

# Swanage Seafront Masterplan

The vision, opportunities and challenges

SWANAGE TOWN COUNCIL – 2023

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# SWANAGE SEAFRONT MASTERPLAN



July 2023



# What is a Seafront Masterplan?

An overall vision for the seafront for the next generation, developed with residents, visitors, businesses and other stakeholders

# Swanage in Context

- Small town – 10,000 population
- Tourism a key driver for local economy
  - 1,000 people employed
- Lots of seafront assets, many owned by Swanage Town Council



# Previous Seafront Investment

- Over last 10 years, £millions have been invested by Council across the seafront
- Aimed at addressing individual problems:
  - Cliff re-stabilisation and beach huts - 2014
  - Refurbishment of the Information Centre – 2016
  - The Town's Bandstand - 2019
  - The seafront play area – 2021



# Why is a new approach needed?

- 3 major projects being developed
- Can we resolve other issues at same time
- Need to provide an overall plan to guide the community
- A more joined up approach is required



# The seafront is changing!

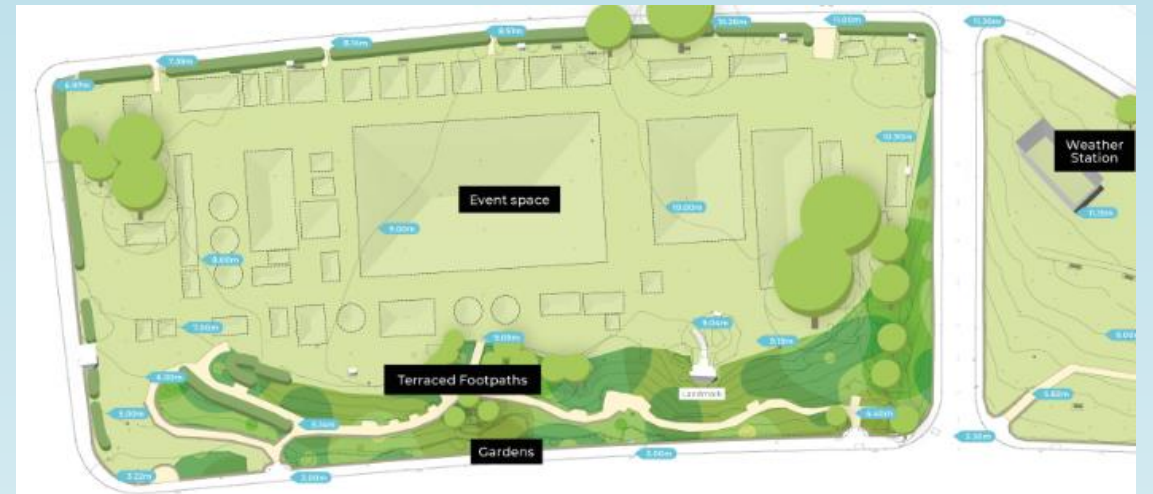
- Accessibility  
1 in 5 people have a disability
- Visitor expectations of sustainability
- Climate change & sea level rise
- Seafront pedestrianisation
- Seasonality  
i.e. open water swimming



# Current Projects

Many different partners,  
primarily Dorset Council

- Coastal Protection Scheme
- Beach re-nourishment
- Phase 2 re-stabilisation scheme – Green Seafront
- Collectively worth £8m-15m
- But several other areas that really need investment





# How was the Masterplan developed?

Procured Dorset Coast Forum as our engagement partners

- Community engagement
  - Have your say survey – over 1,000 responses
  - Market stall and various events
  - Engagement evening at the Mowlem Theatre
- Councillor involvement
  - Workshops
- Stakeholder involvement
  - Workshops; local businesses, creative, Disabled Forum



# Key Findings



Figure 1: How would you improve the seafront? Most popular themes – Survey Question 8

# The Masterplan

- 5 different geographic zones along 1 mile of seafront
- Focus on opportunities rather than actions

Opportunity	Context	Examples of how this could be achieved
<p><b>1</b></p> <p>The regeneration of the closed section of Shore Road into a promenade</p>	<p>This area requires a redesign to fully benefit the local community and visitors, but also to create opportunities for increased biodiversity and the local economy.</p>	<ul style="list-style-type: none"> <li>• Explore new surfacing options to make a more attractive space and level space for improved access.</li> <li>• Green it up! Plant trees and plants that attract wildlife and provide shade.</li> <li>• Create interest e.g., artworks, temporary sun loungers, sun umbrellas, pop-up stalls.</li> <li>• Create meeting places for friends and families to sit and relax, offering an alternative to the beach.</li> </ul>



Figure 3 Masterplan Zones

# Key elements of the Masterplan

- Pedestrian friendly seafront
- Accessibility
- Environment
- Waymarking



# Next Steps: Projects from the Masterplan

- Swanage Green Seafront
- Commercial opportunities
- Coastal Protection Scheme
- Accessible Swanage



# Benefits of the Masterplan

- Enables long term holistic planning
- Opens discussions on thinking about potential developments
- Clearly demonstrates the importance of the seafront for the future
- Helps support future grant bids
- Helps to bring stakeholders together



# Dis-advantages of the Masterplan

- When is the work going to start?
- Many opportunities not funded
- Do we have staff capacity to deliver?
- Over what period of time?
- Not all 'opportunities' owned by the Town Council, so no control



# Thank You



[Swanage Seafront Masterplan | Dorset Coast Have Your Say](#)