



Equality Impact Assessment (EqIA) Template

Before completing the EQIA please have a look at the [Dorset Council style guide](#) and also use the [accessibility checker](#) to make sure your document is easy for people of all abilities to read.

Some key tips

- avoid tables and charts, if possible please provide raw data
- avoid pictures and maps if possible.
- avoid using bold, italics or colour to highlight or stress a point
- when using numbering or bullet points avoid using capitals at the beginning unless the name of something
- date format is dd month yyyy (1 June 2021)
- use clear and simple language
- where you need to use technical terms, abbreviations or acronyms, explain what they mean the first time you use them
- if using hyperlinks, make sure the link text describes where the link goes rather than 'click here' Please note equality impact assessments are published on the Dorset Council [website](#)

Before completing this form, please refer to the [supporting guidance](#). The aim of an Equality Impact Assessment (EqIA) is to consider the equality implications of your policy, strategy, project or service on different groups of people including employees of Dorset Council, residents and users of our services and to consider if there are ways to proactively advance equality.

Where further guidance is needed, please contact the Inclusion Champion or the [Diversity & Inclusion Officer](#).

1. Initial information

Name of the policy, project, strategy, project or service being assessed:

Shore Road Enhancement Project - Swanage

2. Is this a:

Project

1. Is this:

External (residents, communities, partners)

2. Please provide a brief overview of its aims and objectives:

1. Improve pedestrian safety and access.
2. Support local economic activity.
3. Strengthen the seafront as a destination.
4. Better manage traffic.
5. Reduce environmental and climate impacts.

3. Please provide the background to this proposal?

Swanage's Green Seafront comprises Sandpit Field, Weather Station field and the Spa beach hut area. Due to significant ground movement and slope instability, essential work is required to stabilise the land. Engagement related to the green seafront stabilisation works highlighted wider concerns about Shore Road, including narrow footways, traffic management issues, and parked cars reducing visibility for pedestrians crossing the road.

In response, Swanage Town Council asked Dorset Council to investigate options to improve pedestrian safety, accessibility and the overall streetscape along Shore Road. A feasibility study explored how Shore Road could be redesigned to better meet these objectives. Options considered included full pedestrianisation, a one-way system, or keeping two-way traffic with changes to parking. Potential upgrades included wider pavements, improved crossings, cycle facilities, bus stop improvements and new public realm features. These demonstrated how the road layout could prioritise people while maintaining necessary access.

Following review by Swanage Town Council and Dorset Council members, four options were selected for public engagement:

- Option 1 – Full closure to vehicles
- Option 2 – Partial Closure with one-way southbound traffic
- Option 3 – Two-way traffic with parking removed
- Option 4 – Do nothing

Dorset Coast Forum carried out engagement from 1 May to 29 June 2025 alongside the Green Seafront project. Participants were asked about their preferences for the four options, along

with views on pedestrian improvements, crossings, parking, bus routing, cycle facilities, surfacing, planting and signage.

Following a detailed review of technical evidence, public feedback and site constraints, the Cabinet Member for Highways identified Option 3 - retaining two-way traffic while removing on-street parking as the preferred approach.

Key Features of the Preferred Option:

Scheme Extents: Changes to the streetscape will extend from just south of Ocean Bay Slipway to the junction of Victoria Avenue with De Moulham Road.

Footways: Footway widths are increased on the green seafront side of Shore Road up to around 2.5m. Beach Side of Shore Road remains as existing.

Parking: Parking is removed from Shore Road. Blue badge parking spaces and short term set down / pick up spaces created on one side of Victoria Avenue between De Moulham and Shore Roads.

Traffic Calming: Carriageway narrowing at pedestrian crossing points to slow vehicle speeds. Vehicles give way to oncoming traffic, alternating between north and southbound traffic giving way. Raised crossing at access to Spa beach hut area.

Placemaking: Enhance key locations with amenities to create 'meeting locations' along the seafront. Minimal locations to introduce seating, cycle parking and planting/street art. Introduction of higher quality surface materials to improve streetscape. There is a lower opportunity for this between key locations with this option.

Design Changes Emanating from Engagement:

The engagement process identified a series of design refinements that will now be explored:

- Footway widening will be focused on the beach side of Shore Road rather than the Green Seafront side.
- Reduce the speed limit of Shore Road to 20mph.
- Relocating key crossings on Shore Road to better align with the Green Seafront Ground stabilisation project.
- Introduce high-quality materials at key locations to provide clear indication to drivers of presence of pedestrians. These materials will also assist partially sighted people to interpret the public realm.
- Reduce street clutter through the removal of parking machines and relocating / rationalising signage.
- Adding new pick-up and drop-off points on Shore Road to assist parents and carers accessing Swanage Beach.
- Improving accessibility through dedicated blue badge parking on De Moulham Road.
- Provision of safe crossing points on De Moulham Road to improve access to Green Seafront and onwards to Swanage beach.
- Updated wayfinding signage to help pedestrians and drivers navigate to key destinations such as car parks and the beach.
- Changes to the junction of Northbrook Road and Victoria Road to improve visibility and help deal with issues relating to unclear priorities.

Evidence gathering and engagement.

4. What sources of data, evidence or research has been used for this assessment? (e.g national statistics, employee data):

- Public engagement for Seafront Masterplan (2022-23)
- Public engagement for Green Seafront – Round One (2023)
- Public engagement for Green Seafront – Round Two (2025)
- Dorset Insights – Area profile for Swanage
- Google Maps
- Visitor data from Southwest Research Company (2025)
- Topographical survey for area.
- Concept design drawings for preferred option.
- Design changes identified through the engagement process.

5. What did this tell you?

- Pedestrian safety on Shore Road is a concern for residents.
- There is broad support to improve the public realm on Shore Road.
- Public preference of for two-way traffic with parking removed.
- Visitor data for 2023 suggests that Swanage received around 123,000 staying trips with 549,000 overnight stays and 807,000 - day visits. It is estimated that these 2023 visitors led to a local economy benefit of over £77m while visiting Swanage (The South West Research Company, 2025).
- Diversity – 93.1% white British and 6.9% ethnic minority.
- Health of Swanage residents is generally good with almost 77% of Swanage residents reported having very good or good health
- Age of residents is higher than the rest of Dorset – 37.4% 65+ compared to Dorset 30.5% and 18.9% for England and Wales.
- Older persons housing located near to Green Seafront.
- Blue badge parking availability is a concern for residents.
- There are currently no dedicated blue badge parking bays on Shore Road. However, the parking is well used by people with blue badges.

6. Who have you engaged and consulted with as part of this assessment?

Information gathered from rounds one and two engagement have informed this assessment. The following stakeholders were consulted:

- Swanage Town Council.
- Dorset Council Ward Members.
- Dorset Council Cabinet Member Responsible for Highways.
- Leader of Dorset Council.
- Event Organisers.
- St. Aldhelm's Court Residents & Staff.
- Swanage & District Chamber of Trade.
- Local Bus Company.
- Accessible Swanage.
- Members of the Public.

7. Is further information needed to help inform decision making?

No

Is an EQIA required?

Not every proposal will need an EqlA. The data and research should inform your decision whether to continue with this EqlA. If you decide that your proposal does not need an EqlA, please answer the following question:

This project requires an EqlA.

Assessing the impact on different groups of people

For each of the protected characteristics groups below, please explain whether your proposal could have a positive, negative, unclear or no impact. Where an impact has been identified, please explain what it is and if unclear or negative please explain what mitigating actions will be taken.

- use the evidence you have gathered to inform your decision making.
- consider impacts on residents, service users and employees separately.
- if your strategy, policy, project or service contains options you may wish to consider providing an assessment for each option.
- see guidance for more information about the different [protected characteristics](#).

Key to impacts

Positive Impact	• the proposal eliminates discrimination, advances equality of opportunity and/or fosters good relations with protected groups.
Negative Impact	• protected characteristic group(s) could be disadvantaged or discriminated against
Neutral Impact	• no change/ no assessed significant impact of protected characteristic groups
Unclear	• not enough data/evidence has been collected to make an informed decision.

Impacts on who or what?	Choose impact	How
Age	Positive	Older residents (37.4% of Swanage's population) will benefit from wider pavements, reduced vehicle speeds, improved crossing points and clearer wayfinding. These changes support safer movement for people with reduced mobility, slower walking speeds or balance issues. Families with young children will also benefit from safer pedestrian routes and dedicated drop-off/pick-up points. There may be some negative impacts associated with the loss of parking on Shore Road for those that require parking near to their destination. Parking cannot be retained on Shore Road due to the need to widen pavements, reduce vehicle speeds and improve visibility at crossings. These changes are essential to improve safety for disabled people and older residents. Dedicated blue badge parking is therefore relocated rather than removed.
Disability	Positive	Long-term improvements include wider footways, safe crossings, reduced street clutter, accessible surfacing and new blue badge parking on De Moulham Road, which will improve access for people with mobility, sensory or cognitive impairments. Removal of parking on Shore Road may initially impact Blue Badge holders, but repositioned blue badge bays and new drop-off points mitigate this issue. Construction will temporarily reduce access and increase noise, which may affect disabled and neurodivergent people. Blue badge bays to be provided on De Moulham Road during construction.
Gender reassignment and Gender Identity	Neutral	No impact on this characteristic.
Marriage or civil partnership	Neutral	No impact on this characteristic.
Pregnancy and maternity	Positive	Wider pavements, safer crossings and new pick-up and drop-off areas improve access for parents with pushchairs or buggies, expectant mothers and visitors carrying equipment for the beach. Construction-phase communications will help ensure predictability for users.

Impacts on who or what?	Choose impact	How
Race and Ethnicity	Neutral	No impact on this characteristic.
Religion and belief	Neutral	No impact on this characteristic.
Sex (consider men and women)	Neutral	No impact on this characteristic.
Sexual orientation	Neutral	No impact on this characteristic.
People with caring responsibilities	Positive	Safer pedestrian routes, better visibility at crossings, and new drop-off/pick-up points support carers transporting children, older people or disabled residents. Construction will temporarily complicate movement routes, mitigated through planned communications and safe access measures.
Rural isolation	Neutral	No impact on this characteristic.
Socio-economic deprivation	Neutral	No impact on this characteristic.
Single parents	Positive	Improvements to pedestrian safety, crossing points and new drop-off/pick-up areas make independent travel with children easier. Clearer wayfinding supports those visiting the beach with equipment or pushchairs.
Armed forces communities	Neutral	No impact on this characteristic.

Please provide a summary of the impacts:

The preferred option is expected to produce significant long-term positive impacts for older people, disabled people, families with young children, carers and those with mobility or sensory impairments. Wider pavements, reduced vehicle speeds, relocated crossings, improved surfacing and clearer wayfinding will substantially improve safety and access for these groups.

The removal of parking on Shore Road may create short-term negative impacts for Blue Badge holders and people who rely on close proximity parking. However, these are mitigated by new disabled bays on De Moulham Road, new drop-off/pick-up points and improved access routes.

Construction works between September '27 and April '28 will temporarily reduce accessibility and create additional noise and movement. This may particularly affect disabled people, neurodivergent people and carers. These impacts will be managed through a Construction Phase Plan and clear communications strategy to ensure predictable access, logical diversions and minimised disruption.

Action Plan

Summarise any actions required as a result of this EqIA.

Issue	Action to be taken	Person(s) responsible	Date to be completed by
Construction Phase	Clear construction phase and communications plans that ensure safe access is maintained and changes to routes are clearly communicated.	Project Team	September '27
Blue Badge Parking During Construction	Blue badge bays to be marked on De Moulham Road at construction start. These will be temporary bays as De Moulham road will be resurfaced following construction of the green seafront scheme. Permanent bays will be marked following resurfacing.	Project Team	September '27

Sign Off

Officer completing this EqIA: [Joseph Rose \(Dorset Council\)](#)

Officers involved in completing the EqIA: [David Brown \(Dorset Council\)](#) [Martin Ayres](#), [Gail Percival](#) & [Culvin Milmer \(Swanage Town Council\)](#)

Date of completion: [9 April 2026](#)

Version Number: [3](#)

EqIA reviews:

- [During development of Construction Phase Plan and Communications Plan – Date TBC](#)
- [At construction start – Anticipated September 2027.](#)
- [At construction mid-point – Anticipated Mid December 2027](#)
- [At construction completion – Anticipated April 2028.](#)

Equality Lead Sign Off: [James Palfreman-Kay – 9 April 2026](#)

Next Steps:

- the EqlA will be reviewed by Communications and Engagement and if in agreement, your EqlA will be signed off.
- if not, we will get in touch to chat further about the EqlA, to get a better understanding.
- EqlA authors are responsible to ensuring any actions in the action plan are implemented.

Please send to [Equality, Diversity and Inclusion Officer](#)