



# BCP Seafront Strategy Statement

From Sandbanks to Highcliffe Beach

**Bournemouth, Christchurch and Poole's 12.8 miles of award-winning seafront are enjoyed by 12.6 million visitors each year and offers a much loved leisure space for nearly 400,000 residents.**

**Our seafront is known for its high quality environment, acknowledged by 23 beach awards, including 9 Blue Flags**



BCP Council is responsible for managing the seafront and this document sets out the strategic approach to forward development of the leisure and tourism offer.

This is an interim summary that combines the vision, aims and objectives of the three local strategies established under the previous local authorities of Bournemouth, Poole and Christchurch & East Dorset, and describes the characteristics and developmental approach to each section of seafront that extends (west to east) from Sandbanks to Highcliffe Beach.



Destination and Culture  
March 2020



## Background

This document sets out an overarching summary of the vision, objectives and aspirations contained within the Council's existing strategic plans for Bournemouth, Poole and Christchurch seafront areas. The next page sets out a summary of these plans, for which an integrated programme of delivery is currently underway.

This Seafront Strategy Statement links to the Council's Corporate Strategy and its vision to establish vibrant communities with outstanding quality of life where everyone can play an active role. The Corporate Plan priorities five themes around Sustainable Environment, Dynamic Places, Connected Communities, Brighter Futures and Fulfilled Lives. This seafront strategy summarises guidelines for achieving improvements to the leisure activity offer across the seafront. This supports the Corporate Strategy themes of Dynamic Places and a Sustainable Environment, helping to develop an innovative, successful economy in a great place to live, learn, work and visit as well as leading our communities towards a cleaner, sustainable future, preserving our outstanding environment for generations to come.

This document is, however, only an interim statement. Timed to coincide with the creation of a new BCP Local Plan, the Council will be developing and consulting on a new BCP Seafront Strategy later in 2020. This Strategy will be adopted in the Spring of 2021 and will establish a new long-term plan guiding future leisure development across the seafront area. Further details of this Seafront Strategy can be found, along with information on live projects currently being delivered at [www.bcpseafrontprojects.net](http://www.bcpseafrontprojects.net)

## Seafront Strategy Statement - combined vision and aims

Combined  
Vision  
Statement

**Creating a World Class Seafront, promoting investment, wellbeing and sustainability**

Combined  
Strategic  
Aims

- **Conserve and enhance the natural coastal environment**
- **Sustainable investment in facilities, access and infrastructure across the seafront**
- **Unlock the potential for new leisure attractions to encourage local economic growth and year-round visitor footfall**
- **Maximising income potential to support Council services**



## Current strategic plans covered by this Seafront Strategy Statement

### Bournemouth

The [Bournemouth Seafront Strategy](#), adopted in 2013, sets out a 20-year vision, objectives and outcomes. It incorporates a broad masterplan dividing the seafront up into themed character areas, identifying redevelopment sites with summaries of potential schemes that could support the overall vision. The Bournemouth Seafront Strategy was designed to be a flexible, investment led, document. It is not an adopted planning document, but it does acknowledge and respond to the existing Local Plan and other relevant plans and strategies. The Seafront Strategy was developed over a period of 18 months and incorporated borough-wide consultation through various stages of development.

### Christchurch

Coastal development proposals in Christchurch are largely informed by the Beaches and Hinterlands Management Plan, published in 2008. In 2017/18 the Council undertook extensive public consultation to inform the development of a new Coastal Strategy. Ultimately, the Council noted the outcomes of the consultation process but decided not to proceed with the development and adoption of a Coastal Strategy. The Community Committee in January 2018 did conclude that the character areas of each section of the coast, as set out in the 2008 Management Plan, should form the basis upon which future development proposals are founded. And that the principals governing the Management Plan should also remain in effect. Committee minute 262(b) also stated 'The Council strongly requires that this document (the 2017 consultation) should be carried forward to any future authority for implementation.' Effectively, the 2008 Management Plan remains the basis of the current strategy with the 2017 consultation setting out some guiding principles for the future development of a wider ranging Seafront Strategy.

### Poole

The [Poole Seafront SPD](#), adopted in 2015, sets out a 25-year Strategy in the form of a Supplementary Planning Document (SPD) which was extensively consulted upon over a 4 year period of development. This strategy is a formal planning document that links directly to the Poole Local Plan. As with the Bournemouth strategy, the Poole document breaks the seafront up into a series of themed character areas underpinned by an overarching vision, aims and objectives. With land use development being formally identified in this SPD, flexibility to evolve and adapt proposals in accordance with market conditions and demand for services is constrained to some degree.



## Character areas

Highcliffe Beach

Highcliffe Castle Beach

Friar's Cliff Beach

Avon Beach

Gundimore Beach

Mudeford Quay

Mudeford Sandbank

**COASTAL NATURE RESERVE**  
Manor Steps to Hengistbury Head

**COASTAL ACTIVITY PARK**  
East Cliff to Boscombe East

**CENTRAL BEACH**  
West Cliff to East Cliff

**THE CHINES**  
Alum to Durley

Branksome Dene Beach  
Branksome Beach

Canford Cliffs Beach  
Flaghead Beach  
Shore Road Beach

Sandbanks Beach



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## Current strategic area characteristics & developmental approach (west to east)



**Sandbanks Beach:** One of the Best Beaches in Britain. A location rich in character and conservation value. The Sandbanks Pavilion has been the historic centre-piece of this venue but potential exists for new beach huts and expanded car parking in a decked construction. At the back of the site opposite the Banks Road shops and cafes, there is opportunity to expand the number and diversity of retail offerings. The area of developable land is limited but a facility capable of accommodating events could create a focus for Sandbanks.

**Shore Road:** The Families Beach. The beach is just off the road and has an urban feel. The potential here is for a landmark building or 'hub' where the approach road meets the beach. Retailers cluster here and people congregate to eat, drink and relax.

**Flaghead Beach:** Hut Life. A peaceful area where beach huts predominate. The beach has the potential to develop additional beach huts and a children's play area, having regard to the Site of Nature Conservation Interest (SNCI).

**Canford Cliffs Beach:** The Village Beach. The delightful and historic wooded chine leads down to the beach where there is room to provide more beach huts, and improve the food and drink outlets and toilet facilities at promenade level.

**Branksome Beach:** A Window on the Beaches. A magnificent but secluded location that features the Branksome Chine Solarium and the Beach Station which are locally listed buildings and within the Branksome Park & Chine Gardens Conservation Area. There is potential along the beach-front and adjacent to the car park to expand retail offerings and beach huts, as well as the possibility of a 'sky cafe' at the end of Pinecliff Road.



**Branksome Dene Beach:** The Watersports Beach. A potential hub for water sports and land-based recreational activities. There is potential for a landmark building for the activities hub, together with an expansion of supporting facilities such as cycle stands, changing rooms, toilets, seating and lighting. Any change would require woodland management and there could be scope for a tree top adventure experience or other leisure activities. A new building for community/ leisure/beach facilities could be provided. Space for additional new beach huts / chalets exists provided the watersports activities area is not compromised.

**The Chines (Alum to Durley):** "The Chines' distinctive character will be enhanced and celebrated. Emphasis will be on improving connections and awareness of the unique landscape through improved access for visitors."

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**Central Beach (West Cliff to East Cliff):** “The emphasis here is on developing a coherent and consistent linear promenade space to create the ultimate beachfront stretching between the West and East Cliff lifts. Bournemouth Pier and Pier Approach provide a major destination point mid-way along the route. Existing and new development will form an active ‘street’ frontage to the promenade and elements along the space will have a regular, ordered appearance and layout.”

**Coastal Activity Park (East Cliff to Boscombe East):** “The focus for this area is on developing the provision of facilities for a range of water and beach-based activities and sports. A vibrant, fun and colourful place to visit and hang out - whatever the time of year.”

**Coastal Nature Park (Manor Steps to Hengistbury Head):** “Emphasis will be on revealing and connecting three landscapes – cliff top heath, cliff face geology and beach – through the introduction of new links and the development of a network of trails with interpretation and information on the various habitats and wildlife. The existing cliff lift at Fisherman’s Walk will act as the central hub for the park with two anchor developments around Manor Steps and Southbourne.”

**Mudford Sandbank:** ‘A unique community’. Scope to improve overnight toilet and washing facilities. The beach hut community would like to see a private jetty facility for the use of all boat owners. A small number of additional huts could raise funds for these facilities.



**Mudford Quay:** ‘The historic maritime hub’. Potential for further development of the events on this site and wider commercial water sports provision.

**Avon Beach:** ‘The family focused bathing beach’. The emphasis should be on more commercial, family based enjoyment.

**Friar’s Cliff:** ‘The Beach Hut Community’. The provision of new huts in recent years has proved that there is ongoing demand on this site and future further development could help to provide funding for other improvements to the area. The area of open space behind the huts could be further utilised for events or community activities. The area of the former radar installation provides opportunities for improved historical interpretation.

**Gundimore:** ‘The promenade’. Scope exists for additional huts.

**Highcliffe Castle Beach:** ‘A place for seclusion and enjoyment of the natural environment’. Opportunities for an improved surface path at the base of the cliff linking to Friars cliff promenade.

**Highcliffe Beach:** ‘The water sports beach’. Potential to develop the area further with licences for beach sports and improved facilities. There are no proposals to provide beach huts on this site. The sloping paths and views to the east provide opportunities for improved interpretation.

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