers in the other category include having friends or family in Swanage or owning a caravan in Swanage.
- 51.5% of respondents were aged 60 or over. 68% of respondents are aged fifty or over.
- 81.4% of respondents do not consider themselves to have a disability.

Question 1: What is your connection to Swanage?



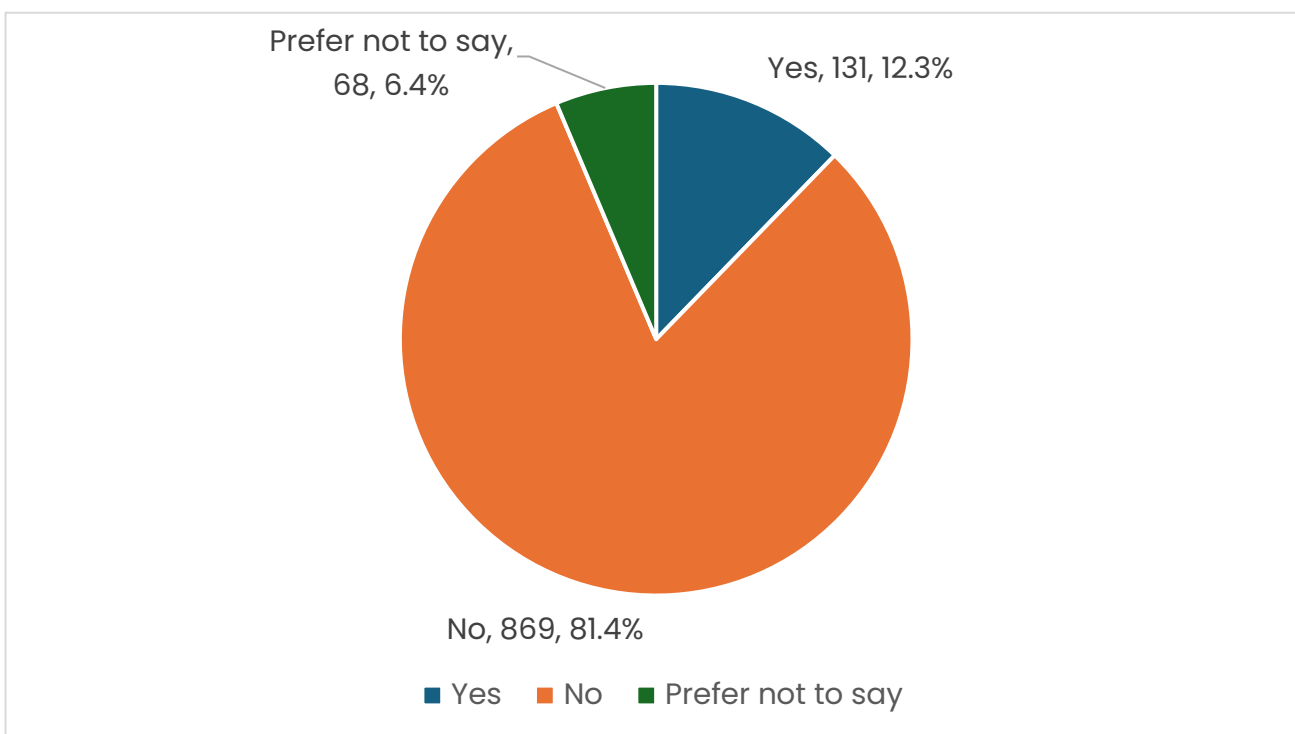
Mandatory Question – 1469 responses

Question 41: What is your age Group?



1098 responses, 371 skipped

Question 42: Do you consider yourself to have a disability?



1068 responses, 401 skipped

Results – Traffic Movements Options Preference

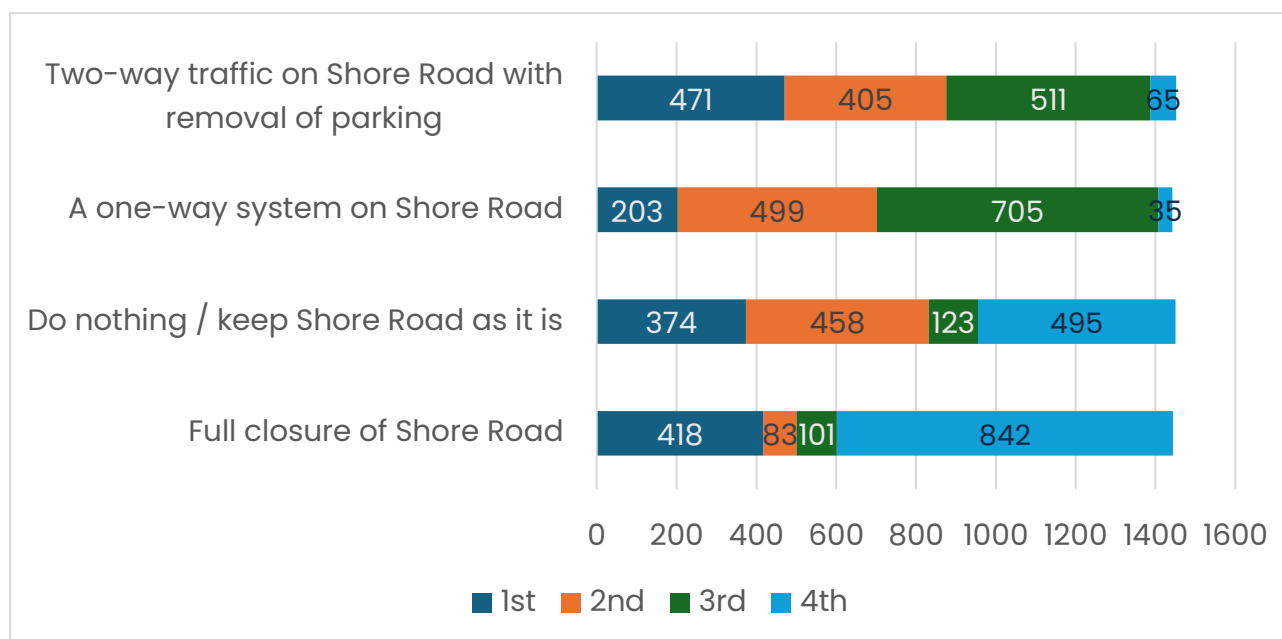
Question 30: Please can you rank the options for Shore Road in order of Preference, with 1 being your most preferred option.

A lower average rank shows a higher number of people placing it as a higher priority.

Option	Average Rank
Two-way traffic on Shore Road with removal of parking	2.12
A one-way system on Shore Road	2.40
Do nothing / keep Shore Road as it is	2.51
Full Closure of Shore Road	2.95

Mandatory question – 1467 responses, 2 skipped (skipped responses for this question are from paper surveys)

We can also look at the number of respondents who chose each rank for each option, shown below.



This chart displays the rank distribution data for all responses. 1467 responses all asked to rank the options from 1st to 4th with the number who chose each rank on each option shown in the chart.

Two-way traffic with parking removed has the highest number of 1st place votes (471) as well as and very few 4th place votes (65), showing strong overall support. A one-way system on Shore Road has low 1st place votes (203) but dominates 3rd place (705). Do nothing / keep Shore Road as it is has moderate 1st place votes (374) but higher 4th place votes (495) when compared to the previous two. Finally, the Full Closure of Shore Road has a high number of 1st place votes (418) but overwhelmingly ranked 4th (842) with fewer people placing it 2nd or third.

Overall, two-way traffic with parking removal is the most favoured option. The one-way system and do-nothing options are relatively close in preference. Full closure is the least popular.

Question 31: Do you have any further thoughts or comments to make on the traffic movement options for Shore Road?

YES: 606 (51.6%)

NO: 568 (48.4%)

1174 responses, 295 skipped

When asked **what category their comments fit within** the most chosen were “traffic movements”, “parking options” and “safety”.

Question 33: Please detail your thoughts or comments. You can also specify here if there are any features from an option (even if it's not your preferred choice) that you would like to see included in the final option for Shore Road.

Traffic Movements

Respondents mentioned in their comments that proposed changes could increase congestion on residential roads including De Moulham, Northbrook, Seaward and Clifton Roads, reduce safety near schools and parks, and worsen parking issues. They highlight the need for better traffic management and infrastructure to support both vehicles and pedestrians without compromising safety or accessibility.

Respondents also mentioned the lack of detailed traffic modelling including clear plans showing where traffic will go, impact assessments on surrounding roads and consideration of seasonal variations in traffic volume. However, this initial round was only designed to give the top-level designs, and this information will be included at a later stage in the design process.

Parking Options

The comments on parking options contains mixed responses with some suggesting the removal as the only option and others making suggestions for modifications. There is strong support from respondents for retaining some parking including for blue badge holders, elderly residents, those with mobility issues and families with beach equipment. Parking is seen as essential for mental wellbeing, accessibility, and enjoyment of the seafront.

"Being able to pull up and park at the sea front plays a vital role in supporting many people's mental health."

However, alternatives are given in the comments including drop off zones at key points such as Ocean Bay or Banjo Pier, seasonal restrictions, park and ride schemes or designated disabled bays.

Concerns for the removal of parking in the comments include:

- Increased parking in residential areas
- A future loss of free parking and potential installation of parking meters in residential areas
- Reduced tourism appeal and local business footfall.
- A loss of revenue for the council

Safety

Safety is a dominant theme in the feedback from respondents, with strong support for:

- Widening pavements
- Reducing traffic speed
- Improving pedestrian infrastructure
- Carefully managing traffic diversion impacts

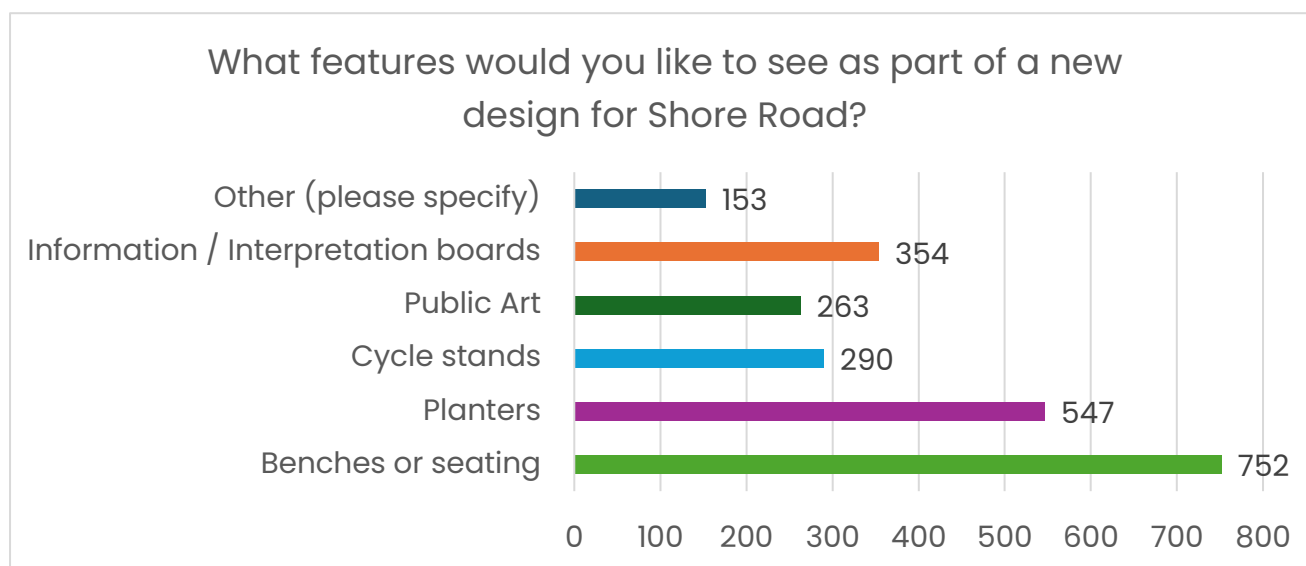
“Removing parking and widening the path is essential. I have seen too many near misses with young children walking out between parked vehicles.”

Safety concerns from respondents include the impact of potential speeding vehicles, that closing or restricting Shore Road will shift traffic to residential roads (e.g., De Moulham, Northbrook, Walrond Roads), access for buses and emergency vehicles and potential collisions between cyclists and pedestrians.

Results – Other Survey Questions

Urban Design

Question 34: What features would you like to see as part of a new design for Shore Road?



999 responses, 470 skipped

Suggestions in the “other” category include avoiding any design features for fear of cluttering the pavements, moving the sea wall to widen footpaths, market stalls, sculptures and seasonal food outlets.

Question 35: Are there any features within the wider town that you would like incorporated within the design?

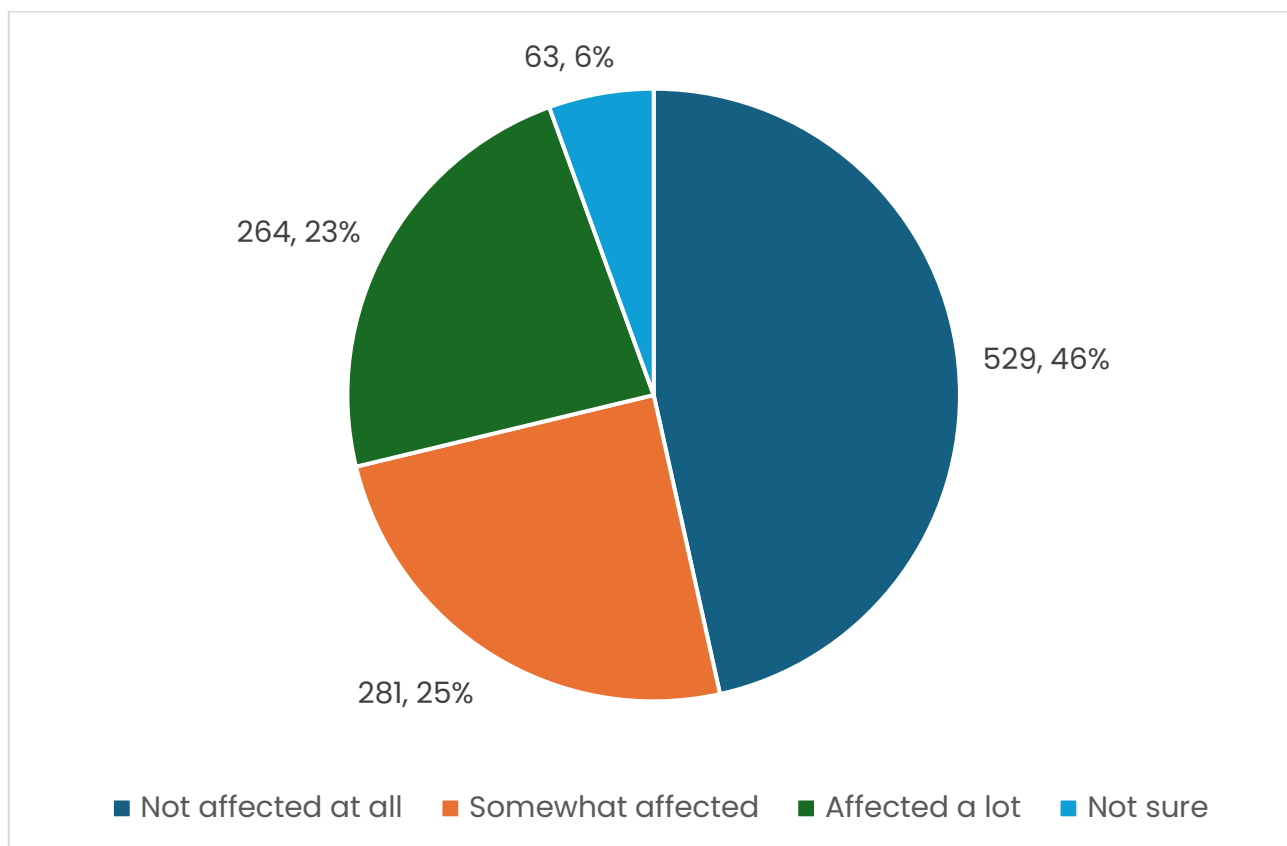


237 responses, 1232 skipped

The word cloud shows some of the suggestions made in answer to this question with the most requested shown in the largest lettering.

Bus Route Changes

Question 36: to What extent will you be affected by bus route changes?

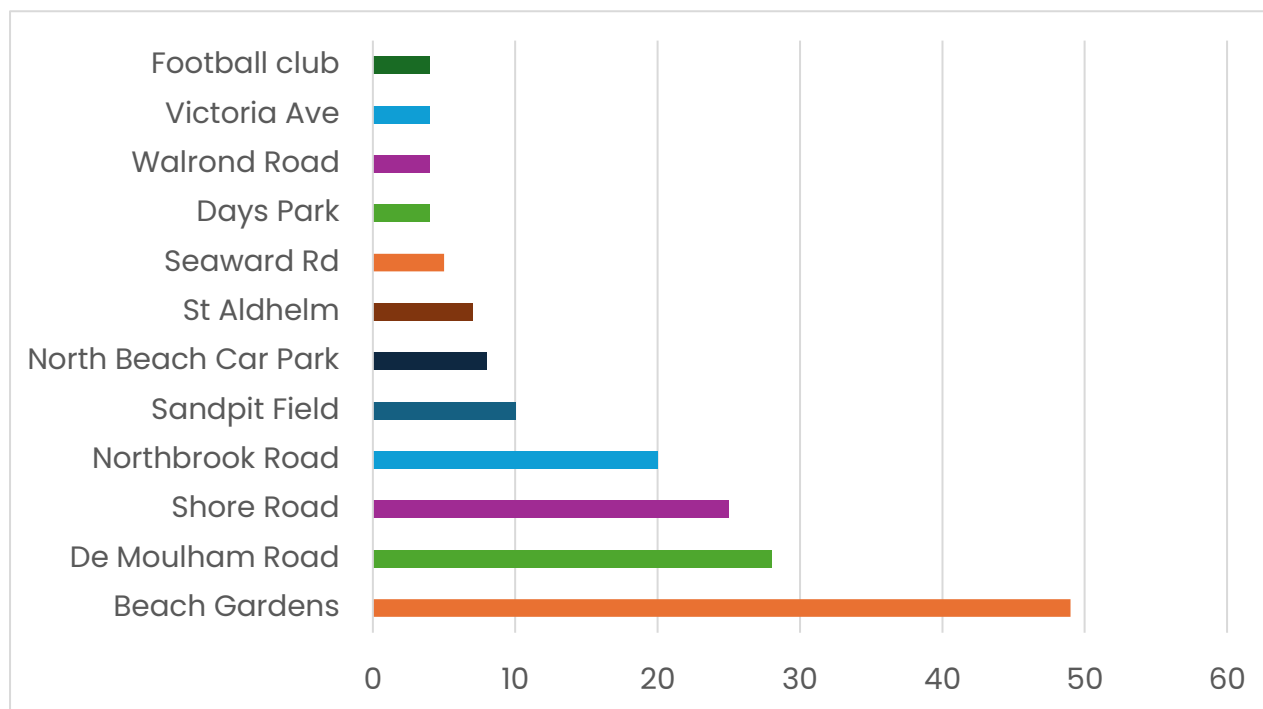


1137 responses, 332 skipped

The chart shows that the largest single group at almost half of respondents, 46% (529), responded that they would not be affected at all by bus route changes. However, if you combine the somewhat affected and affected a lot there is a higher figure (545) or 48%.

Question 37: If bus routes are to be changed, are there any other locations on the diverted route that would benefit from a bus stop?

Responses were tagged by the Dorset Coast Forum team, and the top locations are shown in the graph below.



205 responses, 1264 skipped

Beach Gardens and the De Moulham Road were the most suggested. Specific locations on or around De Moulham Road include:

- Top of Battlegate / Battlemead near the tennis courts and bowling green
- The corner of Bonfields Avenue
- St Aldhelms Court

Locations on Northbrook Road include:

- Near St Mary's School / Washpond Lane
- Days Park / Near the new housing developments

There were also suggestions in the wider town including near the holiday parks, along Ulwell Road and Victoria Avenue.

Question 38: Do you have any further thoughts or comments to make on the possible changes to bus routes in the options?

285 responses, 1184 skipped

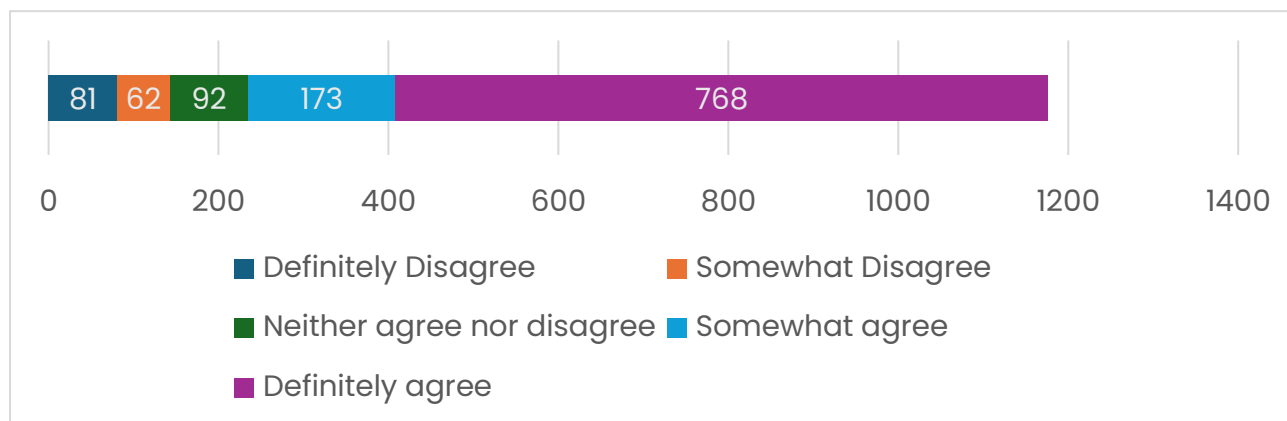
Comments were tagged, the most popular tags were “against changing the bus route”, “avoid De Moulham Road” and “traffic concerns”.

Key reasons respondents gave for for opposition to changing bus routes were:

- Accessibility concerns – the stops on Shore road offer direct level access to the beach which may not be the same if the route went along a different route
 - *“Buses along shore road provide easy access for less mobile visitors and sea views.”*
- Scenic and tourism value – the current route offers views out to sea and the open top bus has a scenic descent into Swanage which offers huge appeal to those arriving
 - *“If the buses can’t go along the seafront you take away half the fun of the open top bus!”*
- Impact on the residential areas – concerns around narrow roads, tight junctions and increased congestion around residential areas
 - *“The proposed route would increase traffic along an unsuitable road with a massive negative effect on residents.”*
- Sentiment and tradition – many comments note that the existing route has served the town well for years and doesn’t need changing

Speed Limits

Question 39: What do you think to introducing a 20mph speed limit on Shore Road?

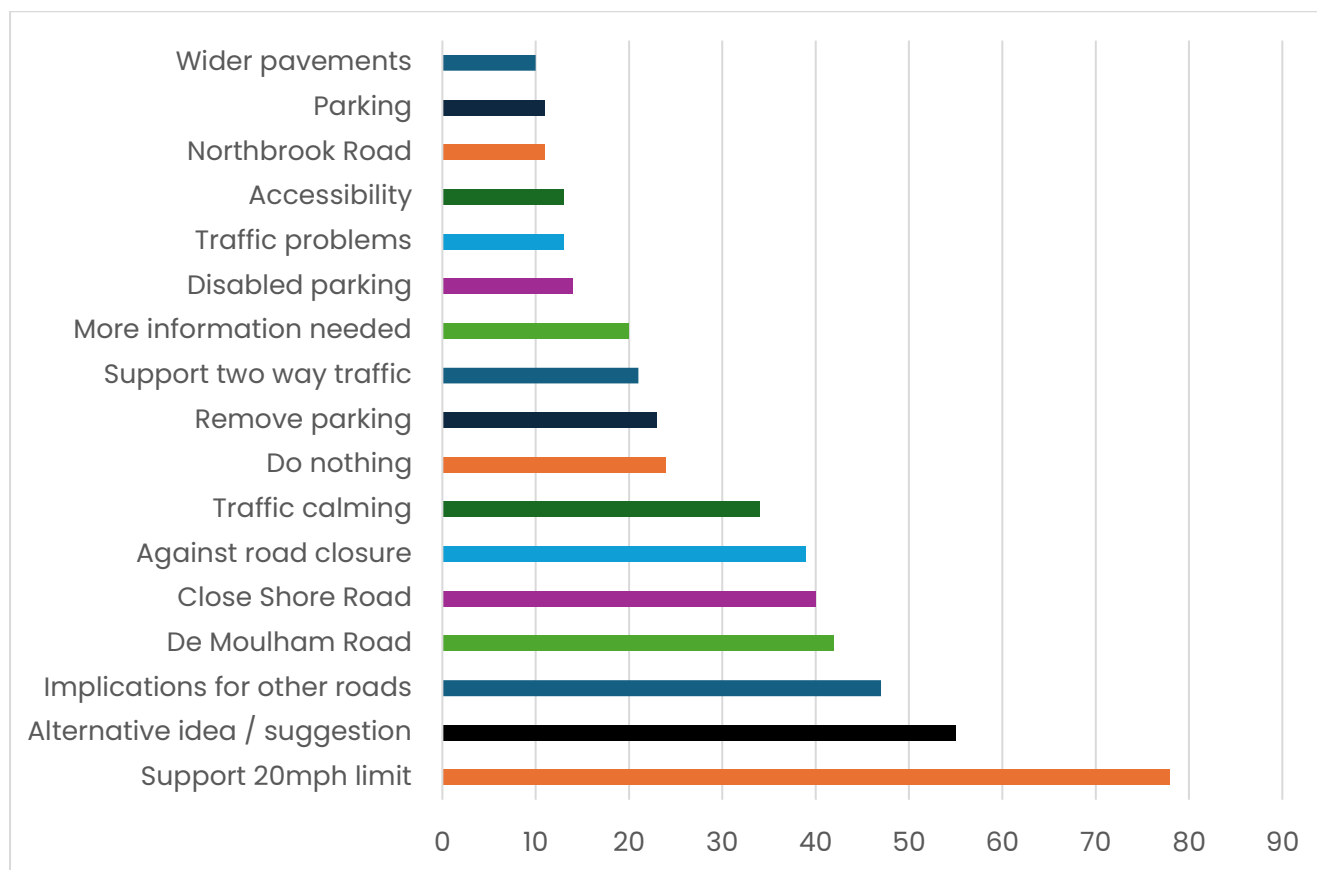


1176 responses, 293 skipped.

A majority of respondents (65.3%) selected definitely agree indicating strong support for a 20mph speed limit. If we combine this those who somewhat agree (14.7%), then it is a total of (80%), suggesting broad support. 12.1% of respondents expressed disagreement to some degree and the neutral response of neither agree nor disagree accounts for 7.8% which is a small number of respondents who are undecided or indifferent.

Question 40: Do you have any further comments on the highways proposals presented for Shore Road?

Comments were tagged by the Dorset Coast Forum team, and the top categories are shown below.



413 responses, 1056 skipped

The chart shows the most tagged themes and a broad array of comments on all areas of the highways scheme. The most tagged is in support of the 20mph limit as demonstrated in previous questions also. Many comments included repeat views from previous questions in the survey.

Alternative suggestions from respondents include:

- Improved pedestrian crossings and signage to enhance accessibility
- *"A coloured road surface to help identify pedestrian and vehicular areas which may help reduce accidents and also help visually impaired pedestrians."*

- Creating several disabled badge parking areas near the seafront
- Incorporating other car parks in Swanage into the plans and connecting them to the seafront with a land train to remedy parking pressures
- Adding speed bumps instead of changing the lane structure
- Seasonal speed limits and closures
- *"The whole of Swanage should be a 20mph zone – especially Station Road and Institute Road."*
- *"Please have a look at some of the examples of beaches in Australia where they have green spaces rather than roads next to the beaches, it works really well even in busy metropolitan areas."*

Comments from respondents mention concern for the implications of other areas such as Northbrook and De Moulham Road as has come up throughout the engagement. They also include somewhat equal opposing views for the closure and retention of Shore Road and suggestions of wider traffic calming measures across the area.

"These proposals will push large amount of traffic onto residential streets which are not designed for, nor do they have a capacity for increase levels. This will adversely impact on traffic safety pedestrian safety access to the Beach and parking accessibility generally."

Key Findings

Shore Road Preference

The most preferred option for Shore Road was maintaining two-way traffic while removing parking (average rank 2.12 out of 4). If a second option is required, then developing the one-way system option was the next most preferred option. While ranking scores show a clear preference, public engagement generated significant interest and comments from all perspectives. With a large number of survey responses, event attendance, and individual feedback, it is important to reflect both support and opposition for each option. These have been detailed below:

Two-way traffic with parking removed

Throughout the survey respondents refer to the beauty of Swanage and the views that are captured as you approach along Shore Road. For this reason, keeping the road open is important to many.

"The seafront is our towns Shop Window and a first view for people coming into town! Two-way traffic and no parking would relieve all congestion which at present frequently occurs."

They also emphasized the importance of Shore Road as a key link for moving around the town and expressed concerns that closure would divert traffic into residential areas:

"I think that maintaining the two-way traffic is important for the residents of Swanage who are here all year."

"Essential this remains two-way as other options put significantly more traffic through residential areas and where many cars park. Changing it will reduce road safety markedly, increase traffic build up and pollution, damage the road surfaces and impinge on the wellbeing and safety of residents in the diverted areas"

"The existing arrangement of the main traffic route along Shore Road is the best to retain from the point of all aspects.

However, respondents mention the safety concerns with parked cars along Shore Road and so this option with the removal of parking would help to alleviate some of the risks and widen the pavements for pedestrians.

"This route has worked well in the past, and with the removal of parking in Shore Road as well, it would be even better and have more space to have a wider road for improved 2-way vehicle flow and a wider pavement for better pedestrian flow."

One way

A one-way system was the second most preferred option. Respondents supporting this option mentioned maintaining the access along Shore Road for the views over the bay for visitors and locals alike. They have also mentioned that it would keep some level of vehicular access along the seafront, and one even referred to it as a "midway solution" between all the options put forward.

"Vehicle access must be retained along the seafront. It would be very beneficial for one way traffic in a southerly direction."

They felt it would allow wider pavements, safer pedestrian access, and possibly limited parking or drop-off points.

However, concerns included traffic being pushed onto residential roads and overtaking difficulties when buses stop:

"Do not push the traffic off Shore Road onto De Moulham Road and Northbrook Road. Northbrook Road is already becoming a rat run with the new houses and the school."

"[A] One way option seems difficult for vehicles to overtake buses or service vehicles that stop. The cycle lane width makes this overtaking manoeuvre tight."

Respondents also noted that De Moulham Road would need improvements to cope with extra traffic:

"If one way system implemented, road surface on De Moulham Road needs to be improved to take extra traffic."

Do nothing / Leave Shore Road as it is

The do-nothing / leave Shore Road as it is option was the third most popular with only the full closure behind it. Respondents in support of this options use phrases such as:

"Please leave it as it is. If it ain't broke, don't fix it!"

They also suggest that seasonal peaks amplify issues on Shore Road, but winter is quieter. They mention the importance of the parking along the seafront and the negative implications for losing it.

"As is, we have natural traffic calming and a main artery bringing people into Swanage showcasing our seafront keeping it busy and affluent. Cut it and you create a dead zone."

"Just keep shore road as it is for traffic and bus routes. A lot of elderly people come to Swanage by bus and their favourite bus stop is the last stop on shore road towards Swanage town."

"It will be a huge loss to Swanage residents and visitors to lose the parking on Shore Road. It is fine as it is, with new 20mph limit, and perhaps as extra pedestrian crossing. The bike lanes are pointless and dangerous."

"Whilst there is a need to improve the current status quo the alternatives do not look an obvious fix. There are limited routes in and out of Swanage and Shore Rd is one of them. Restricting or changing flow of traffic will force it to back up and probably cause traffic congestion on the approaches."

Opponents to this option suggest a missed opportunity to make a big change to the town.

"It would be shortsighted to miss this opportunity to make Shore Road safer and more accessible to pedestrians."

Full Closure

Full closure was the least preferred option from respondents, though it generated a lot of comments and discussions throughout the engagement. Comments in support cited safety, improving the pedestrian experience and a bold change for the town.

"The biggest safety risk in Swanage is traffic on Shore Road. I often see children getting out of cars, excited for the beach, stepping out inches from cars and heavy lorries passing next to parked cars. The only safe solution is to not allow any vehicles other than for the drop off facility at the bottom of Ulwell Road."

"The removal of traffic and parking from Shore Road will be a bold and exciting move for Swanage."

"Full closure of shore road would help meet climate change priorities by encouraging green travel, improve health by taking fumes from cars away from the beach, and improve safety and ambiance."

As seen mentioned in other areas. opponents raised concerns about traffic diversion, loss of seafront parking, and reduced accessibility for those with mobility issues:

"Closure of Shore Rd will push traffic into the side roads making them and their respective rear service roads into dangerous rat runs."

"Please do not close shore road to traffic, there are many people with limited mobility who like to enjoy the seafront and its views from their cars."

Opponents also mention the impact on those who regularly commute along Shore Road and those who own private beach huts.

"Shore road is one of the two main roads into Swanage and to close it to traffic permanently for the benefit of holiday makers is punishing the people who actually live and work here."

"Access to private beach huts is a concern. Not just to put huts up or fill with property. It would have to remain daily access to enable equipment to be moved

each day and also allow accessibility for those that cannot get to beach hut any other way.”

Other themes:

Accessibility and Safety

Accessibility was a recurring theme throughout the engagement, with calls to retain parking for Blue Badge holders, elderly residents, and families with beach equipment. Suggested alternatives included drop-off zones, seasonal restrictions, and designated disabled bays to be included in all future designs.

Safety concerns mentioned throughout focused on narrow pavements, speeding vehicles, and risks to children near the beach. Respondents strongly supported widening pavements, reducing speed, and adding crossings and traffic calming measures mentioned in proposals.

More information and Wider Implications

Respondents asked for clarity on:

- Impacts on De Moulham and Northbrook Roads.
- Financial implications and cost breakdown.
- Locations for bus stops and parking.
- Traffic levels and accident data.

However, in this early stage of engagement the proposals do not include this. In the next stages of design, details relating to the above will be produced.

Tourism Value and the Scenery of Swanage

Many comments stressed preserving the iconic seafront view and traditional character of Swanage. Suggestions included shaded seating, accessible toilets, and enhancements that maintain the town’s charm.

Respondents emphasized the importance of preserving this “wow moment” as people travel along Shore Road and the ability for less mobile individuals to enjoy the scenery from vehicles or buses.

For more details visit:

[Swanage Green Seafront Stabilisation & Shore Road Enhancement Scheme | Dorset Coast Have Your Say](#)

Or contact Dorset Coast Forum on
dorsetcoast@dorsetcouncil.gov.uk

Appendix 1

Survey Anomalies

Dorset Coast Forum (DCF) noted that there were changes in submission patterns during the course of the survey. Between the survey opening date of 1st May and early June there was a fairly steady rate of submissions (an average of 16, per day), with most respondents completing the questions fully and only skipping a few. Whilst we would expect an increase in submissions as an engagement period is open, and gain momentum from our events and publications, there were some trends in this engagement which were unexpected.

The following trends were noted from 9th June:

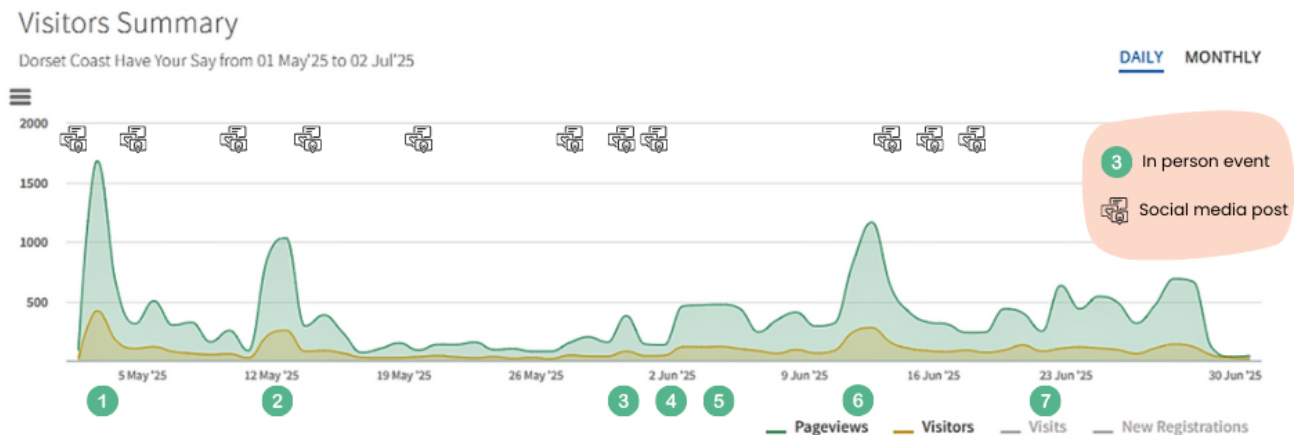
- An increased submission rate (an average of 34, per day)
- A high number of submissions in quick succession (208 from the 10th – 14th June)
- Submissions through the night at regular intervals (See table below)

11 th – 12 th June	12 th – 13 th June
Jun 11 25 10:46:05 pm	Jun 12 25 10:15:54 pm
Jun 11 25 10:53:50 pm	Jun 12 25 10:19:24 pm
Jun 11 25 11:06:24 pm	Jun 12 25 10:20:17 pm
Jun 11 25 11:50:18 pm	Jun 12 25 10:47:46 pm
Jun 12 25 12:05:17 am	Jun 12 25 11:34:00 pm
Jun 12 25 12:17:40 am	Jun 13 25 12:41:04 am
Jun 12 25 12:26:15 am	Jun 13 25 12:42:24 am
Jun 12 25 12:31:58 am	Jun 13 25 12:43:01 am
Jun 12 25 12:57:32 am	Jun 13 25 12:52:06 am
Jun 12 25 04:54:19 am	Jun 13 25 06:34:56 am
Jun 12 25 05:34:11 am	
Jun 12 25 05:42:28 am	
Jun 12 25 06:54:16 am	

This table shows the submission times overnight.

- Accelerated skipping of questions (for example, 16 submissions between 4.10pm and 5.10pm on 23rd June, with only mandatory questions answered)

We note that this pattern continued to some degree until the end of the engagement period. If we look again at the visitor summary chart, we can also see a peak just after the 9th June and further subsequent peaks until the end of the engagement period.



We have therefore separated these results out to investigate whether there are any changes in results. The two segments are surveys submitted from 1st May – 9th June (segment 1) and then 10th June – 29th June (segment 2).

It is important to note that the results from both segments **are** included in the overall data analysis, so have been considered, but we need to compare the data from this set of submissions with the remaining submissions to gain an understanding of the differences.

It should also be noted that:

- The total number of submissions which answered **only** the required questions was 27
- There are 346 submissions which have been traced by survey host Granicus as only visiting the survey and not the main webpage. 139 of these were submitted in segment 1 and 207 in segment 2

However, for the purposes of this report we are focussing on the changes between the dates.

Our Concerns

There appears to be an organised approach by members of the community to increase the number of submissions. The group also appear to have encouraged others to complete the survey to give a particular response for Shore Road i.e. that it remains open to two-way traffic. We have evidence that this was achieved through two methods:

- Door to door knocking, asking people to complete paper surveys and tablets – we have anecdotal evidence of this from several sources.
- An independent website, see details below

The website was set up independently and without consultation with Dorset Coast Forum or other project partners. Within it was an embedded link direct to the DCF survey and not to the supporting information. The main issues with this website were:

- It told people what questions to answer in order to complete the survey
- There were no links to the supporting information to be considered before completing the survey
- A colour code system was used to direct answers on the key Shore Road ranking preferences. This 'traffic light' colour coded system indicated a colour for each option, which were very leading
- There were external additional comments added to each of the Shore Road options, which again were very leading
- The website was focussed on the Shore Road elements of the survey but will have implications on the Green Seafront preference which must also be answered in order to complete the survey
- We were also informed of a door knocking campaign where those who answered were encouraged to participate in the engagement but via the NSTC website and not directly visiting the Have Your Say webpage

Why is it important that individuals complete the surveys without influence from others?

Dorset Coast Forum deliver engagement with various statutory and non-statutory organisations in order to provide a neutral and informative experience. We are independent and aim to reach the views of communities along the Dorset Coast.

We share information via our webpages and at our engagement events to give as much information to the community in order for them to take part and make informed decisions regarding their views, preferences and feedback. We aim to engage with all viewpoints, stakeholders and groups who are linked to our projects regardless of their views on the scheme.

DCF are not part of the decision-making process, but we do share details of a community response to decision makers, and this response has influence over decisions that are made. It is therefore important to DCF that everyone has their say and that no-one is persuaded to respond in a certain way. Everyone should be treated fairly and with respect and be able to give their own point of view without being influenced by others.

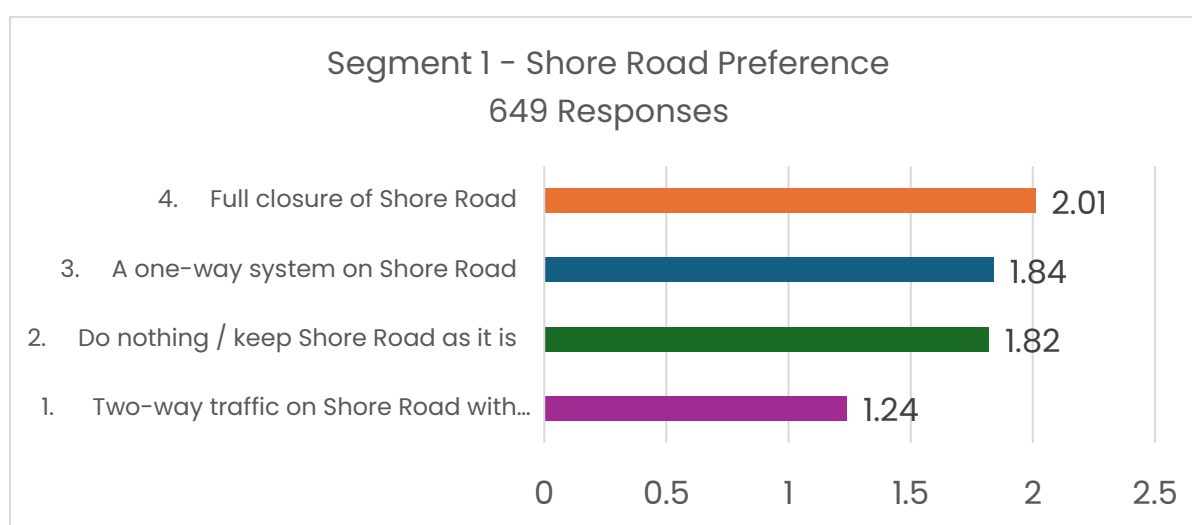
Segmented Results

The two segments are surveys submitted from 1st May – 9th June (segment 1) and then 10th June – 29th June (segment 2).

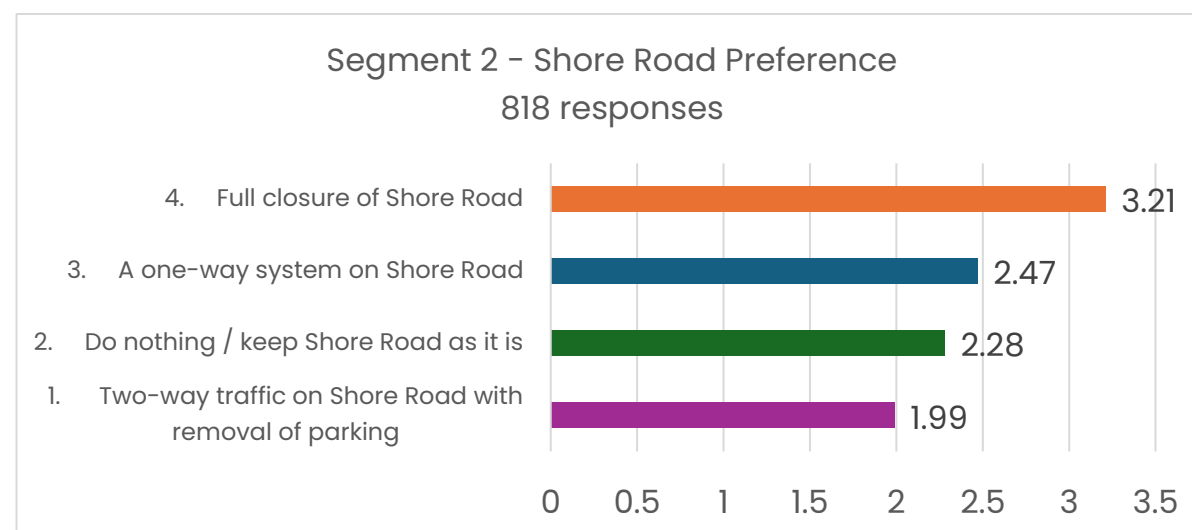
Question 30: Please can you rank the options for Shore Road in order of preference, with 1 being your most preferred option.

The average rank score is shown in the charts below. A lower average rank shows a higher number of people placing it as a higher priority.

Segment 1



Segment 2



There were 2 responses who did not include a ranking. These were on paper surveys.

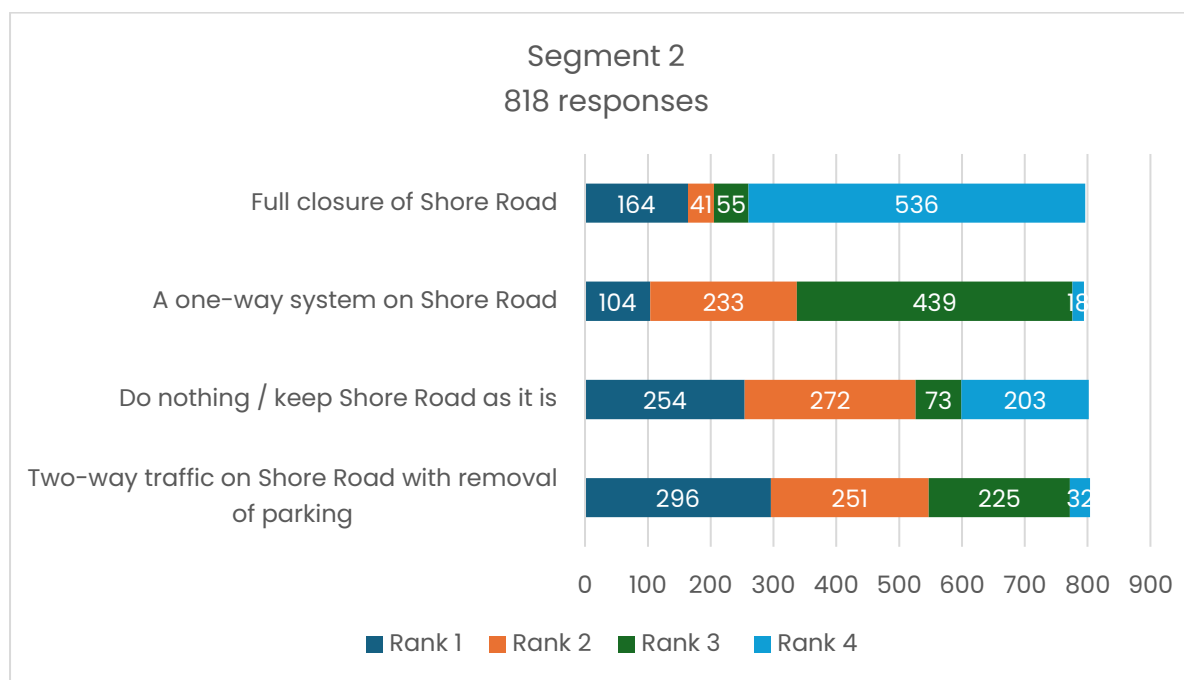
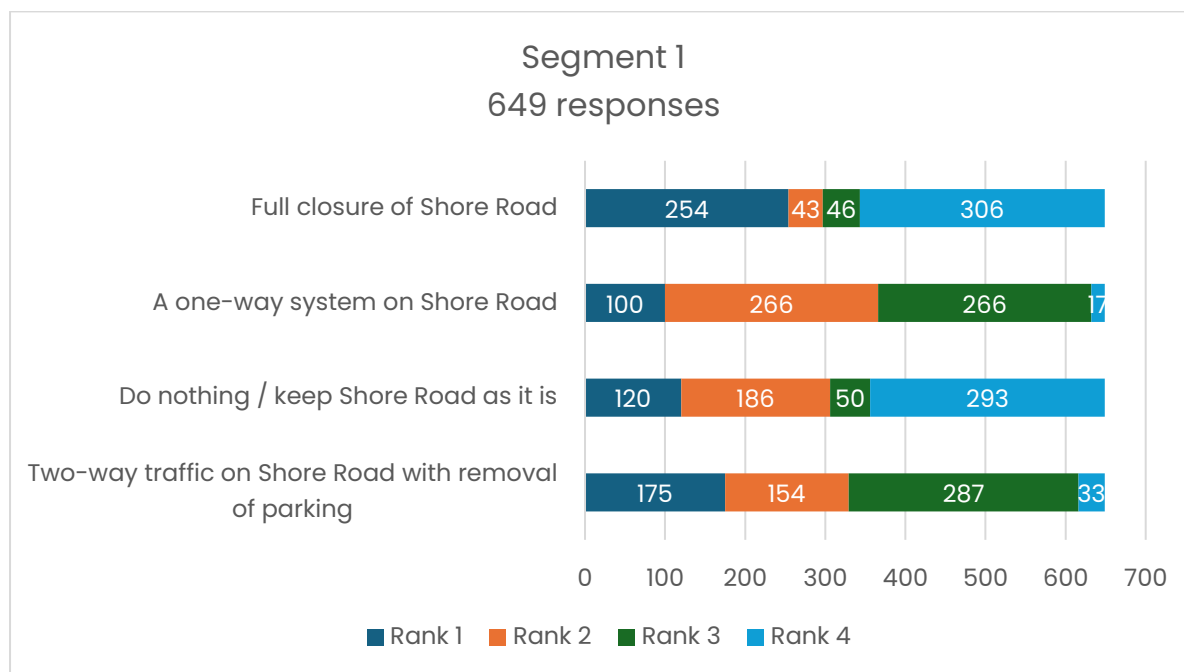
Comparison Table

Option	Segment 1	Segment 2	Change
Two-way traffic with removal of parking	1.24	1.99	↑ 0.75
Do nothing / keep Shore Road as it is	1.82	2.28	↑ 0.46
One-way system	1.84	2.47	↑ 0.63
Full closure of Shore Road	2.01	3.21	↑ 1.20

Differences between the two sets of data

- The option for two-way traffic with removal of parking ranks highest in both segments
- There is the same preference order in both segments
- All options are less preferred in Segment 2 (higher averages across the board). The biggest divergence is full closure (+1.20), followed by two-way traffic with the removal of parking (+0.75).
- In segment 2 the gap between the top two narrows. This suggests Segment 2 is more evenly split between keeping two-way traffic with the removal of parking and doing nothing than Segment 1 is.
- Segment 2 shows stronger support for the top two options. Support for full closure dropped significantly in Segment 2.

We can also look at the actual counts for each option in each segment, shown below.



By looking at the counts for each rank we can see the stronger consensus in segment 2 against closure (536) and for two-way traffic (296).

- Two-way traffic with the removal of parking dominates rank 1 and rank 2.
- Full closure overwhelmingly occupies rank 4 on but to a bigger extent on segment 2.

- One-way system is heavily rank 3 but in segment 1 has strong support in rank 2 also
- Do nothing is balanced across rank 1 and 2 but has higher rank 4 in segment 2.
- Full closure flips from a sizeable first-choice in segment 1 to a much larger last-choice in segment 2, making it the least supported option overall in segment 2.

Impacts of these Anomalies

Decision Making

All views will be taken into consideration; however, it will be recognised that some of the data from segment two may not have come from a secure source.

Both Swanage Town Council and Dorset Council Highways have been made aware and will take into consideration those who feel they are most impacted by any future changes.

It is clear that some people connected to Swanage have major concerns on the proposals related to Shore Road, and that some of the responses to the survey may have had implications on the results for the Green Seafront elements. All this information needs to be observed as part of the decision-making process.

Next steps

- Ensuring future surveys are more secure to protect submissions made by all those involved, through:
 1. Enabling ReCAPTCHA on all surveys hosted on the Dorset coast Have Your Say website. ReCAPTCHA is used to protect websites from abuse
 2. Allowing only "Registered single participation type" on our future surveys
 3. Setting up the registration page on Have Your Say so that future surveys require users to create an account in order to participate
 4. Detailing on paper surveys that if required questions are unanswered, this would invalidate the response.

Appendix 2

Who's who?

Swanage Town Council is the project lead for the Green Seafront Stabilisation Scheme covering Sandpit Field and Weather Station Field and the Spa. It presented options for the project in 2023 and upon review returned with a revised option in this engagement.

Dorset Council is the project lead for the Shore Road scheme. It became involved with the project based on the feedback received in the first round of Green Seafront engagement in 2023 concerning pedestrian safety and accessibility on Shore Road. It then prepared options for Shore Road which were presented in this round.

Dorset Coast Forum (DCF) is the Stakeholder Engagement Lead. This involves managing the stakeholder and community engagement, delivering engagement events, presentations, consultations, surveys, schoolwork and community group talks. DCF also act as a neutral body, facilitating meetings and workshops between partners, stakeholders and the community.

Appendix 3

Swanage Green Seafront and Shore Road Survey

Having looked at the options and all of the information provided on the project webpage (<https://www.dorsetcoasthaveyoursay.co.uk/swanage-green-seafront-stabilisation>) or the project pack held at Swanage Information Centre, we invite you to participate in our survey to share your thoughts.

Your feedback is important in guiding the Town Council's decisions for the future of the Green Seafront and Shore Road area.

Thank you for taking your time to complete the survey, it will take about 20-30 minutes to complete. You can skip questions if you do not have an answer, however, some questions are mandatory.

Please return your completed paper survey to Swanage Information Centre, or post to Dorset Council, County Hall (address at the end of this survey).

The survey will close on Sunday 29th June.

1. What is your connection to Swanage?

***This is a mandatory question**

Swanage Resident		Visitor	
Work/Business in Swanage		Second Homeowner	
Purbeck Resident		Other (please specify)	

Other.....

2. Please provide the first half of your postcode

.....

Event Spaces

Primary Event Space

The event space on Sandpit Field is a key driver for the local economy, attracting visitors to Swanage each year for a wide range of events including the Swanage Carnival. To enhance and preserve this vital space, the **new option** offers a slightly larger and flatter event area than currently available. Information on the new option is available on the project webpage or at the Swanage Information Centre.

Other key improvements include:

- **Enhanced electric and water points** installed at various suitable locations.
- **Increased access points** to the event space.

3. Please add here any suggestions or comments you may have about the enhancements to the events space.

Leave blank if you do not have any comments to add.

For the **new option** to facilitate the expanded event space, Walrond Road will need to be filled in, while retaining a pedestrian route from De Mouham Road to the seafront. This approach not only creates a larger event field but also provides a cost-effective solution for disposing of construction spoil, reducing the costs and environmental impact of transporting waste off-site.

4. Do you agree with the filling in of Walrond Road?

Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Not sure

5. Please add here any further thoughts or comments you may have about the proposal to fill in Walrond Road.

Leave blank if you do not have any comments to add.

Secondary Event Space

The new option incorporates a secondary event space next to the spa beach hut area which could be booked for use by families or groups for small events and daytime celebrations such as, weddings and birthdays. This offers a natural space with a small shelter, views of the seafront and access from De Moulham Road.

6. To what extent do you feel you would make use of the secondary event space?

I would use this space a lot (more than 3 times a year)		I would not use this space	
I would use this space a little (maybe once a year)		I do not think this space is needed	
I would consider using this space		Other (please specify)	

Other.....

7. Please add here any further thoughts or comments you may have about the secondary event space.

Leave blank if you do not have any comments to add.

8. Please help us to think about the future of the secondary event space. If any of the following features were added, would you make use of them?

Tick features that are of interest to you. Please note that elements may not be immediately added to the space in the first instance, allowing the space to evolve over time.

Additional planting to create a more private area		Electric and water points	
Seating - Benches		Viewpoint	
Seating – Picnic tables /Tables and chairs		Other (please specify)	

Other.....

Green Space and Planting

The **new option** contains significant additional planting to benefit nature and enhance the landscape. The essential option will provide some additional planting in certain locations with replacement planting where necessary due to the stabilisation works.

In the first round of consultation, enhanced planting for nature and biodiversity was highlighted as important by the community, with 53% of respondents strongly agreeing that "Improving the green space through increasing the range of planting to significantly improve biodiversity, increase natural shade, attractiveness, and interest" was a key feature of a new Green Seafront scheme.

The **new option** includes significant enhancements to the green spaces. Please see examples of planting themes featured on the project webpage or project pack at Swanage Information Centre, which can be incorporated into the final design.

9. Please pick your top two planting schemes from those listed below.

Trees, copse and shrub planting		Limestone rock / scree planting	
Wildflower and long grass areas		Coastal / Mediterranean stone, shingle and rock planting	

10. Please add here any further thoughts or comments you may have about the planting schemes.

Leave blank if you do not have any comments to add.

--

Seafront Plaza

In the first round of consultation, 59% of respondents said a Seafront Plaza and café would be an important feature of the Green Seafront scheme. This has been incorporated into the new option with a kiosk café, outdoor seating and paved area. 53% of respondents also strongly agreed that accessible public toilets and shower facilities were an important feature of a new Green Seafront scheme.

The **new option** has a new toilet block incorporated into the design. This block would be located in the plaza area, alongside the new kiosk café and include four unisex toilets in total, two of which would be accessible. The current toilets at Battlegate (northern end of Shore Road) would close.

The **essential option** would not have any new facilities and instead there would be improvements made to the Battlegate toilets. However, it is not possible to add accessible facilities at Battlegate.

11. Taking into consideration the example design images on the project webpage or the project pack at Swanage Information Centre, please select which style of kiosk café you would prefer in terms of its look and feel?

Traditional, seaside beach kiosks		None of these	
Modern, container style kiosks		Other (please specify)	
Colourful and unique style kiosks			

Other.....

12. Where do you feel would be the best location for the toilets?

Seafront Plaza (NEW OPTION only)		Battlegate (ESSENTIAL OPTION only)		Do not mind either way	
----------------------------------	--	------------------------------------	--	------------------------	--

13. Please add here any further thoughts or comments you have about the proposed seafront plaza area.

Leave blank if you do not have any comments to add.

Seating

In the previous consultation, many respondents emphasised the importance of additional benches and seating. In both options, existing benches on the Green Seafront will be retained, although their locations may move slightly.

The **new option** will incorporate approx. 30 benches. It also incorporates architectural wavy-style seating at the bottom of Weather Station Field. An example of the wavy-style seating is available to view on the project webpage or the project pack held at Swanage Information Centre.

The **essential option** incorporates approx. 25 benches, the same number of benches that there is currently.

14. Do you feel the amount of seating incorporated into the ESSENTIAL OPTION design is sufficient? (a similar amount as there is currently)

Yes		No		Not sure	
-----	--	----	--	----------	--

15. Do you feel the amount of seating incorporated into the NEW OPTION design is sufficient? (approx. 30 benches)

Yes		No		Not sure	
-----	--	----	--	----------	--

16. **Do you have any comments in relation to the style, amount and location of the seating?**
Please add your comments here.

Leave blank if you do not have any comments to add.

--

Access and Accessibility

In the last consultation accessibility to the site was an important feature highlighted by the community with 76% of respondents stating it was an important aspect of any Green Seafront scheme.

The **new option** provides improvements to accessibility such as:

- **An accessible seafront plaza including two accessible toilets**
- **A new accessible footpath from Shore Road to Sandpit Field**
- **More access points to the Green Seafront from De Moulham Road**
- **A pathway around the Green Seafront**
- **11 new accessible beach chalets and an accessible toilet for use by beach chalet users**

17. To what extent do you agree with the following statement:

The new option design proposals improve overall access to the Green Seafront

Definitely agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Definitely disagree

18. Please add here any further thoughts or comments you may have about the proposed access improvements.

Leave blank if you do not have any comments to add.

--

Points of Interest

The Green Seafront currently features the Weather Station and the World War II Gun Emplacement. While the Weather Station will remain, the Gun Emplacement will be removed and digitally documented.

19. To enhance visitor experience and understanding of the Green Seafront's history and landscape, we are considering adding informational and interpretive elements.

Please tick which of the following you would find most beneficial.

Public art features linked to the area's heritage		Walks and talks	
Information boards		Other (please specify)	
Historical information available online, accessed through a QR code			

Other.....

Spa Beach Huts and Chalets

The **new option** proposals include changes to the Spa Beach Hut area to enhance accessibility in some locations and optimise the use of space.

Key features include:

- **46 beach huts** in total, including 23 beach chalets
- **A new accessible toilet** and washing up area exclusively for chalet users
- **Two types of beach huts are proposed** (neither includes overnight accommodation):
 - Larger, better-equipped chalets located in the upper half of the area
 - Smaller, simpler beach huts situated closer to the beach
- **Accessibility: Eleven of the chalets will be accessible**
- **Improved layout:** The design maximizes space in front of each beach hut and chalet for user convenience
- **Enhanced aesthetics:** The area will be upgraded to improve its overall look and feel

In the **essential option** 35 beach huts will be provided, similar to those currently at the Spa Beach Hut area.

20. Taking into consideration the beach hut examples that are available to view on the project webpage or in the project pack at Swanage Information Centre.

Please select which types of beach huts are your preference for the Spa Beach Hut area.

Traditional Style		Modern Style	
Colourful Style		Other (please specify)	

Other.....

21. Please add here any further thoughts or comments you may have about the Spa Beach Hut area.

Leave blank if you do not have any comments to add.

--

The Proposed Green Seafront Options

THE NEW OPTION

The cost of the New Option is estimated at £6.5 million.

PROPOSED GENERAL ARRANGEMENT PLAN (with annotations)



The **new option** details are available to view on the project webpage or in the project pack at Swanage Information centre.

22. Do you have any further thoughts or comments to make on the **new option** as a whole? **If no, please go to question 25**

YES		NO	
-----	--	----	--

23. To which category or categories below does your comment relate?
Select all that apply.

Look and feel of the scheme		Seafront Plaza area	
-----------------------------	--	---------------------	--

Access and Accessibility		Cost and funding	
Green space and planting		Changes to Walrond Road	
Beach huts		Other (please specify)	

Other.....

24. Please detail your thoughts or comments on the NEW OPTION.

25. THE ESSENTIAL OPTION

The estimated cost of the essential option is £4.5 million.



The **essential option** details are available to view on the project webpage or in the project pack at Swanage Information centre.

Do you have any further thoughts or comments to make on the **essential option** as a whole?

If no, please go to question 28

YES		NO	
------------	--	-----------	--

26. To which category or categories below does your comment relate?

Select all that apply.

Look and feel of the scheme		Green space and planting	
Access and Accessibility		Cost and funding	
Beach huts		Other (please specify)	

Other.....

27. Please detail your thoughts or comments on the ESSENTIAL OPTION.

--

28. Your Preferred Option

Given all the two options presented, at this stage, which option would be your preferred scheme?

New Option		Essential Option		Don't Know	
------------	--	------------------	--	------------	--

29. When making the final decision as to which option to deliver, what are the most important factors that you think the Town Council should take into consideration?
Please select your top 3 most important factors.

Enhanced events space		Accessibility	
Improved public green space		Cost	

Improved planting to enhance biodiversity		Improved toilet facilities	
Spa beach huts		Other (please specify)	

Other.....

Shore Road Highway Improvement Options

During the Swanage Seafront Masterplan engagement in 2023, when asked to what extent do you agree or disagree with the statement, 85% of respondents agreed to the opportunity to 'Explore traffic management improvements on Shore Road and the potential to widen the promenade'.

The Green Seafront proposals can take place without the implementation of the highway improvement scheme. It will, however, be more cost effective and minimise disruption by delivering both schemes at the same time. However, this is dependent on funding.

Dorset Council has made £500k available for design and construction but there remains a significant shortfall. Dorset and Swanage Town Councils are seeking to secure the additional funding required. If this is not successful, it is possible that the Green Seafront scheme will be delivered first with the preferred Highway Improvement option implemented when funding becomes available.

The following questions are in relation to the highway options for Shore Road and, although should be considered alongside the Green Seafront, please answer with reference to the Highway Improvement proposals only.

There are four highway improvement options proposed which are defined by the changes to traffic movements on Shore Road:

1. Full closure of Shore Road
2. A one-way system on Shore Road
3. Two-way traffic on Shore Road with removal of parking
4. Do nothing / keep Shore Road as it is

Details of the options and supporting information can be found on the project webpage or in the project pack at the Swanage Information Centre.

30. Traffic Movement Options Preference

Please can you rank the options for Shore Road in order of preference, with 1 being your most preferred option.

	Tick one box only in each column			
	1	2	3	4
Full closure of Shore Road				

A one-way system on Shore Road				
Two-way traffic on Shore Road with removal of parking				
Do nothing / Keep Shore Road as it is				

31. Do you have any further thoughts or comments to make on the traffic movement options for Shore Road? If no, go to Question 34

YES		NO	
------------	--	-----------	--

**32. To which category or categories below does your comment relate?
Tick all that apply.**

Traffic Movements		Convenience	
Parking options		Public transport	
Safety		Other (please specify)	
Accessibility			

Other.....

33. Please detail your thoughts or comments.

You can also specify here if there are any features from an option (even if it's not your preferred choice) that you would like to see included in the final option for Shore Road.

Urban Design

All options for Shore Road highway proposals include urban design / place making elements.

Place making elements can include different types of surfacing materials, benches, seating, planters, cycle stands, public art and information / interpretation boards.

34. What features would you like to see as part of a new design for Shore Road?

Please pick your TOP 3.

Benches or seating		Public art	
Planters		Information / Interpretation boards	
Cycle stands		Other (please specify)	

Other.....

35. Existing Features

Thinking about Swanage as a whole and how we can create visual links around the town; there is an opportunity for existing features of Swanage to be replicated in the design elements on Shore Road. An example of this could be the ammonite surfacing pattern at Prince Albert Gardens.

Are there any features within the wider town that you would like incorporated within the design?

Leave blank if you do not have any comments to add.

Bus Route Changes

The full closure and one-way options necessitate changes to bus routes that use Shore Road.

- The full closure would require removal of bus routes along Shore Road.
- The one-way closure would mean that the buses would need to travel one way on Shore Road.

Whilst the Council is consulting the bus companies alongside this engagement, it is anticipated that bus services will move to De Moulham Road.

36. To what extent will you be affected by the changes to bus routes and stops proposed in the designs?

Not affected at all		Affected a lot	
Somewhat affected		Not sure	

37. If bus routes are to be changed, are there any other locations on the diverted route that would benefit from a bus stop?

Leave blank if you do not have any comments to add.

38. Do you have any further thoughts or comments to make on the possible changes to bus routes in the options? Leave blank if you do not have any comments to add.

39. Speed Limits

Increasing pedestrian safety is a key objective of the highway proposals. A good way of achieving this within options where vehicles remain on Shore Road, would be to consider a 20mph speed limit between Clifton Road and the junction of Victoria Avenue with De Moulham Road.

What do you think to introducing a 20mph speed limit on Shore Road?

Definitely agree	Somewhat Agree	Neither agree or disagree	Somewhat disagree	Definitely disagree

40. Do you have any further comments on the highway proposals presented for Shore Road?

Leave blank if you do not have any comments to add.

Please turn over for the last section.

About You

41. What is your age group?

Under 14		50 - 59	
15 - 24		60 - 69	
25 - 39		70 +	
40 - 49		Prefer not to say	

42. Do you consider yourself to have a disability?

Yes		No		Prefer not to say	
-----	--	----	--	-------------------	--

43. Please add your email address below if you would like to join the mailing list for the Swanage Green Seafront project and receive further updates?

.....

Privacy notice

This information is being collected by Dorset Coast Forum (a coastal partnership hosted by Dorset Council) on behalf of Swanage Town Council and Dorset Council. All information you provide is treated in confidence and in accordance with the Data Protection Act 2018. The responses from this survey will only ever be used for the statistical and monitoring purposes of this project and will be shared with Swanage Town Council and Dorset Council. You may apply for your responses to be deleted from our database at any time.

For more information contact dorsetcoast@dorsetcouncil.co.uk

Thank you for taking the time to complete this survey

Please return your completed survey by 29th June 2025 in the following ways:

- **Scan and email to dorset.coast@dorsetcouncil.gov.uk**
- **Return to the Swanage Information Centre**
- **Post/deliver to: Dorset Coast Forum, c/o Dorset Council, County Hall, Colliton Park, Dorchester, DT1 1XJ.**