

Weymouth Seafront Masterplan_2022

Public Consultation Report

Online Public Survey

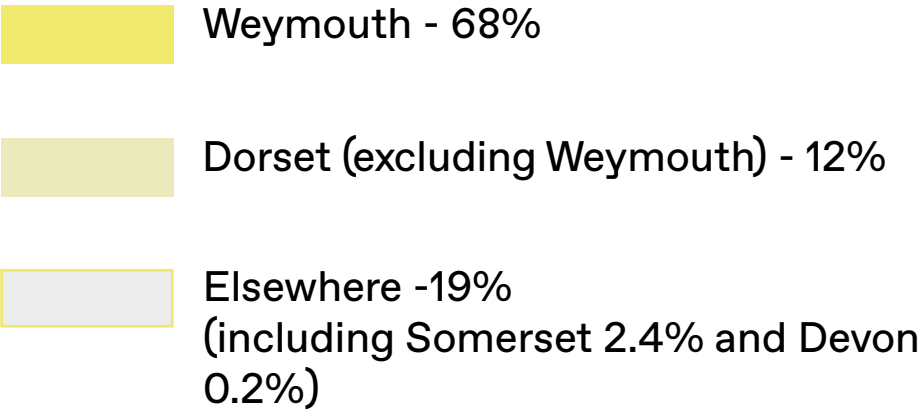


Between May 23rd and June 19th, 2022, local residents, business owners, and visitors to Weymouth were invited to respond to an online survey, launched with aim to unpack the qualities which make Weymouth seafront special and hopes for the future of the seafront offer.

The survey received 2224 submissions, with respondents taking on average, 14:45 minutes to complete. This document is an analysis of the 2224 survey responses. The data will be used to help inform and support the masterplan.

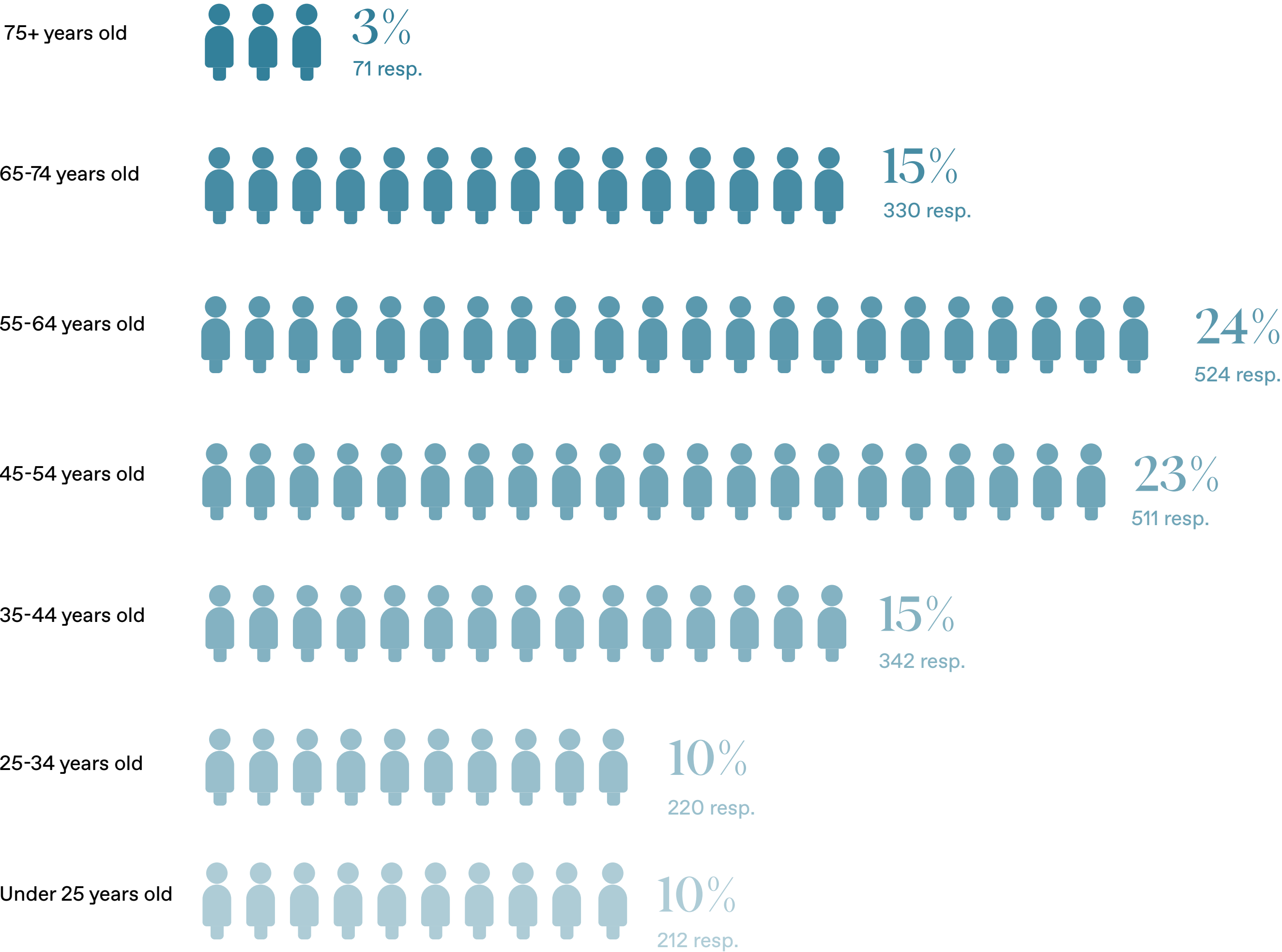
Demographic

68% of respondents are residents of Weymouth. A further 12% live elsewhere in Dorset.



Demographic

The public survey received the greatest response from those aged between 55-64 years old. Under 25s make up for 10% of respondents.



Visiting Weymouth Seafront

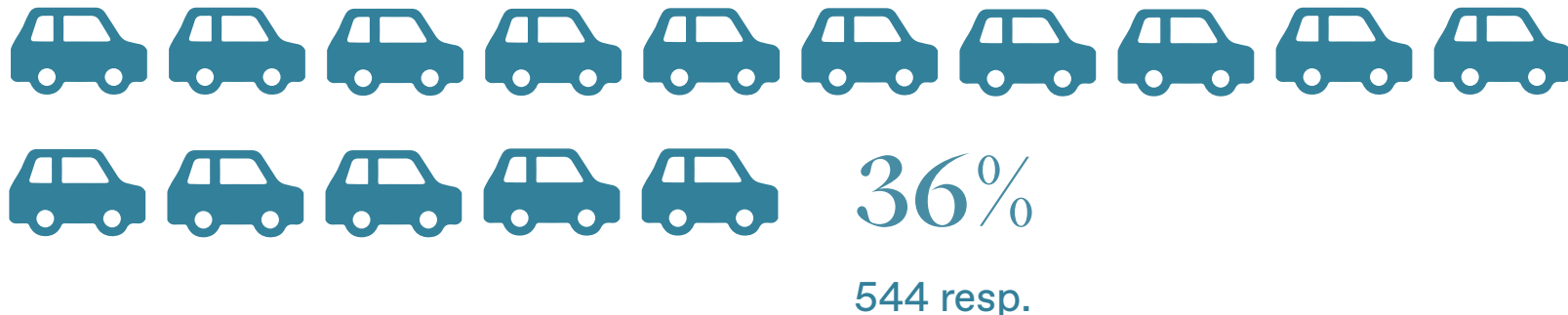
Travel

50% of local respondents usually travel to the seafront on foot, whilst just over a third drive and park.

70% of respondents living outside of Weymouth usually travel to the seafront via car and park.

Preferred car parks include the Pavilion and Swannery.

- Weymouth Residents
- Live outside Weymouth

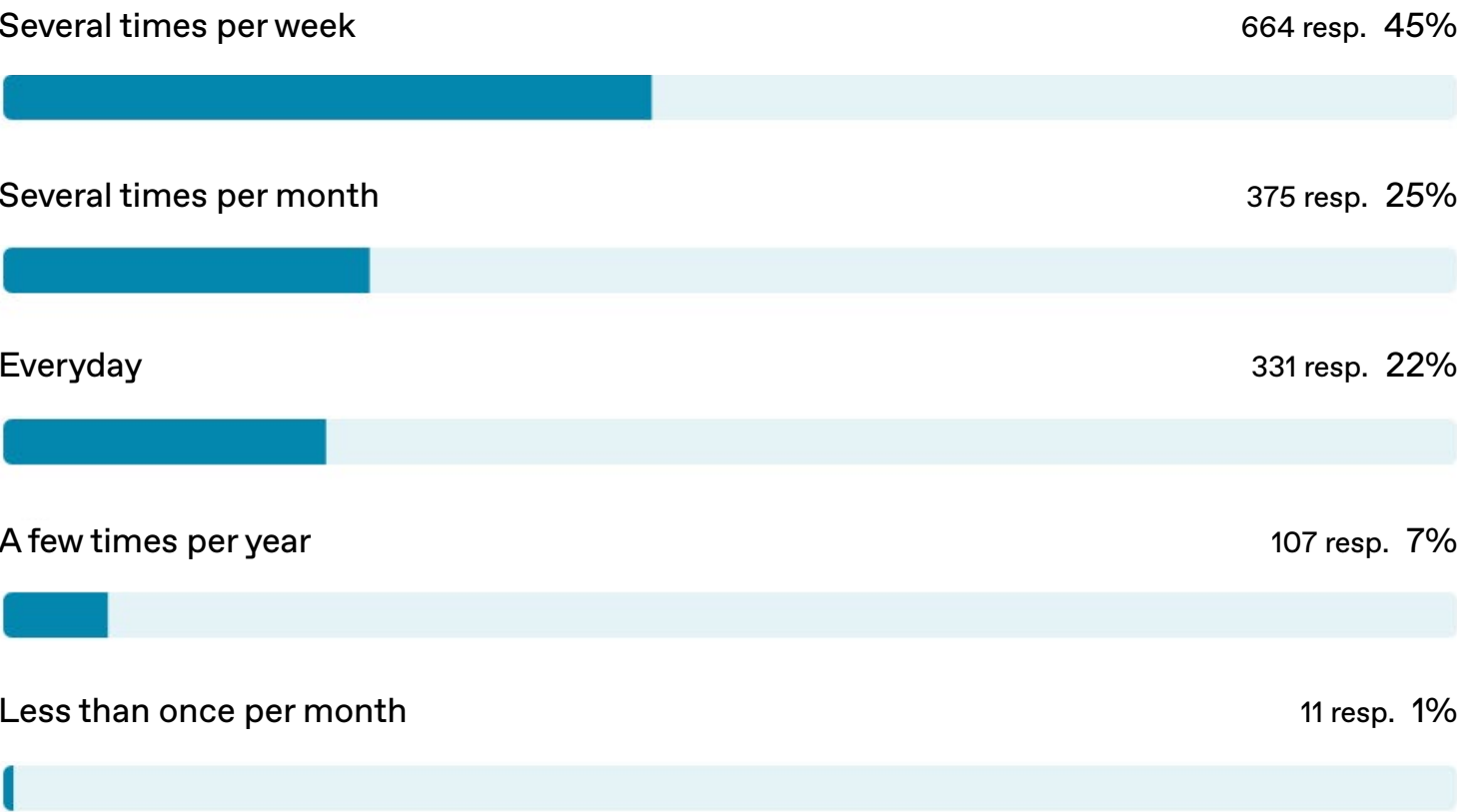


Visits -
Weymouth Residents

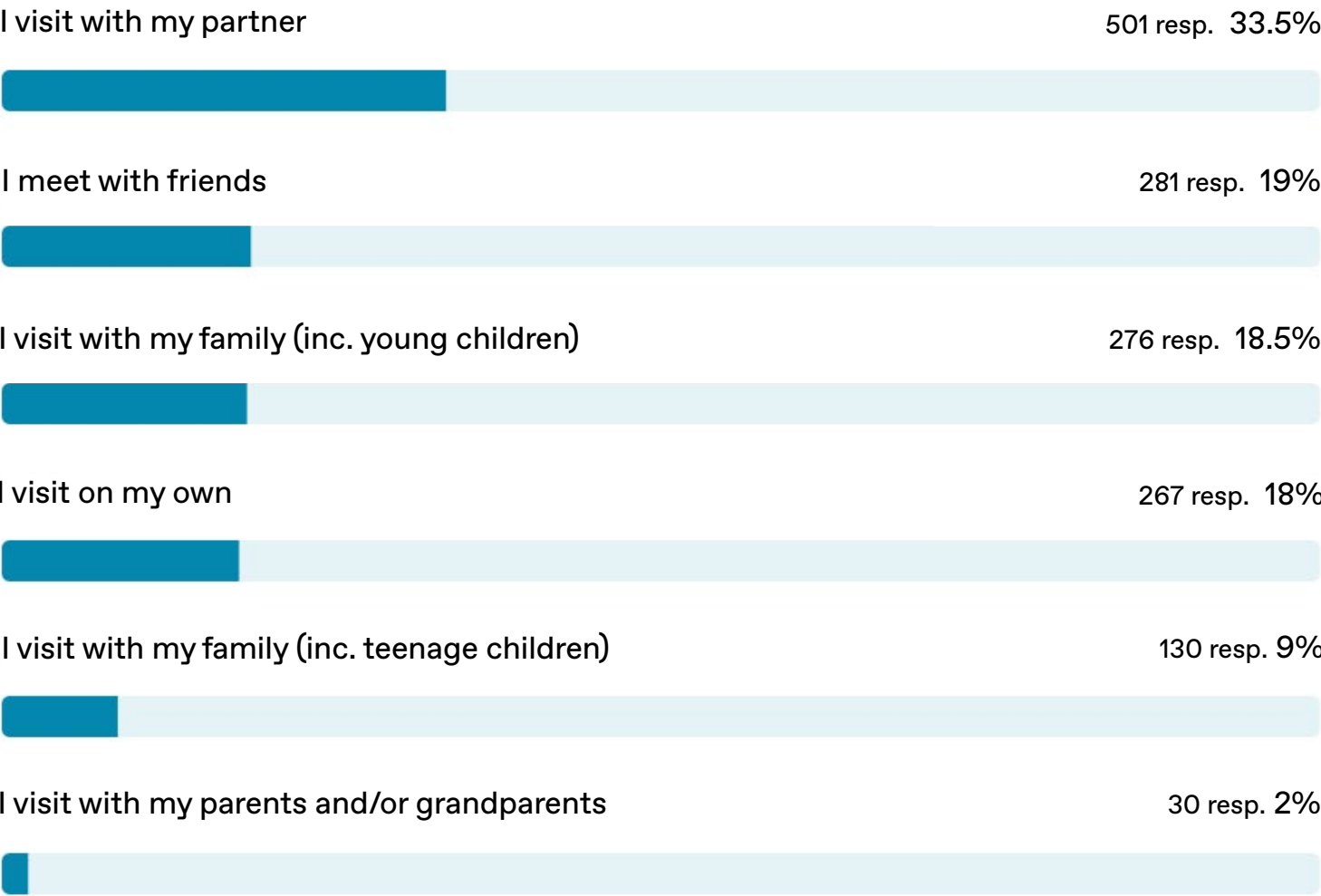
70% of Weymouth residents visit the seafront 'several times a week' or 'everyday'. Nearly 95% visit at least 'several times per month'

Results highlight that the seafront is utilised by a wide range of users at various times, and that at least 30% of local respondents visit the seafront in groups of 3 or more.

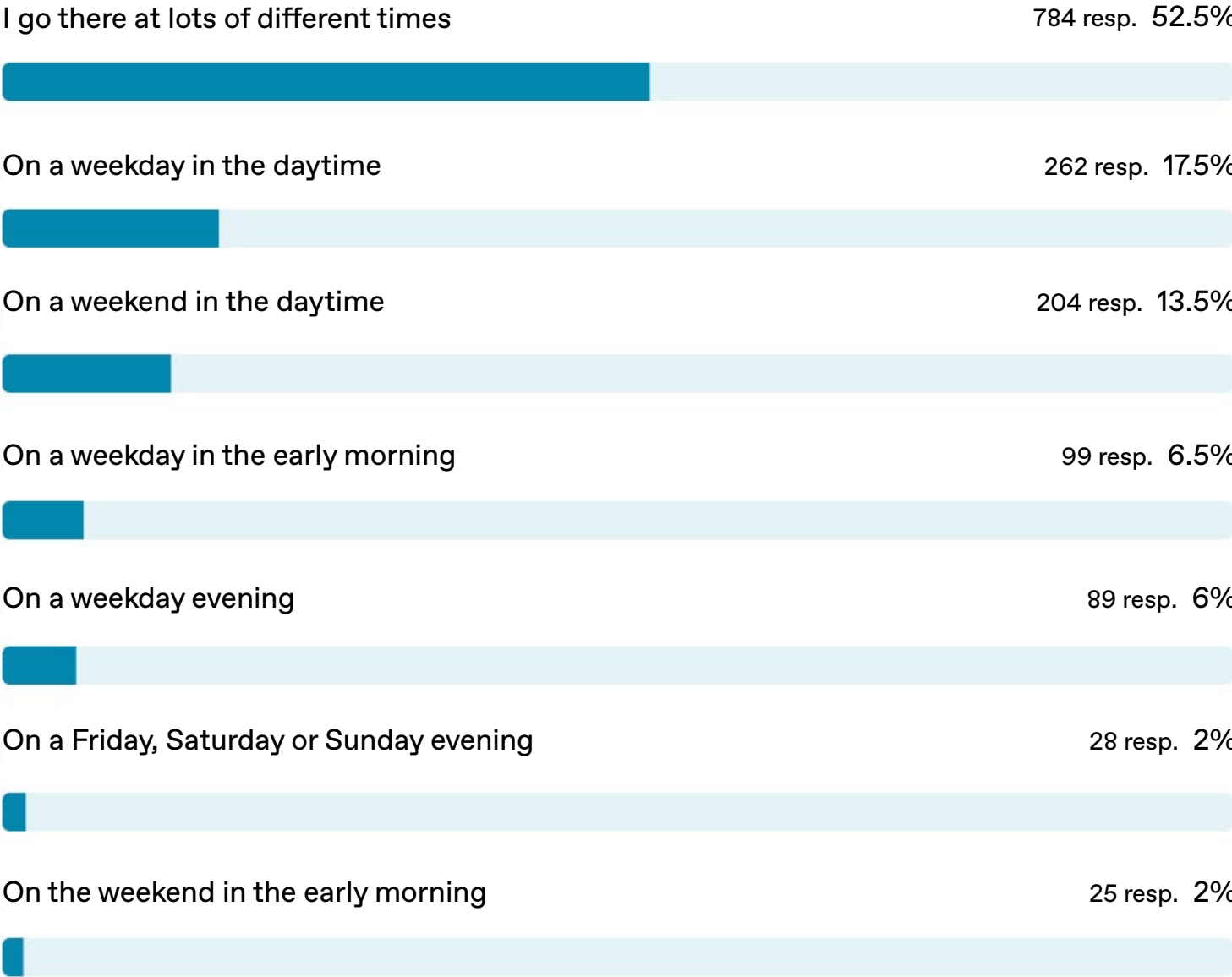
How often do you visit Weymouth seafront?



Who do you tend to visit Weymouth seafront with?



And when are you most likely to go there?



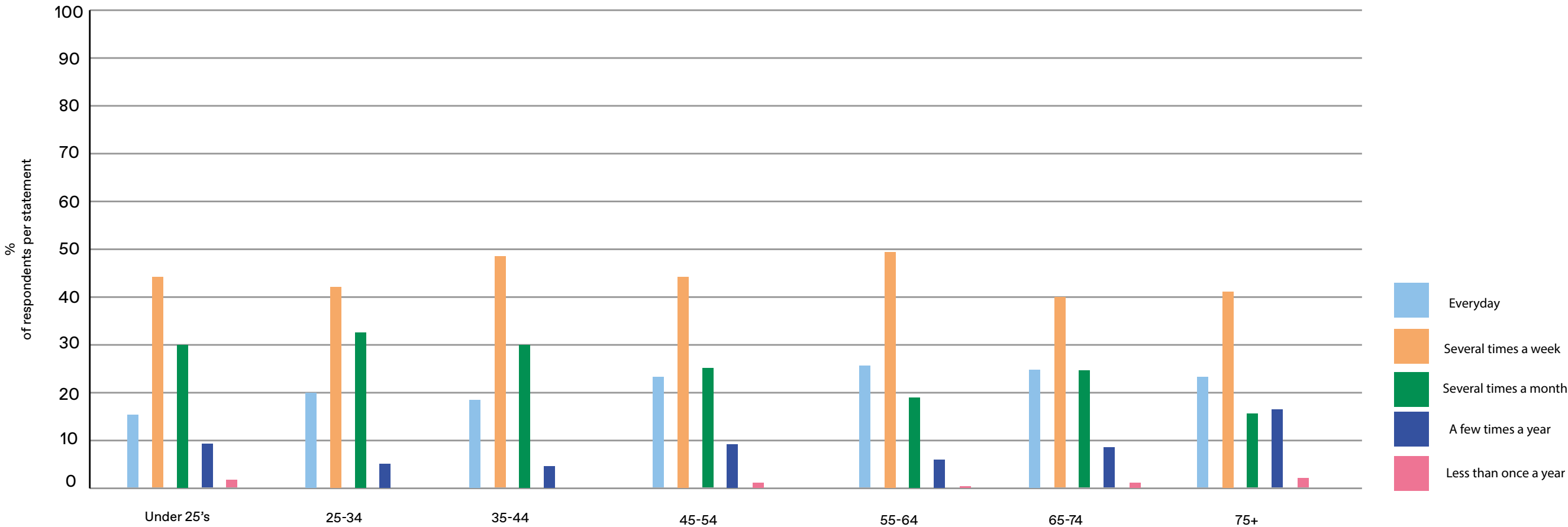
Visits -
Weymouth Residents

All age groups say they visit the seafront at lots of different times, demonstrating the importance of the beach/seafront to the entire community.

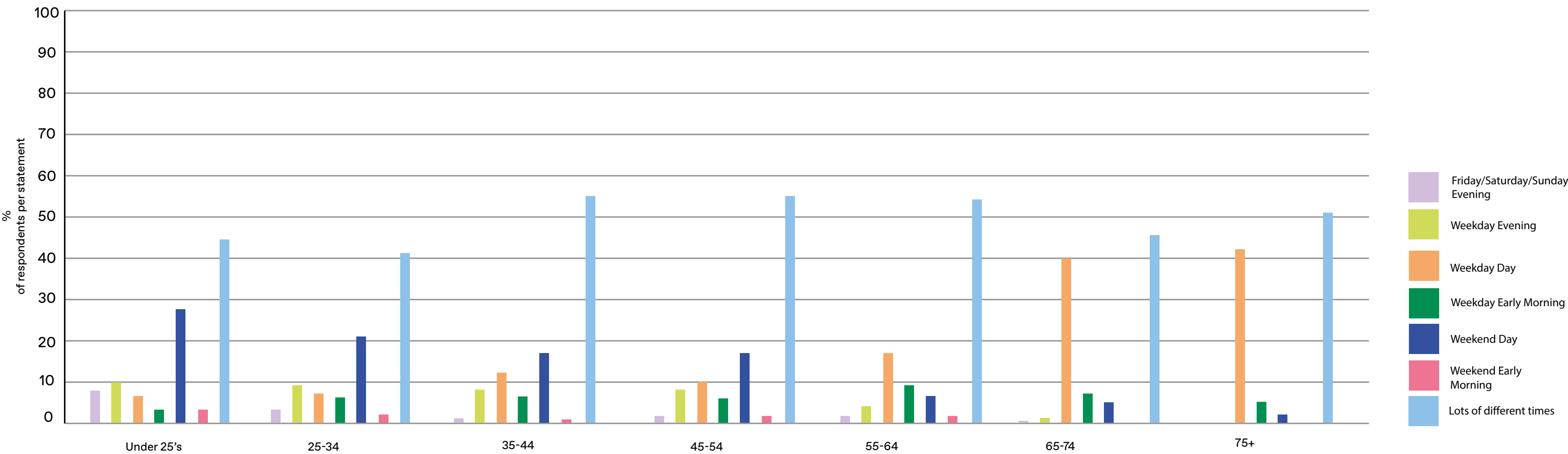
Predictably, over 65s are more likely to visit during the day on a weekday than at any other time.

Under 25s are more likely to visit the seafront on a weekend evening than other age groups.

How often do you visit Weymouth seafront?



And when are you most likely to go there?

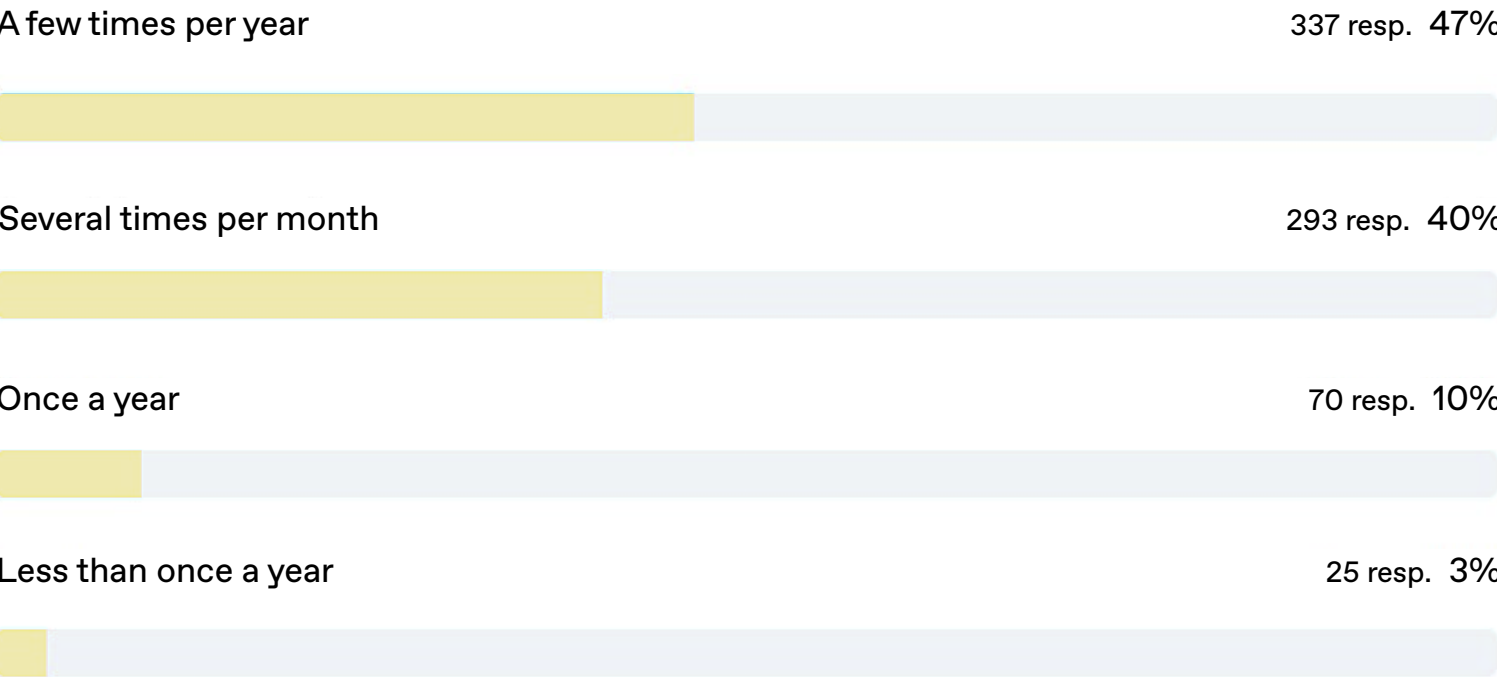


Visits -
Non Residents

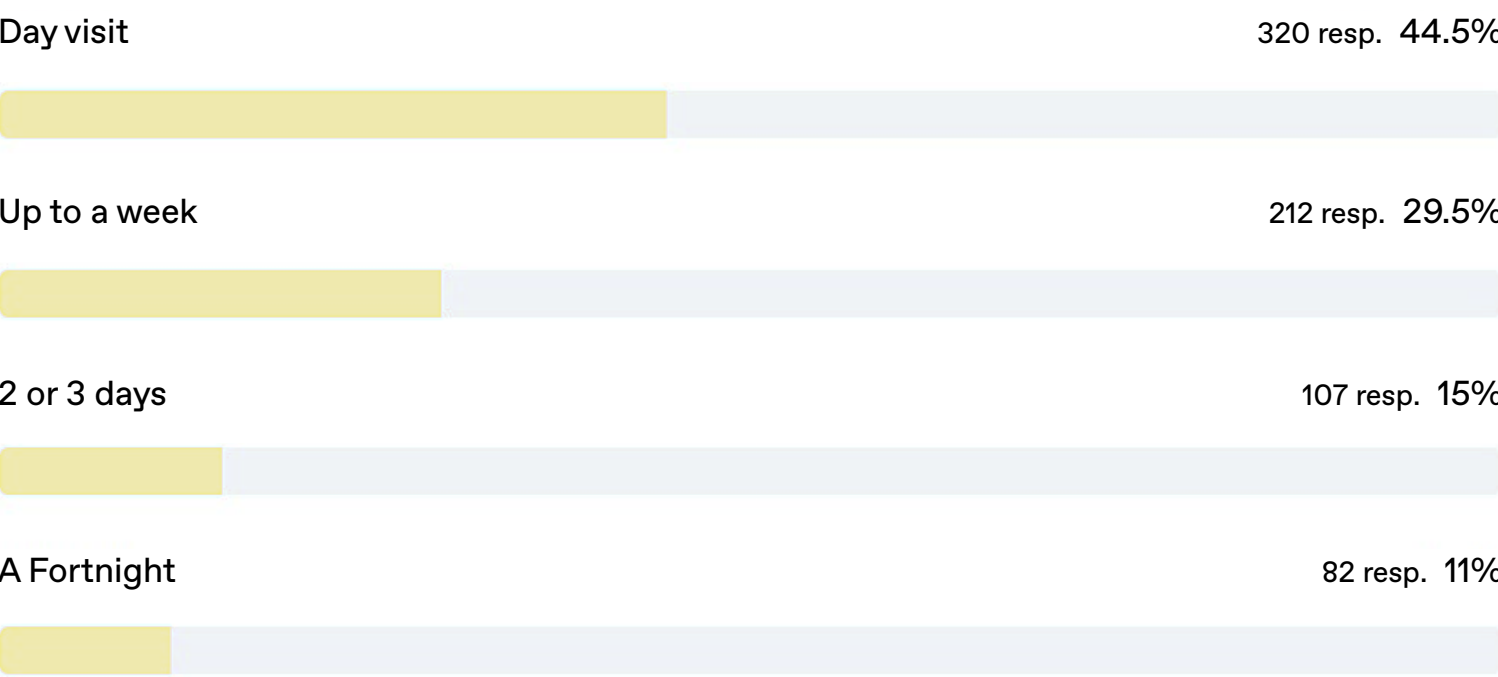
42% of visiting respondents visit with family including children.

44% of respondents do not usually stay overnight when visiting Weymouth (seafront). A third of these respondents visit Weymouth, at most, a few times a year.

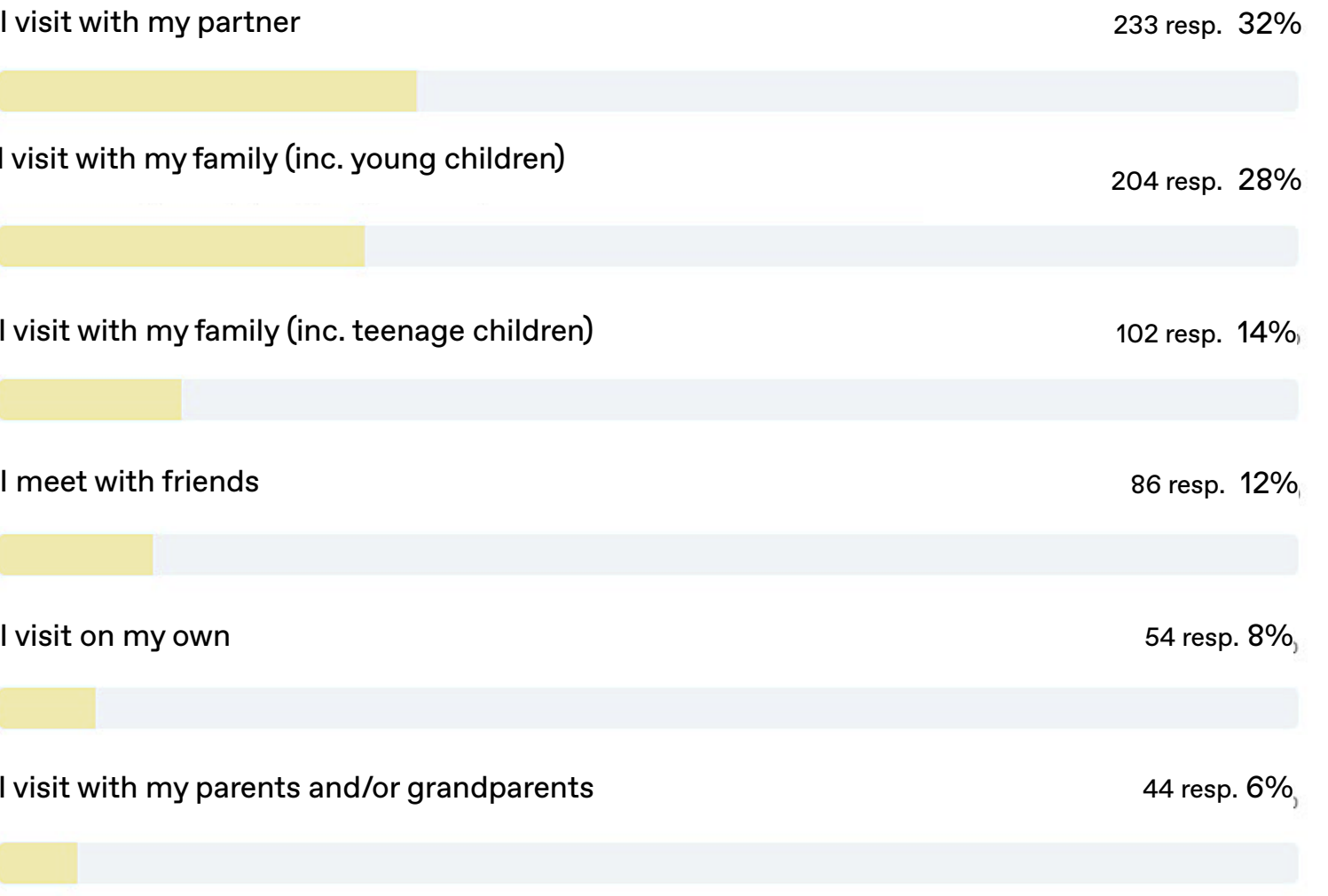
How often do you visit Weymouth seafront?



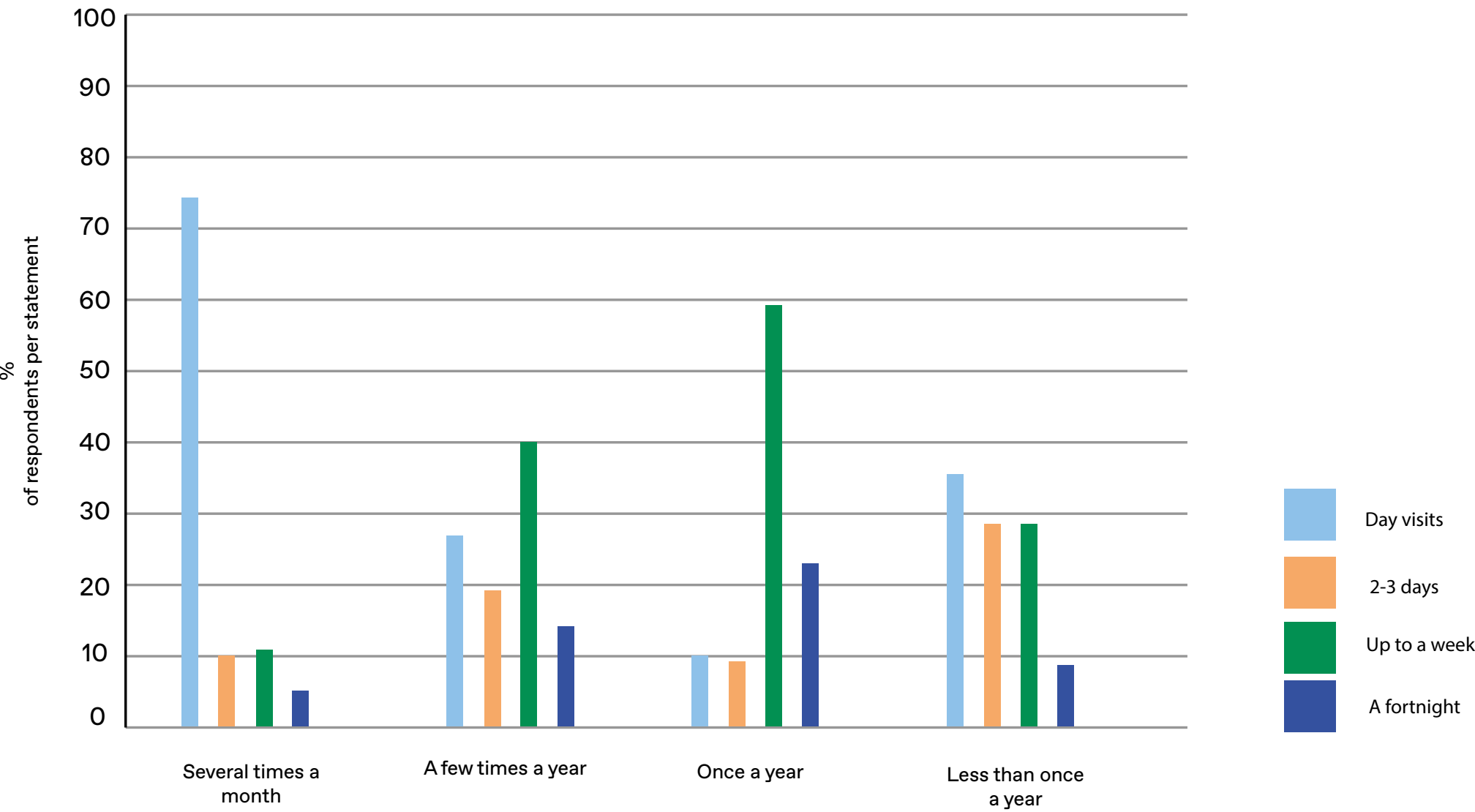
How long do you usually stay in Weymouth for?



Who do you tend to visit Weymouth seafront with?



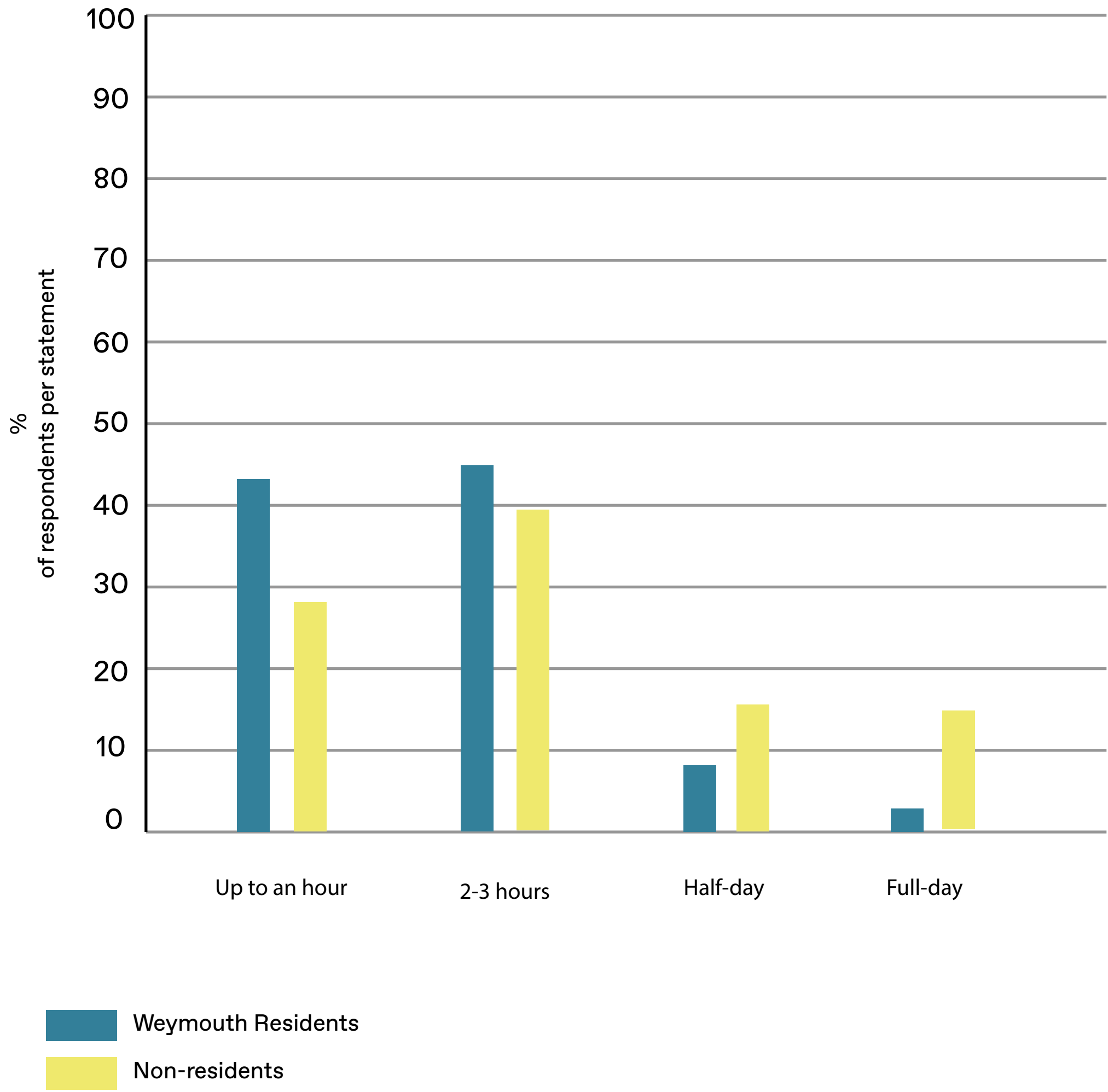
Visiting Weymouth and length of stay



Visits

Visitors are likely to spend more time on the seafront than local residents.

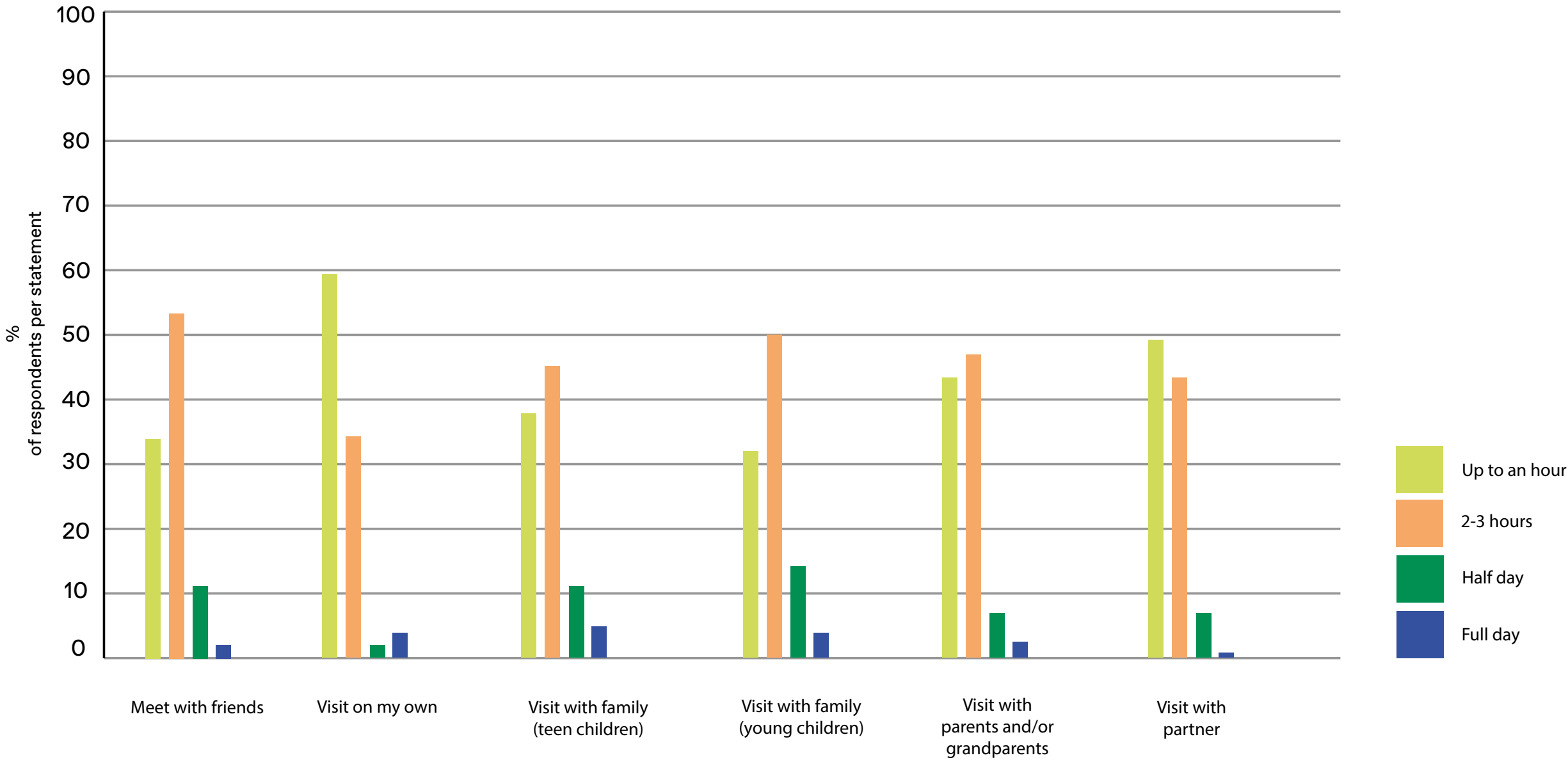
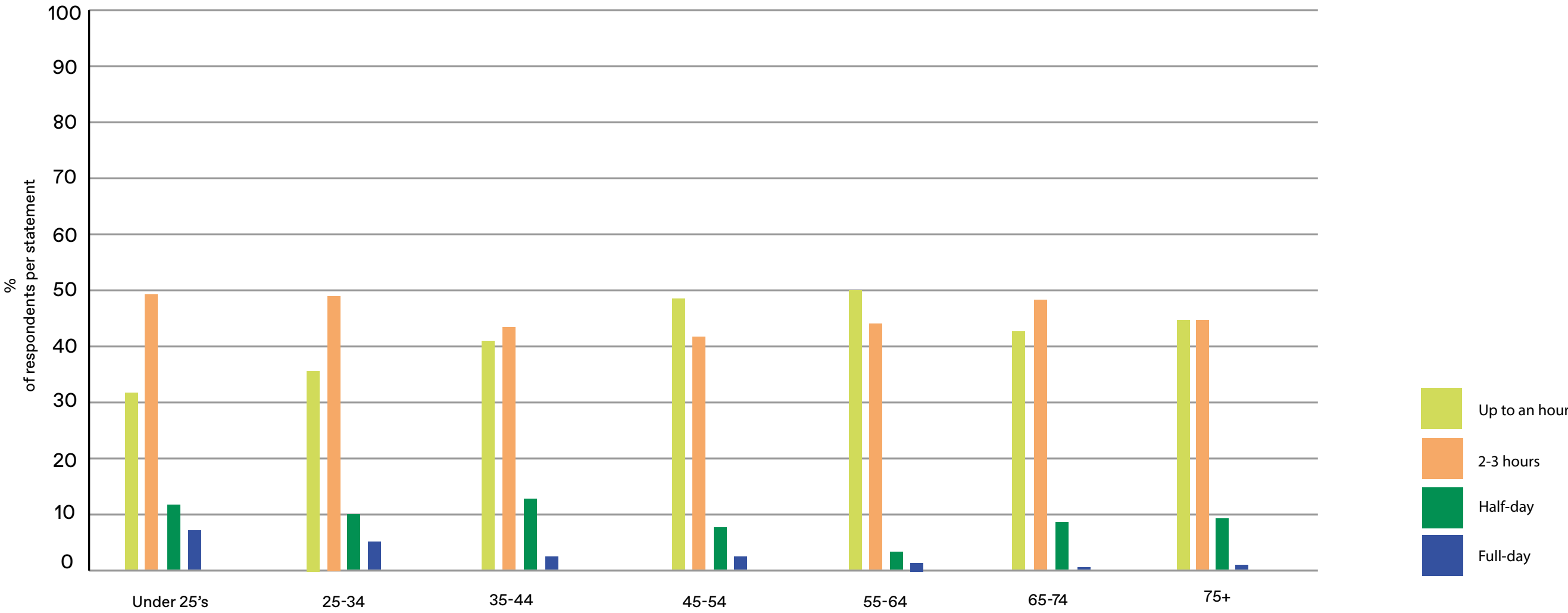
How long do you visit the Seafront for?



Visits -
Weymouth Residents

Residents under the age of 34 and those visiting with family are likely to spend longer periods of time on the seafront.

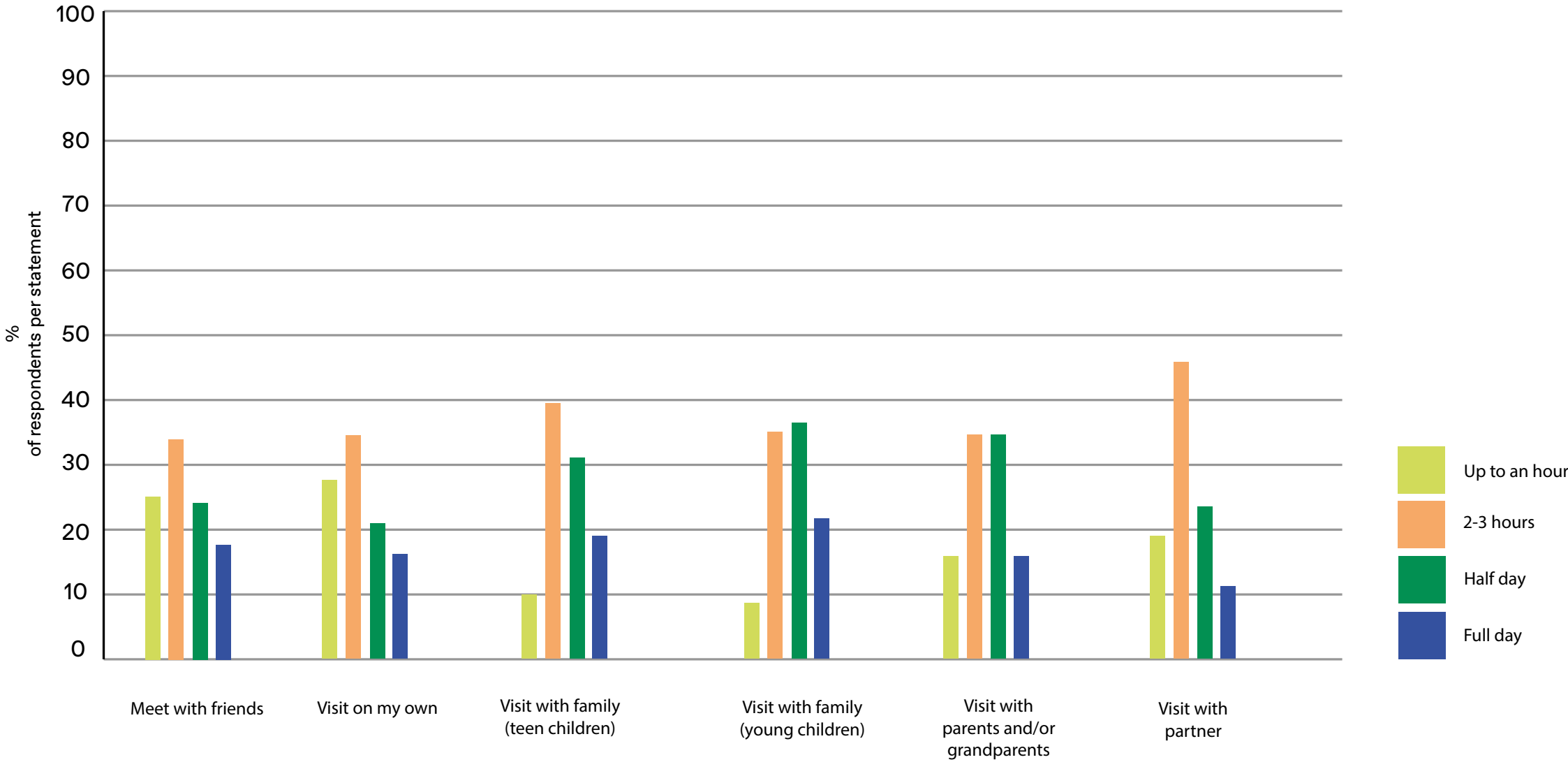
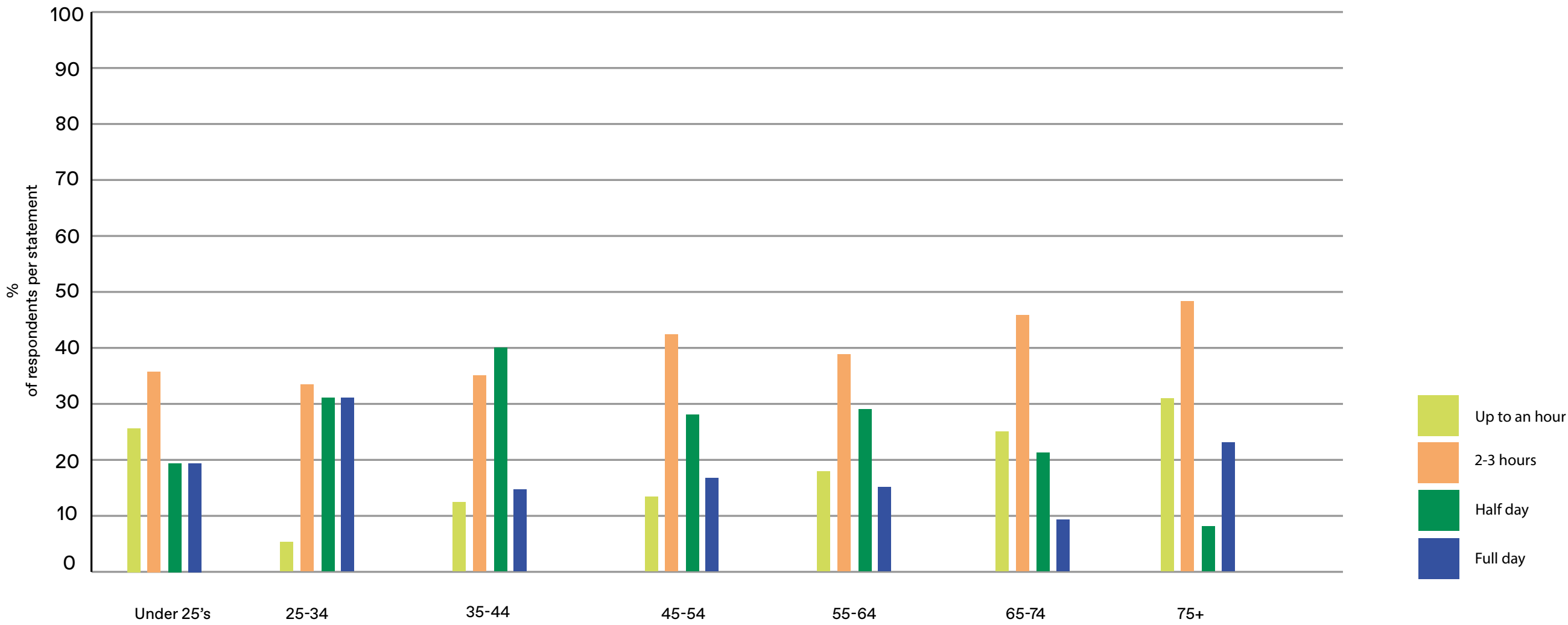
How long do you visit the Seafront for?



Visits -
Non Residents

Those visiting with family, particularly young children, are likely to spend longer periods of time on the seafront.

How long do you visit the Seafront for?



Visits -
Weymouth Residents

A least two thirds of local respondents will combine a trip to the seafront with the town centre or Harbour. Almost 50% of respondents will visit both the town centre and harbour when visiting the seafront.

71%

1491 resp.



Town Centre

68%

1k resp.



Harbour

31%

463 resp.



Parks & Gardens

26%

385 resp.



Nothe Fort

Other 7 %

99 resp.

Pavilion

Hope Square

Supermarkets

The Swannery

Swimming in
the sea

Lodmoor

Seaworld

Visits -
Non Residents

Over 70% of visitors will visit the harbour or town centre when visiting the seafront. 52% visit both the town centre and harbour when visiting the seafront.

A little over a third of respondents will combine a trip to the seaside with a visit to Nothe Fort and/or parks and gardens.

20% of respondents will visit the seafront, town centre, harbour, Nothe Fort, and parks/gardens during a trip to Weymouth.

73%

532 resp.



Harbour

71%

511 resp.



Town Centre

36%

259 resp.



Nothe Fort

34%

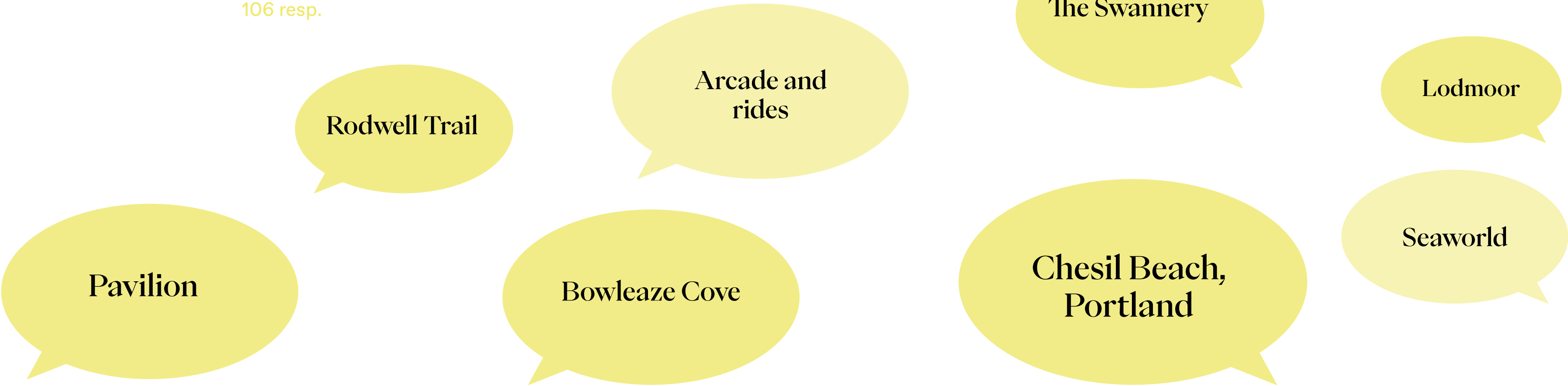
246 resp.



Parks & Gardens

Other 15%

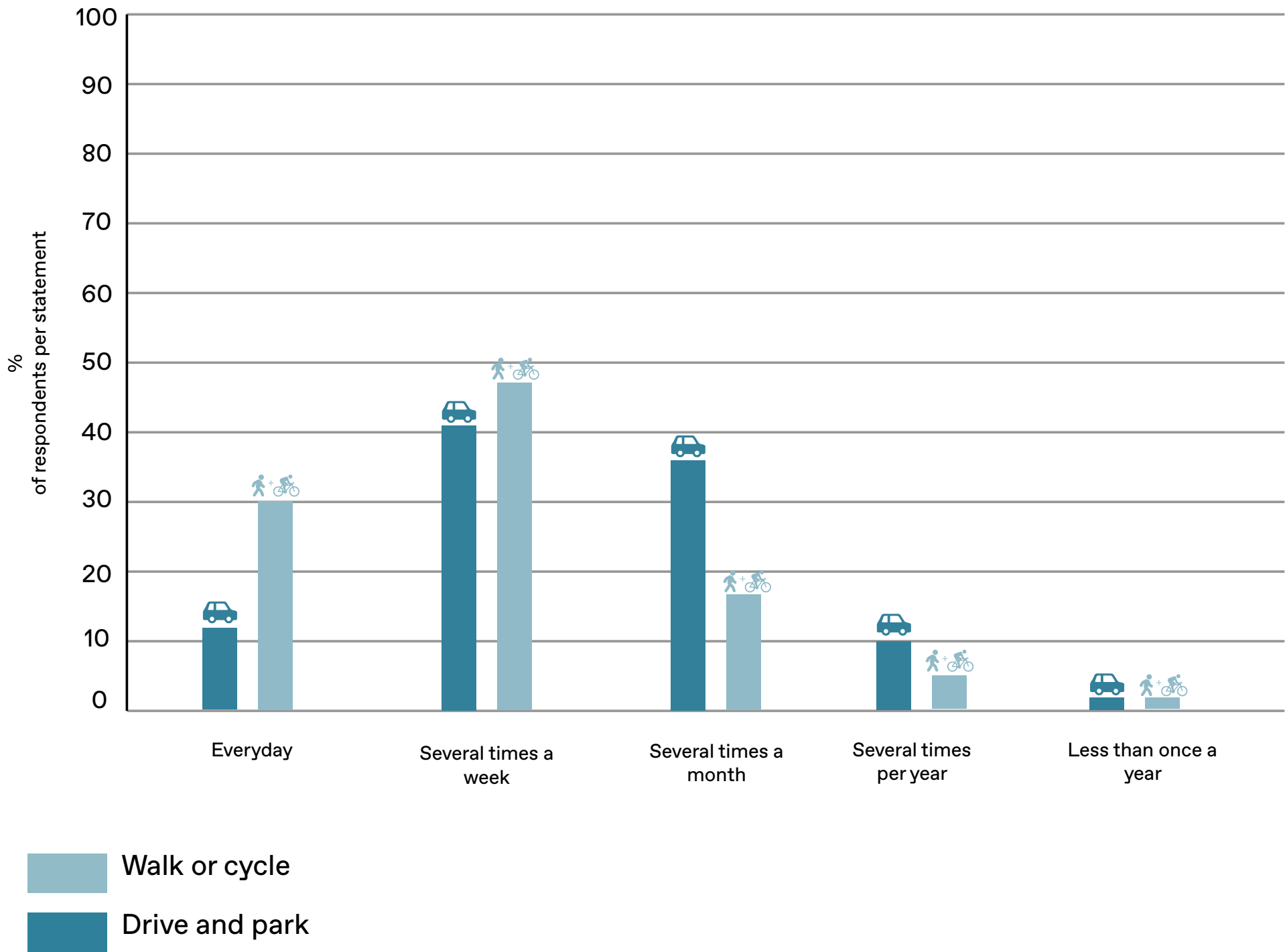
106 resp.



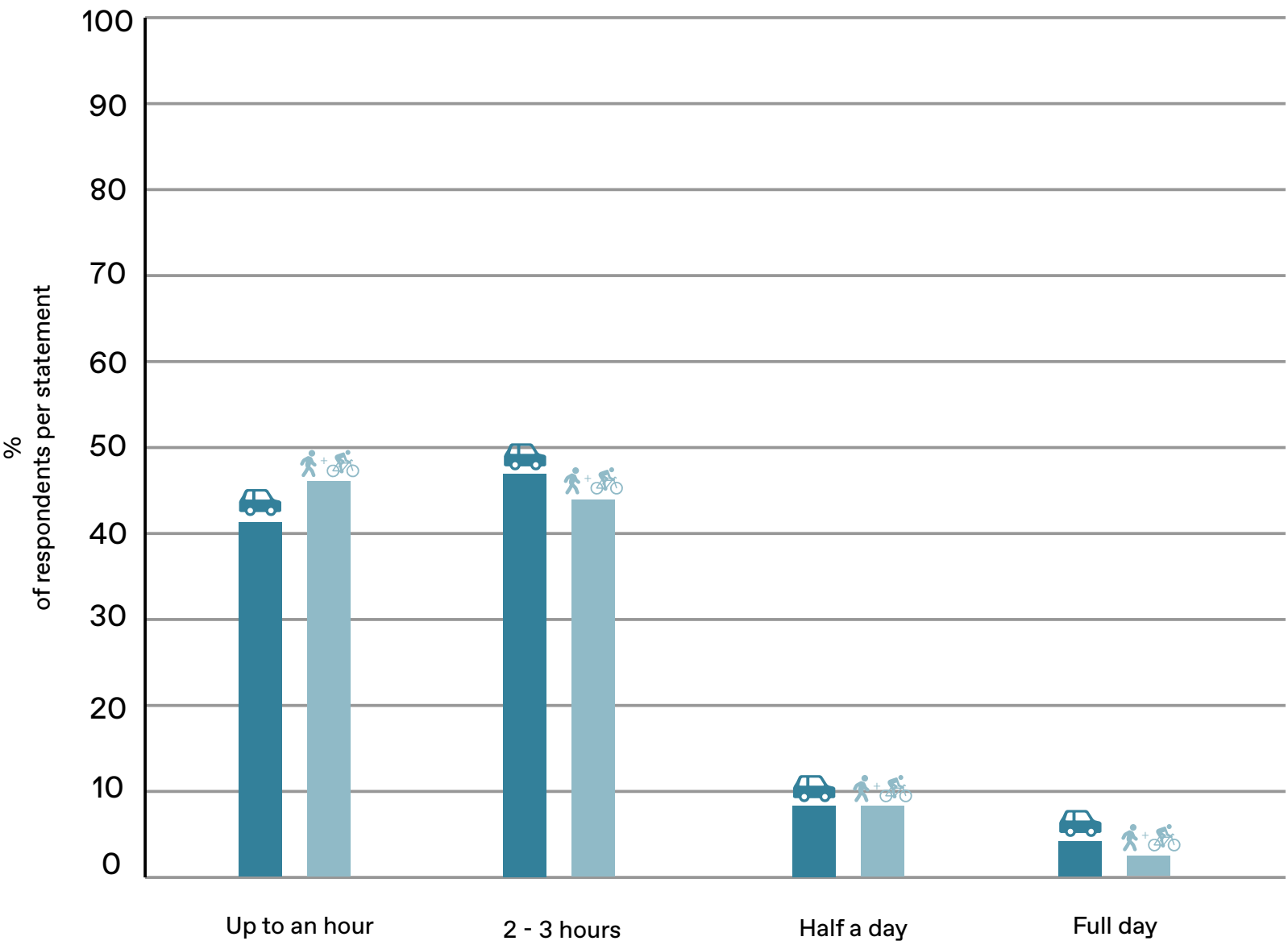
Visits -
Weymouth Residents

Survey results highlight those residents who visit the seafront on foot or bike visit almost three times more per week than those that drive and park.

Visits and mode of transport



Length of visit and mode of transport



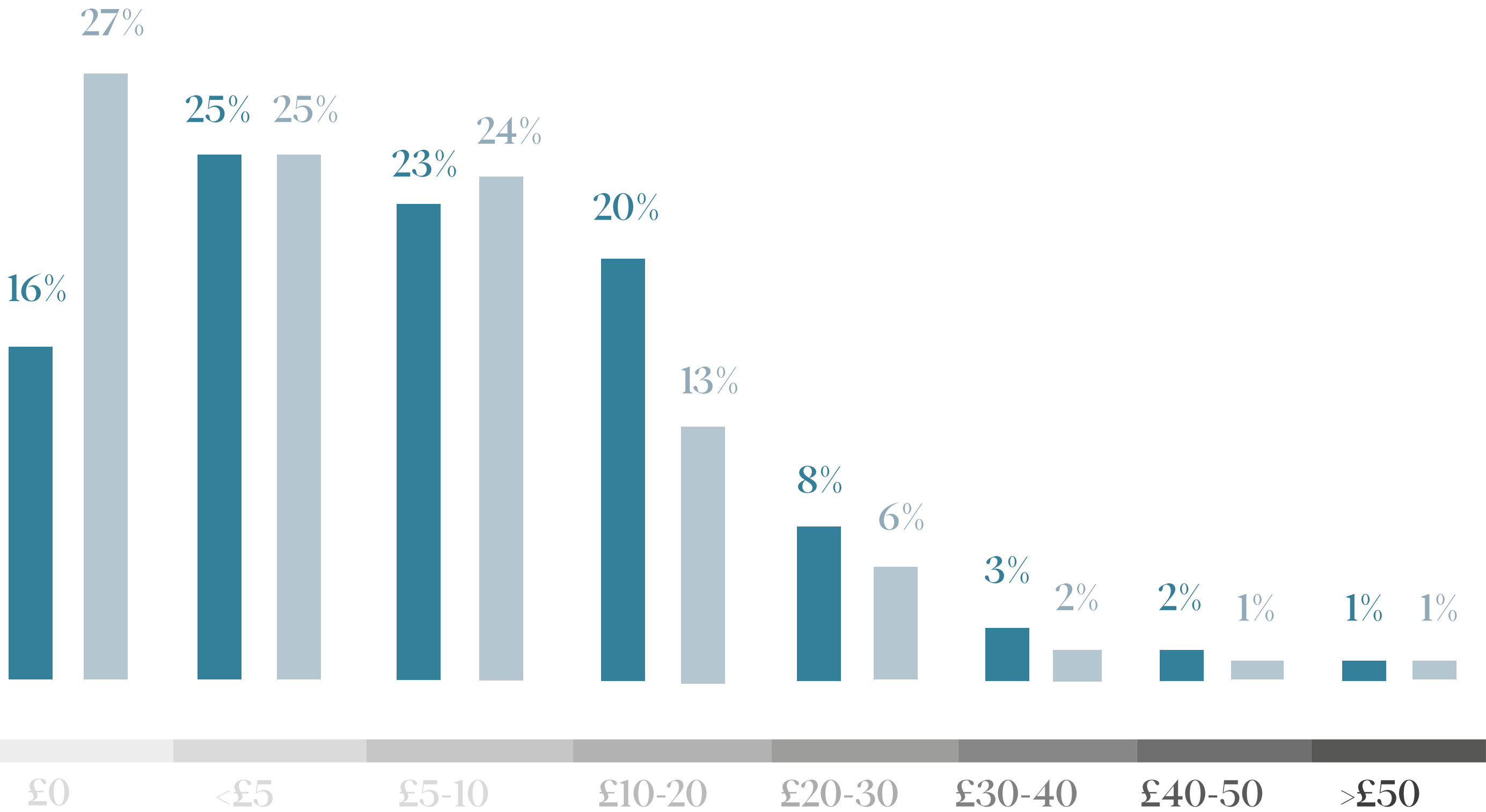
Spend -
Weymouth Residents

Survey analysis indicates that on average residents that drive and park spend approx. £10 when visiting the seafront, whilst those that walk or cycle spend approx. £7.50 *

Whilst residents that cycle or walk to the seafront spend less on average than those that drive and park, they are likely to visit more often. (see previous page)

* Calculation based on top spend bracket being between £50-60

How much do you usually spend when visiting Weymouth seafront (per day excluding travel and parking)?



Weymouth Residents

- Drive and park
- Cycle or walk

Spend

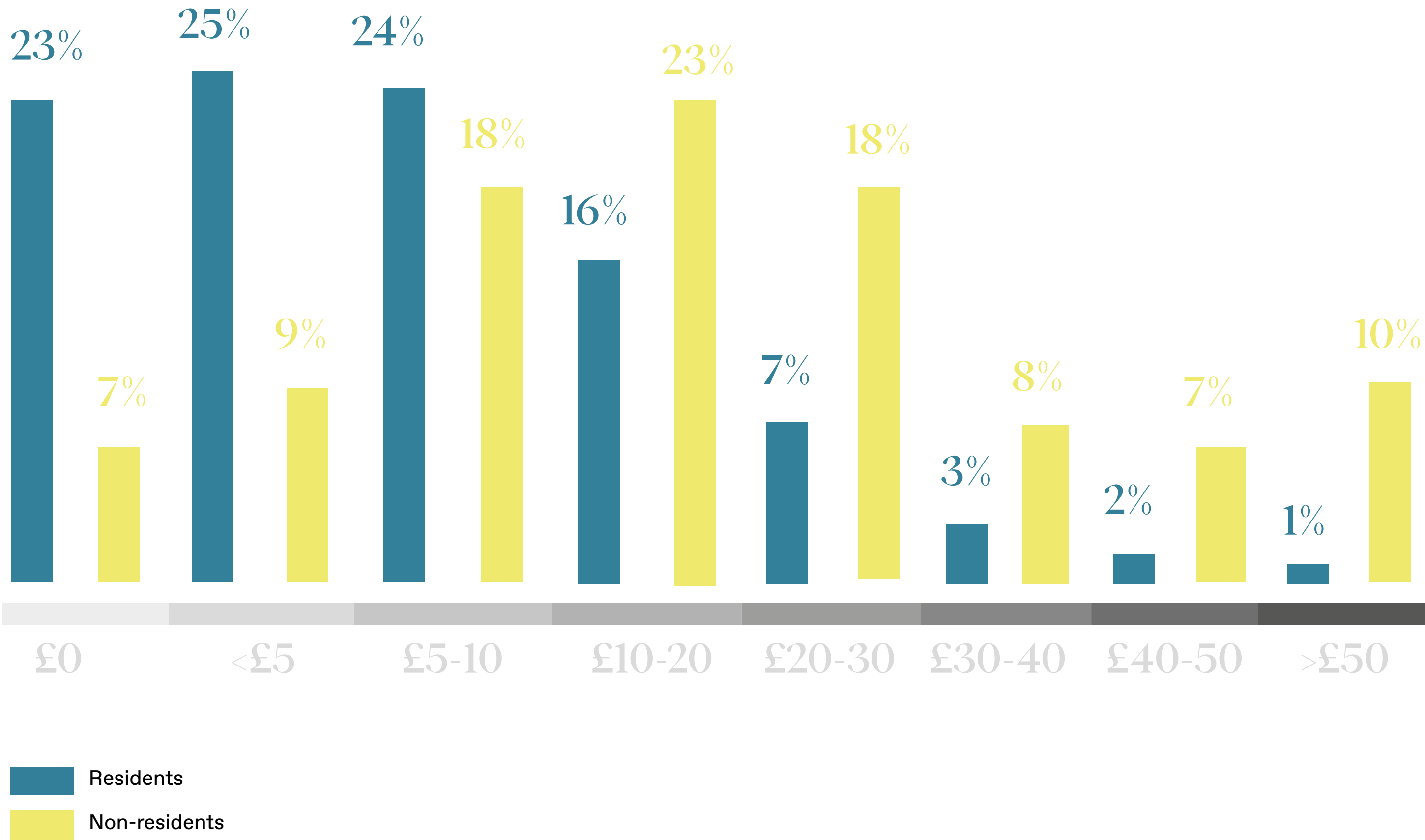
How much do you usually spend when visiting Weymouth seafront (per day excluding travel and parking)?

Visitors tend to spend more whilst on the seafront, likely relative to length of stay.

Less than 30% of residents spend more than £10 whilst visiting the seafront. In contrast 66% of non-residents spend over £10 when visiting

Survey analysis indicates that on average residents spend approx. £9 when visiting the seafront, and non-residents £21. *

* Calculation based on top spend bracket being between £50-60



Spend -
Weymouth Residents

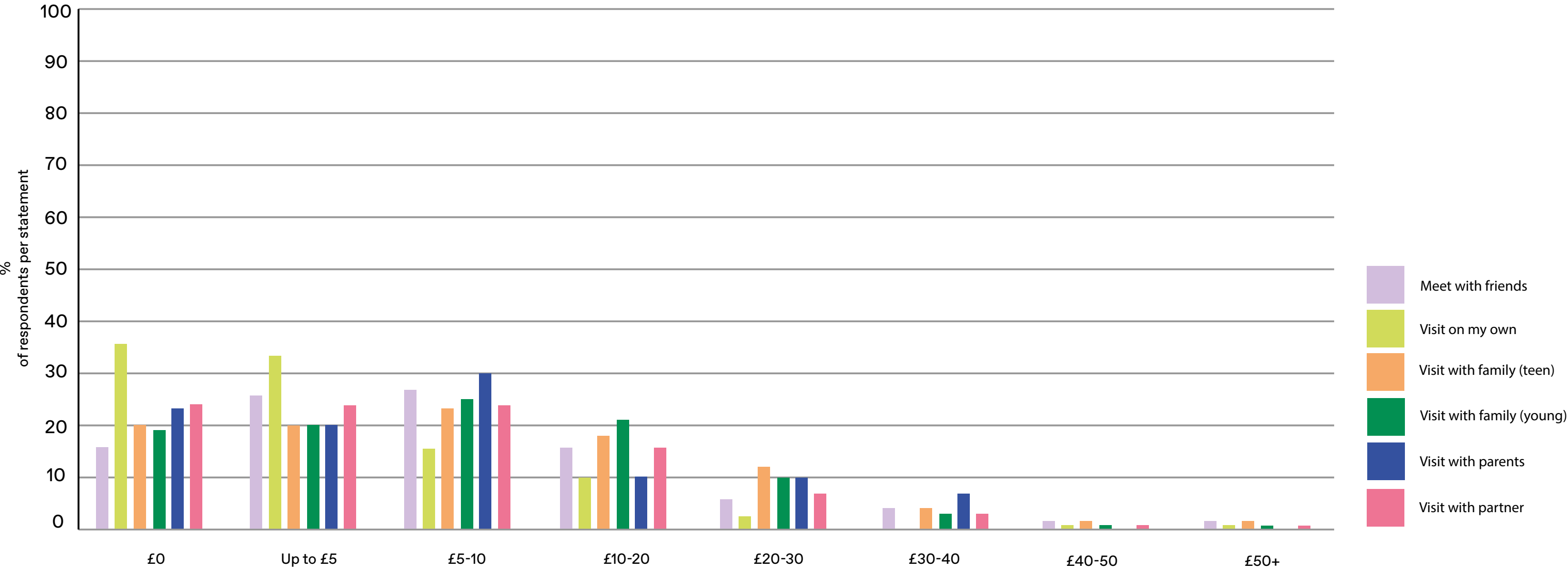
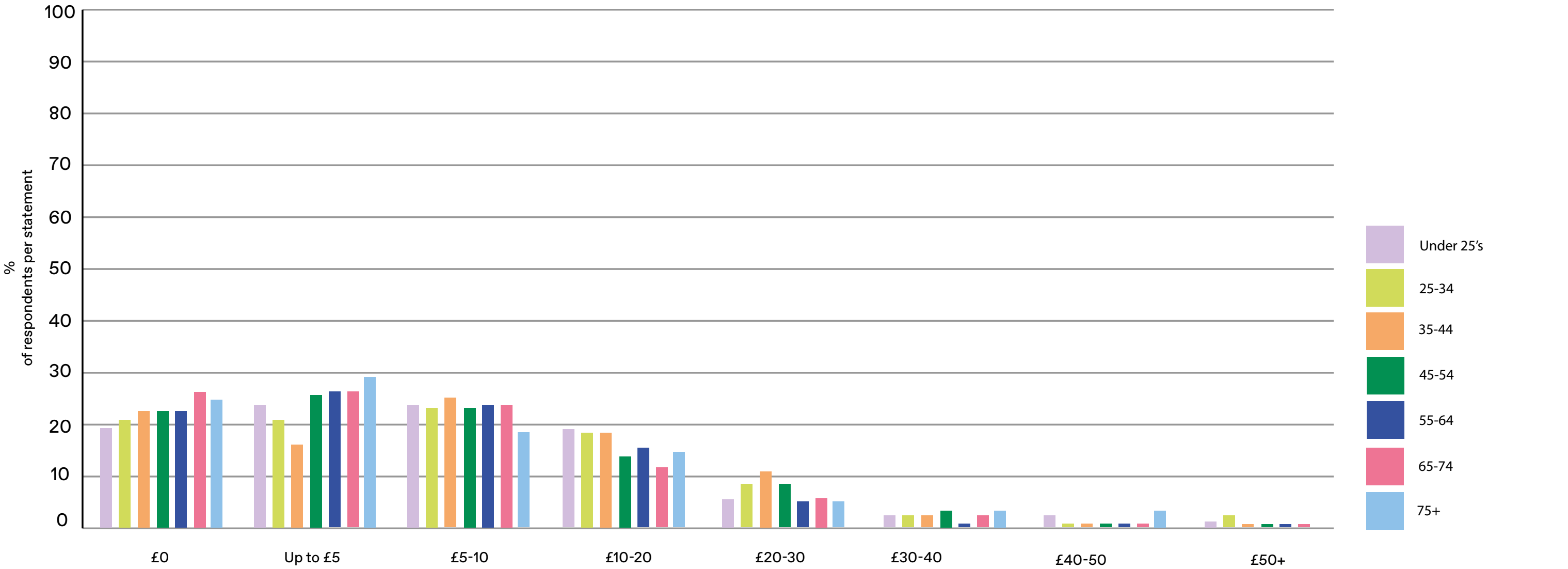
Average Spend*:

U25s	£10.50
25-34	£10.50
35-44	£10
45-54	£9
55-64	£7.50
65-74	£7.50
75+	£8

Meet with friends	£10
Visit on own	£5
Visit with family (teenage children)	£11
Visit with family (young children)	£10
Visit with parents	£9
Visit with partner	£9

* Calculation based on top spend bracket being
between £50-60

How much do you usually spend when visiting Weymouth seafront (per day excluding travel and parking)?



Spend -
Non-residents

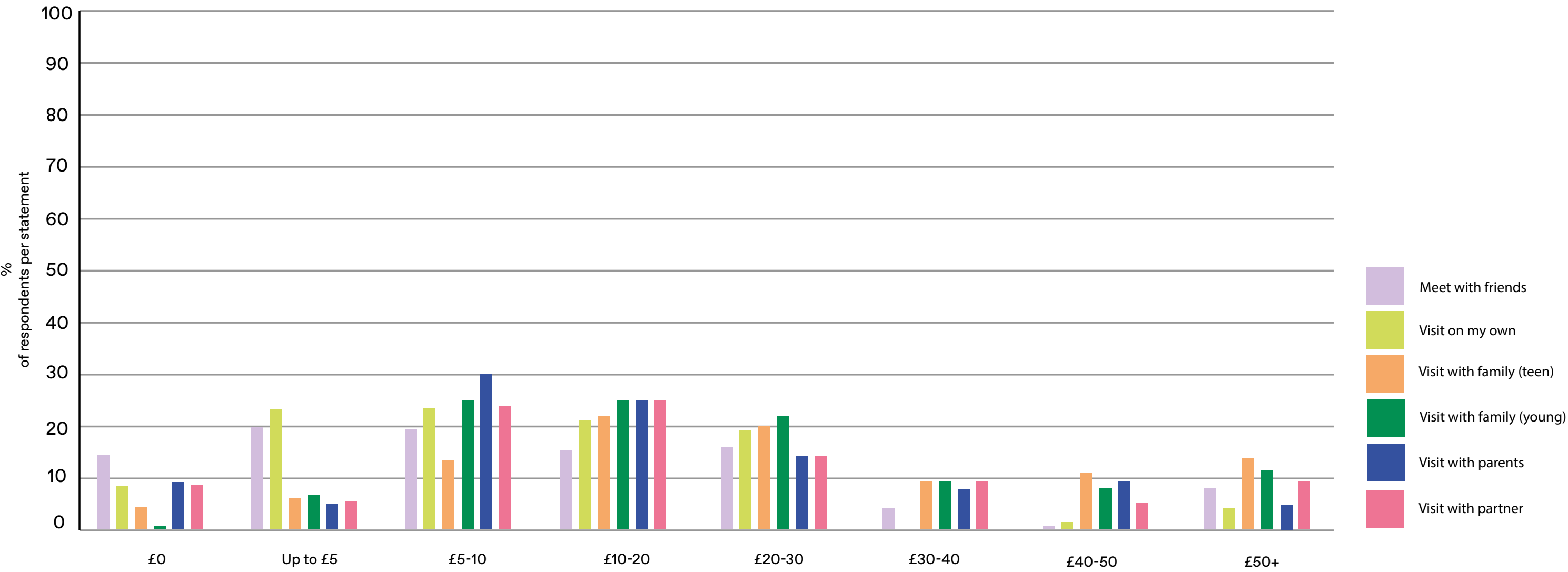
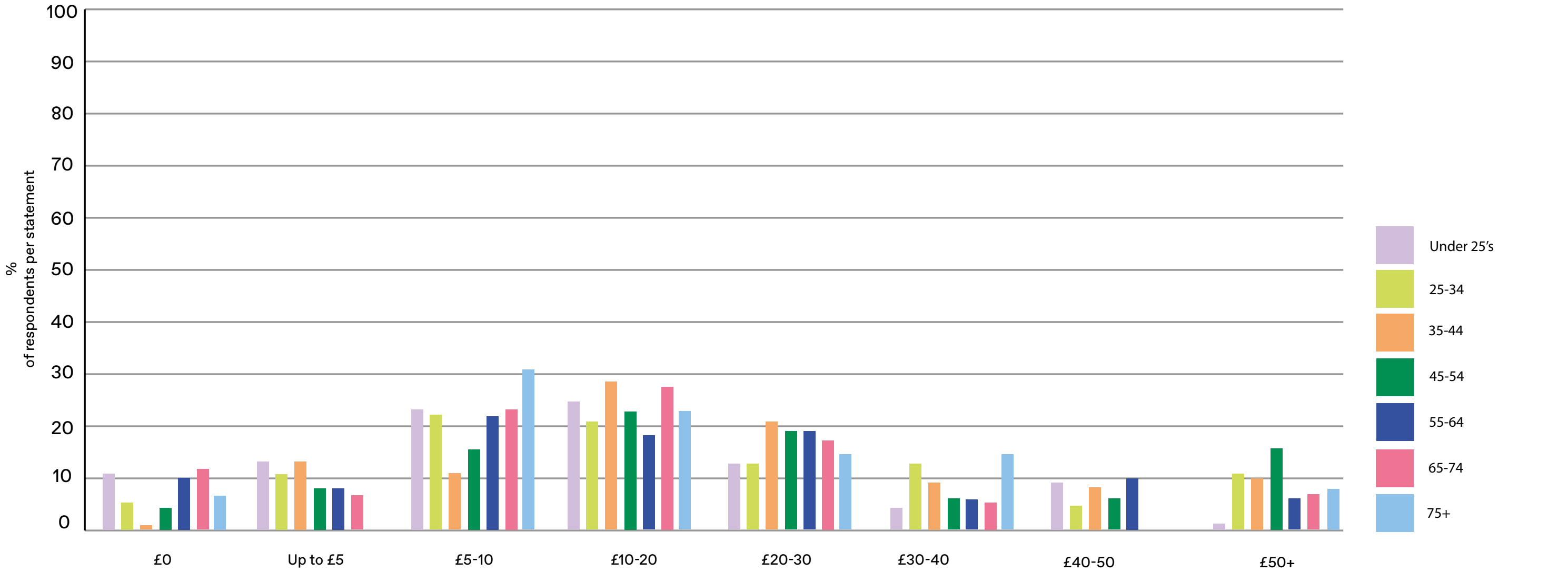
Average Spend*:

U25s	£15.50
25-34	£21
35-44	£23
45-54	£24
55-64	£20
65-74	£16.50
75+	£19

Meet with friends	£15
Visit on own	£13
Visit with family (teenage children)	£25
Visit with family (young children)	£24
Visit with parents	£18.50
Visit with partner	£20

* Calculation based on top spend bracket being
between £50-60

How much do you usually spend when visiting Weymouth seafront (per day excluding travel and parking)?



Perception of Weymouth Seafront

Perception

Think about Weymouth seafront. What do you associate with the seafront?
Tell us the first three things that spring to mind:

Survey respondents were asked what they associate with the seafront.

Common perceptions include the natural environment, landscape, and seaside traditions.

Negative associations include anti-social behaviour, pollution and traffic.

Top 10 associations:

816	Beach
441	Sea
402	Sand
288	Views
245	Ice-cream
182	Beautiful
159	Walking
126	Swimming
120	People
108	Drunks



Perception

Think about Weymouth seafront. What do you associate with the seafront? Tell us the first three things that spring to mind:

Weymouth Residents

Common associations:

529	beach
304	sea
255	sand
207	views
149	ice cream
116	beautiful
104	walking
93	people
85	swimming
82	drunks
65	cafés
64	fairy lights
60	traffic



Non Residents

Common associations:

287	beach
147	sand
137	sea
81	views
66	beautiful
63	ice cream
57	clean
54	walking
45	jubilee clock
44	sandy
43	swimming
34	promenade
33	dogs



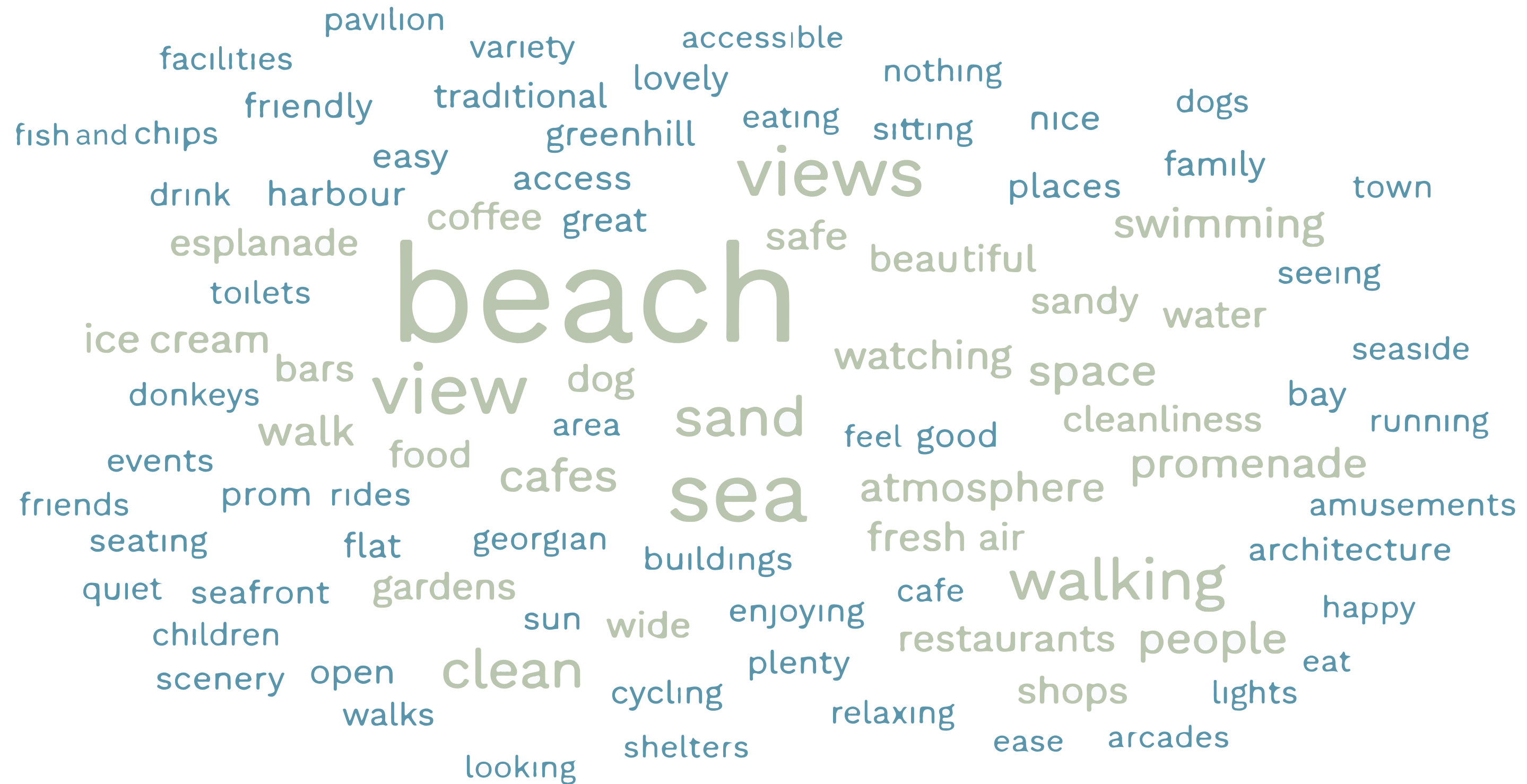
Perception

What are the 3 things you enjoy most about Weymouth seafront ?

Survey respondents were asked to name three things they enjoy most about Weymouth seafront.

Common answers relate to the natural environment - views scenery, sandy beach, sea and open space.

Swimming, walking, cycling, food and drink are also amongst what respondents enjoy most about the seafront.



Top 10:

872	Beach
440	Sea
656	Views
371	Walking
215	Sand
198	Clean
127	Cafés
124	Space
124	People
112	Fresh air

Perception

What are the 3 things you enjoy most about Weymouth seafront ?

Weymouth Residents

Common associations:

549	beach
475	views
313	sea
269	walking
132	sand
108	clean
98	people
97	cafés
95	fresh air
89	space



Non Residents

Common associations:

326	beach
181	views
127	sea
102	walking
90	clean
83	sand
47	promenade
43	shops
42	atmosphere
35	open space
33	beautiful



Perception - Under 25's

Question: Which areas of the seafront (between Weymouth Pavilion Theatre in the south, and Overcombe Beach in the north) do you like to use/ visit, and what do you usually do here?

Responses from under 25s:



Perception - Residents

Question: Which areas of the seafront (between Weymouth Pavilion Theatre in the south, and Overcombe Beach in the north) do you like to use/ visit, and what do you usually do here?

Responses from Weymouth residents:



Perception - Non Residents

Question: Which areas of the seafront (between Weymouth Pavilion Theatre in the south, and Overcombe Beach in the north) do you like to use/ visit, and what do you usually do here?

Responses from visitors:

“Beach to play on the sand and go on the donkeys sometimes. View the sand sculpture area”

“Days on the beach at the Pavilion end, walks along the seafront as far as the sea life centre. Entertaining the kids at Alexandra gardens.”

“Sit on the beach. Have Rossi’s Ice Cream and coffee. Walk the length of the Esplanade. Have lunch in a cafe. Admire the displays in Greenhill Gardens.”

“Walking from Greenhill beach to Oasis cafe, sitting on Greenhill beach and above Jurassic Rocks cafe, Walking from Greenhill into town”

“Between Greenhill Gardens (coffee by tennis courts / lunch in Greenhill Gardens); the beach between Pier and Pavilion (walking, paddling, more coffee); Pavilion area (musing over the harbour).”

“I like to walk my dog right along the waters edge when allowed all year and also relax in a deck chair”

“Paddle along the shoreline between the King's Statue and Greenhill Gardens. Buy a Rossi's ice cream and sit on stone bench by clock tower overlooking the sea. Enjoy sea views and gardens at Greenhill. Have coffee at Hamilton's or Oasis cafe. Chat to locals and visitors.”

“We like to walk along the seafront, spending time on the beach, often walking to the harbour too. We'll usually get a coffee or ice cream and end the day with fish and chips. Sometimes we go into the town for some shopping but it's never the reason why we visit the town.”

The beach, the Esplanade, the nightclubs. Usually walk along esplanade, sometimes sit and look at sea. Drink and dance late in nightclubs

“A wander along the prom, watching the kids and dogs playing on the beach. An ice cream or cup of coffee. Or a visit to the gardens and floral clock.”

The Pavilion end because you can walk your dogs there

“Near the Pavilion because the kids love crabbing”

“I love the pebbly beach and the walk from pavilion right down to overcome stopping at Greenhill Gardens.”

“The kids like the arcades and the fair which cost a bomb. We go on the beach usually by the View so we are nearer the toilets but since volleyball nets installed we have been going near them as my teen enjoys playing. We also go to Greenhill for paddle-boarding or if the beach is very busy. We like walking back along the promenade. We enjoy a drink at the boat all year round.”

“Visit Pavilion for dancing see shows sir on the wall and people watch stop for coffee or lunch visit Greenhill gardens”

“We use the middle of the beach as this is where refreshments, toilets are. This is handy due to mom being disabled, she can’t walk far.”

“We use the full length of the beach from Bowlease to the Pavilion for running and roller blading”

Perception

What are your favourite places in Weymouth?

Favourite places amongst respondents include Weymouth's public green and open spaces such as the beaches, parks, gardens and nature reserves, heritage assets including Nothe Fort and Harbour, cafés, restaurants, and independent shops.

Top 10:

850	Harbour
569	Gardens and Parks
560	Beach
517	Nothe fort
285	Cafe(s)
246	Greenhill
199	Lodmoor
185	Independent shops
138	Bowleaze Cove
136	Restaurants

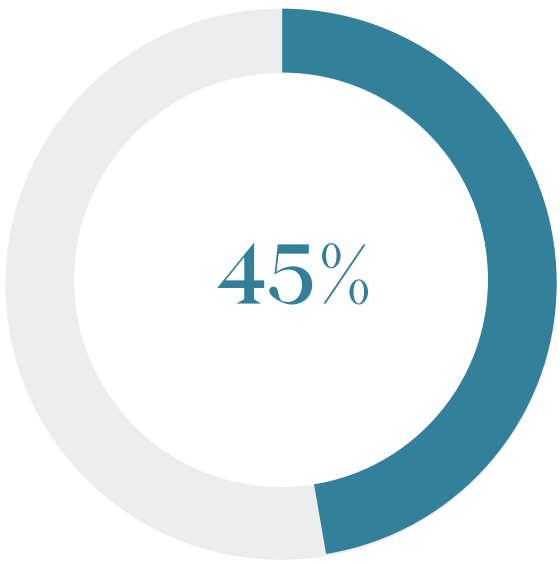


Future of Weymouth Seafront

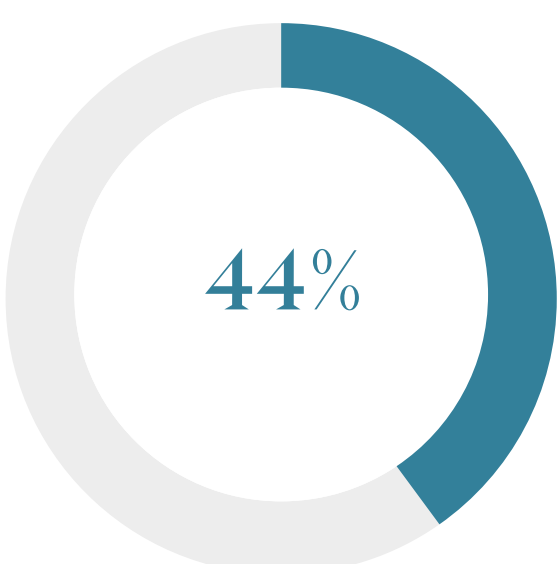
Future

Survey respondents were asked what they feel Weymouth seafront needs to make it a better place to visit, and spend more time on.

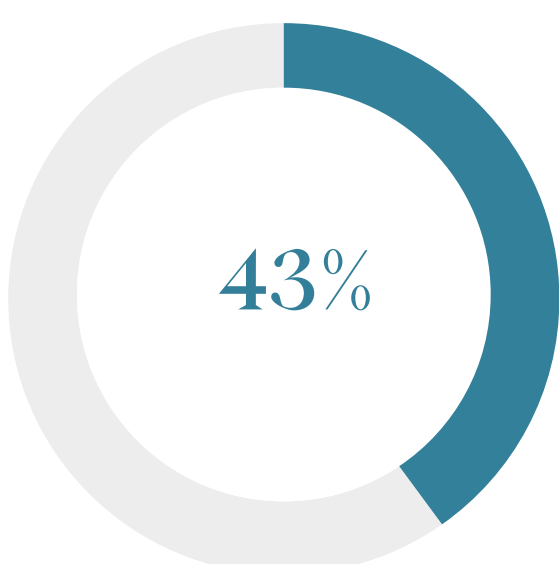
Priorities are for more greenery, landscaped spaces that promote biodiversity, physical activity and wellbeing, provision of spaces to hold public events and festivities, more public furniture and improved seafront cycle routes.



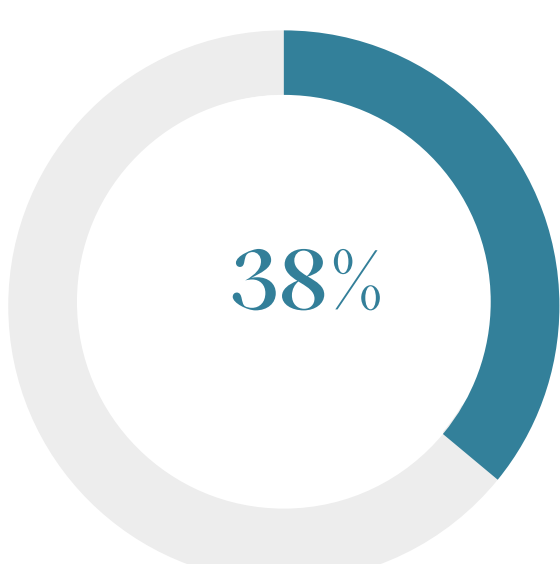
More greenery and landscaped spaces that promote biodiversity



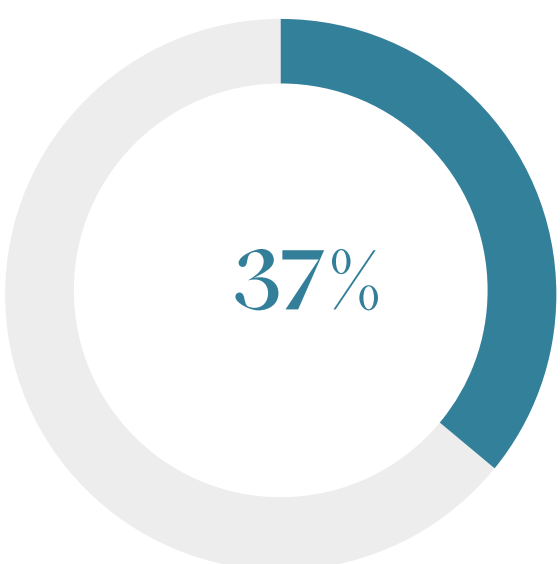
Better public spaces to hold events and festivals



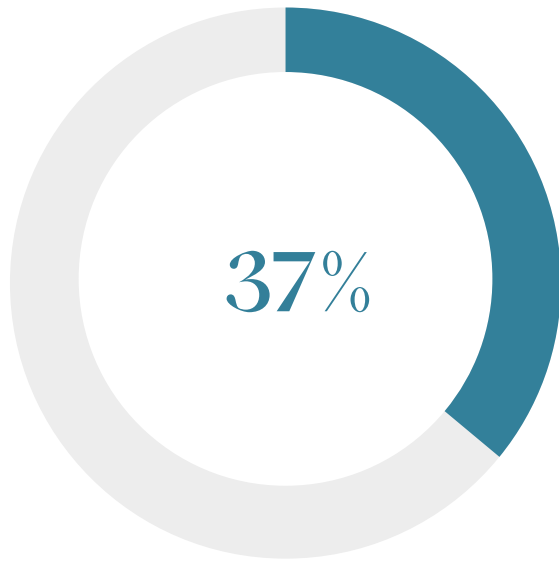
Landscaping and infrastructure to promote physical activity and wellbeing



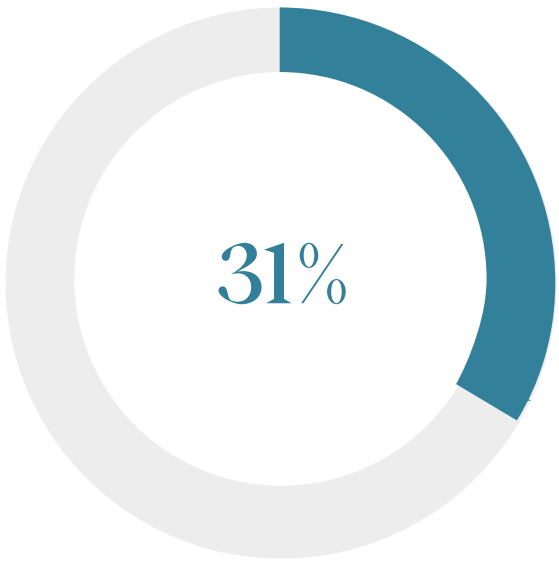
More public seating, benches and shelter



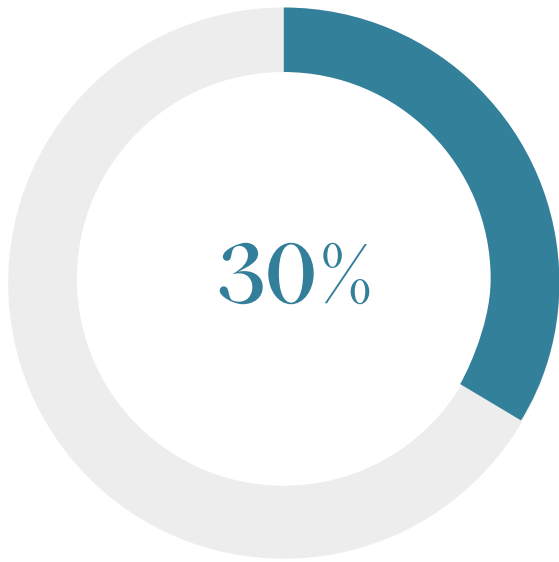
Better routes for cyclists along the seafront



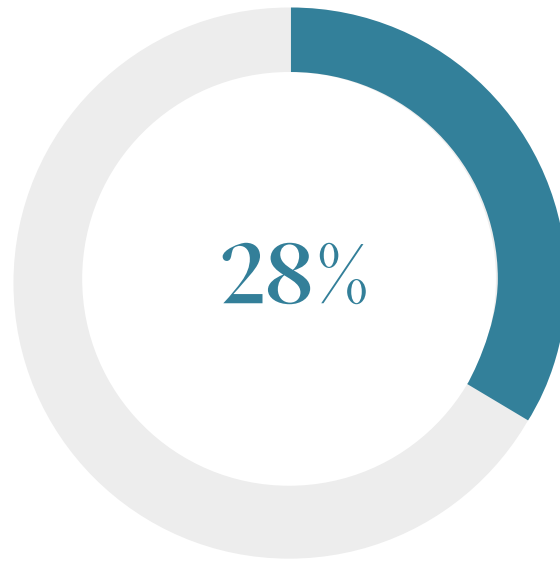
More child friendly spaces (play areas, splash parks etc.)



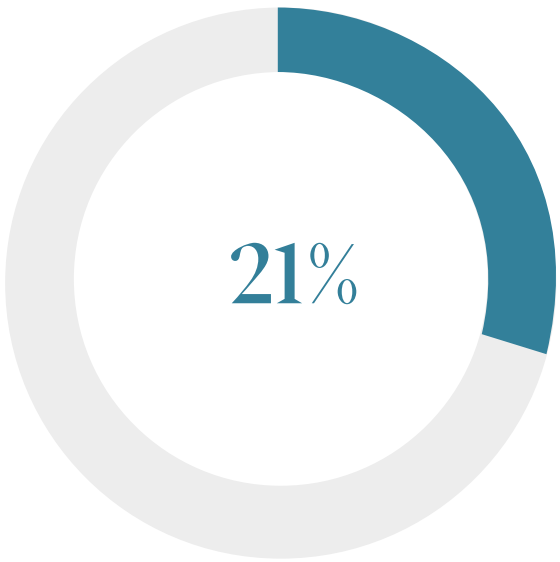
A wider range of places to eat and drink



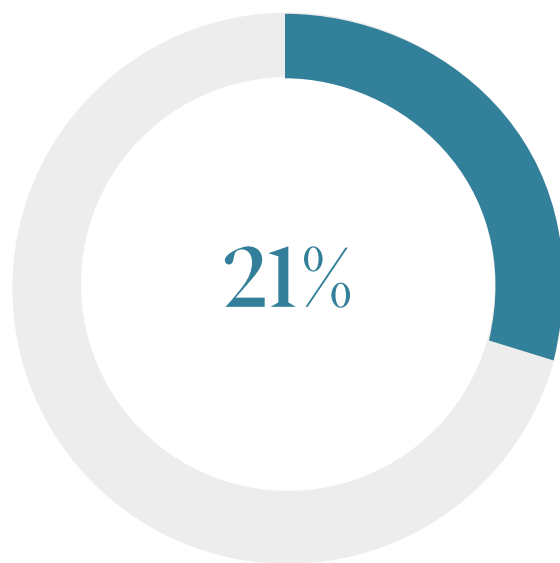
Better facilities for watersports



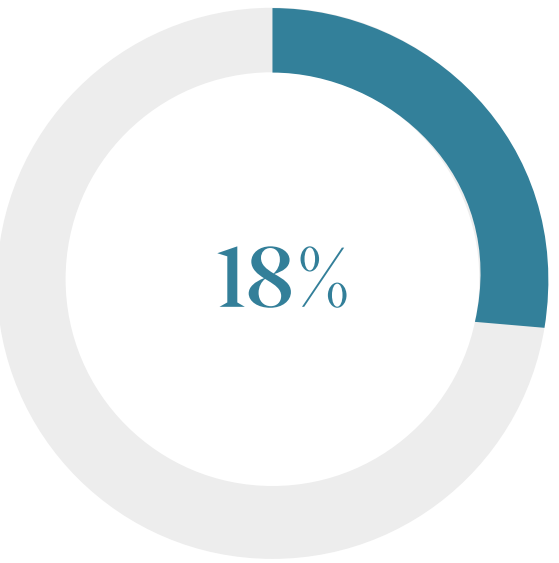
More spaces for young people to hang out



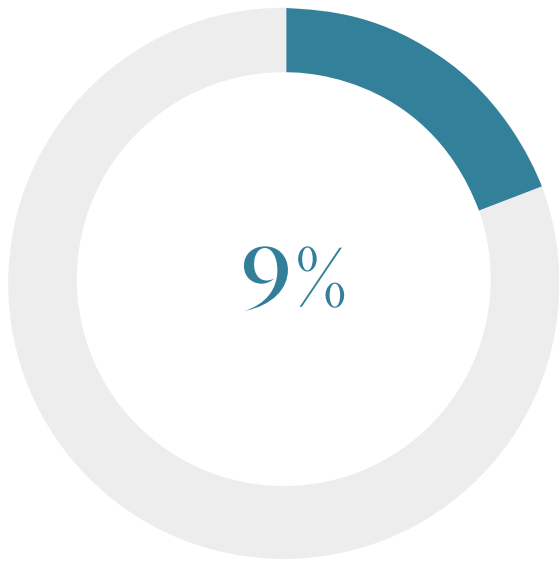
More car parking



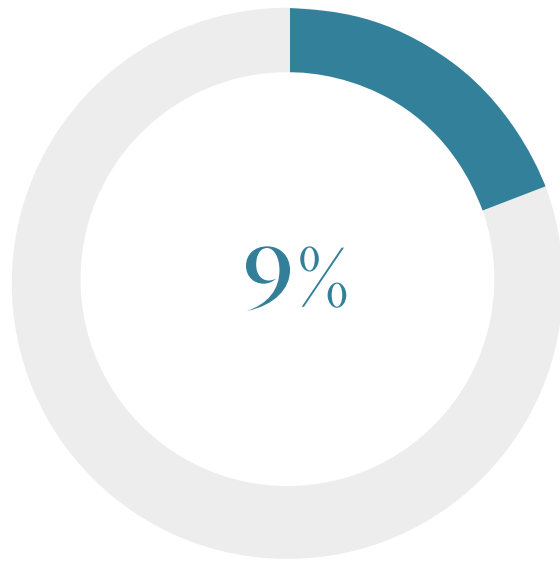
Better access so I don't have to drive there



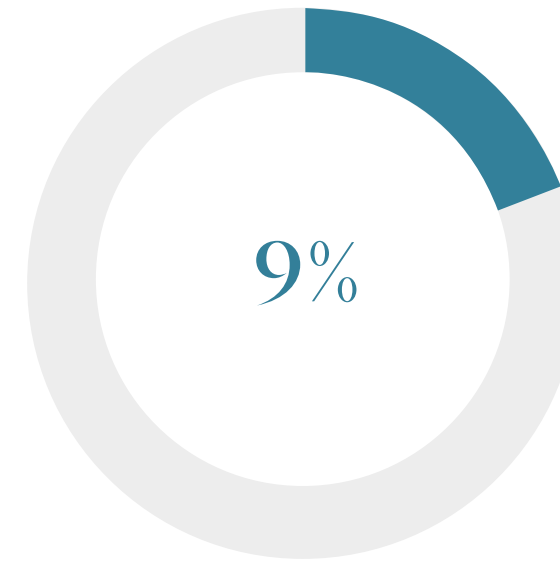
More cycle parking



Less car parking



Improved wayfinding



More overnight stay options

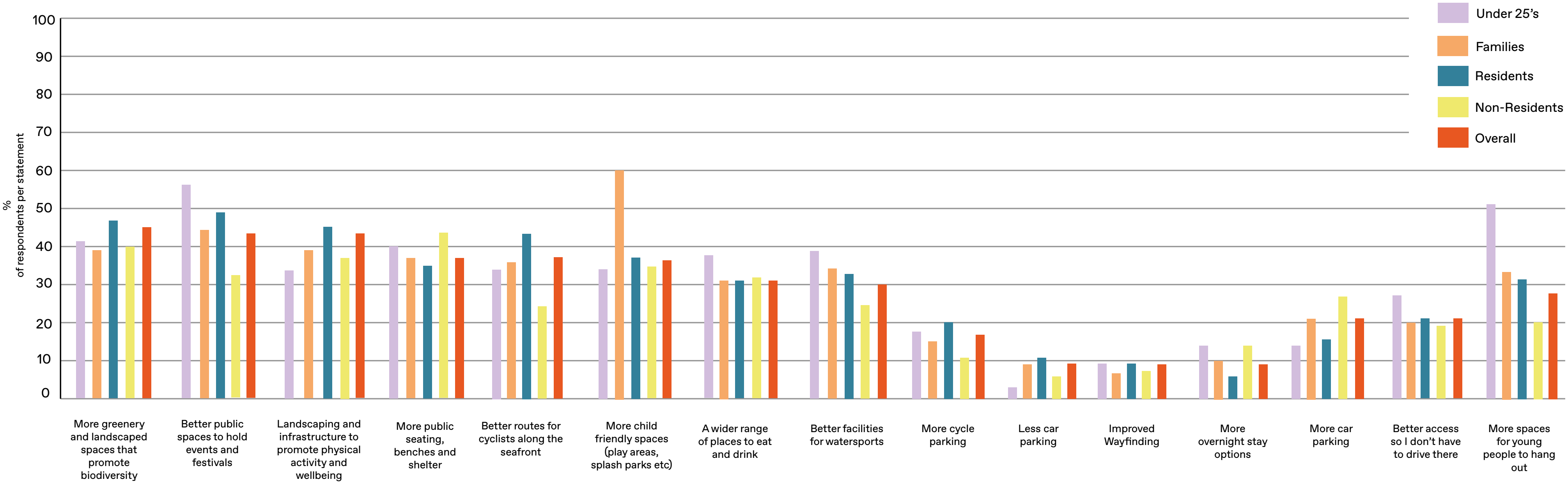
Future

Provision of spaces that allow/encourage social activity is of higher priority for U25s.

Landscaping/infrastructure that promotes physical activity, wellness and biodiversity is considered of higher priority amongst Weymouth residents.

60% of respondents visiting with family including children would like for the seafront to offer more child friendly spaces such as play areas and splash parks. This number increases to 70% amongst those with young children.

25% of visitors would like more seafront parking. Residents consider there to be more need for increased cycle parking on the seafront than car parking.



U25's priorities:

- 1. Better public spaces to hold events and festivals
- 2. More spaces for young people to hang out
- 3. More greenery and landscaped spaces that promote biodiversity
- 4. More public seating, benches and shelter
- 5. Better facilities for watersports

Priorities for those visiting with families:

- 1. More child friendly spaces (play areas, splash parks etc.)
- 2. Better public spaces to hold events and festivals
- 3. More greenery and landscaped spaces that promote biodiversity
- 3. Landscaping and infrastructure to promote physical activity and wellbeing
- 5. More public seating, benches and shelter

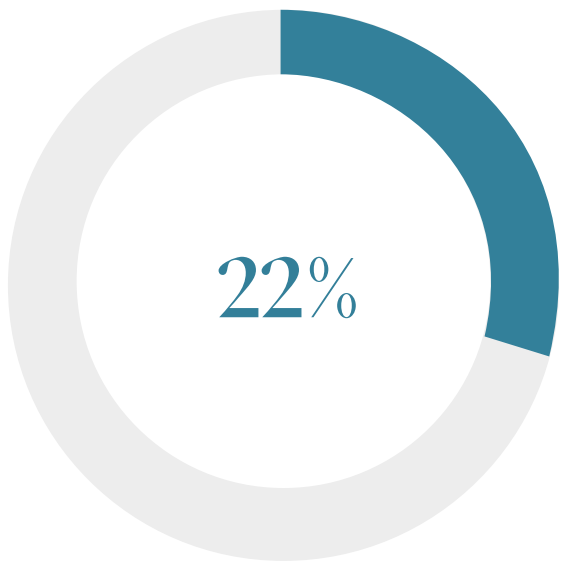
Local priorities:

- 1. Better public spaces to hold events and festivals
- 2. More greenery and landscaped spaces that promote biodiversity
- 3. Landscaping and infrastructure to promote physical activity and wellbeing
- 4. More child friendly spaces (play areas, splash parks etc.)
- 5. Better routes for cyclists along the seafront

Visitor (non Weymouth resident) priorities:

- 1. More public seating, benches and shelter
- 2. More greenery and landscaped spaces that promote biodiversity
- 3. More child friendly spaces (play areas, splash parks etc.)
- 4. Landscaping and infrastructure to promote physical activity and wellbeing
- 5. Better public spaces to hold events and festivals

Future



“1. Stripped of all the visual clutter, bollards, signposts, advertising posts. Please simplify all of this and clear the posts everywhere.
2. More nature e.g. trees (not palm trees) to add beauty and shade and well-designed planting.
3. Beautiful paving and less tarmac.
4. A cycle lane on the pavement.
5. Better range of beach cafés”

“Safe BBQ areas”

“Return of Fairy lights”

“Regular arts and crafts and farmers markets along the seafront.”

“More protection to stop sand blowing onto promenade”

“More trees. Weymouth seafront desperately needs avenues of trees promoting well being shade clean air and happiness and beauty”

“Improve crossing at Alexandra Gardens to the seafront”

“The sand to stop being pushed all the way up to the seafront. There is so much sand being blown around all over the town which never happened when I was younger and there was an actual drop from the prom to the beach.”

“Resurfacing and a refit of the balustrades most of which are rusting away”

“The Esplanade at night is dark and uninviting. Restore the coloured strings of lighting with lightweight led bulbs”

“Less tacky fair type entertainment, more cultural, music events and more higher end restaurants to attract money into town throughout the year, not just school holidays.”

“Better wheelchair access, there is space between the matting and ramps so not all wheelchairs can use it. Wheelchair lockers on the promenade so those who cannot use their chairs on the beach have somewhere safe to store them, the beach wheelchairs only work if you have a carer to push them for you, what about those who have no carer?

Clearer signage showing that assistance dogs are allowed on all of the beach, allow the dogs access to all of the beach all year round”

“An eco-friendly seawater lido for serious swimmers! Outdoor showers. Toilets and changing facilities (especially for swimmers in winter at Overcombe). Drinking fountains. An open-air cinema. Stages for musicians and performers. Creative seating options.”

“Encourage pride in the environment, organise litter picking events with tea/coffee socialising to encourage community spirit.”

“More recycling facilities”

“Fresh water showers at every main access/egress to the beach.”

“More pedestrianised areas with cafés with outdoor seating”

“The seafront needs re-tarmacking, its very uneven and cracked, causing hazards.”

“The town stretch of the seafront requires de-cluttering of various signs, lights etc. proposals should respect the historic environment. It doesn’t need lots of kiosks and buildings, it should be kept free of structures and the focus should be on the public space and making this as attractive as possible.”

Future

When asked ‘What would you do’ to revitalise Weymouth’s economy and increase tourism, we had over 2000 responses.

Common Themes:

- More events
- Less Cars
- More public seating
- More greenery/planting and shaded areas
- More public toilets and shower facilities
- Reduce anti-social behaviour
- Improve seafront cycle routes
- Improved wayfinding/informational signage
- De-clutter promenade
- Introduction of tidal pool / natural lido
- Improved pedestrian routes across the Esplanade

“Outdoor sea 'lido' that captures the tide for swimming.”

“Ensure the historic infrastructure and features are maintained but contrast with some tasteful modern additions. High end hotel. Retain the planting in the beds on the esplanade especially the palm trees and the beautiful planting in Greenhill Gardens. Stop cluttering up the esplanade with tacky funfair’s and instead arrange a variety of events and/or activities catering for a range of age groups.”

“Provide space which encourages people of all ages to spend time rather than money. Activities, community, freedom, and inclusion. Provide spaces and activities where 16yr-olds are welcomed and parents can play with their children surrounded by art and music, culture, and theatre - this would hugely boost local mental health, opportunities, cultural economy and by this impact, financial economy. Provide a dedicated (but also flexible, if needed) bike lane.”

“A mix of seasonal activities, event spaces, hospitality, and active travel solutions. Areas such as the fair etc. look so unloved in the autumn/winter. Outdoor theatre spaces, children's play spaces, igloo style outdoor seating for restaurants. Sheltered green spaces with seating.”

“One area I would look at is along the sea wall road from Overcombe maybe planting trees or some vegetation along the top edge to try and dull road noise and potential pollution from cars going along Preston Beach Road. Lovely to walk along the prom here or sit towards town, or sit on benches, but spoiled by constant road noise. Also, some more cafés along here towards Greenhill.”

“More eating and drinking spaces between overcome and the Sealife and make it prettier to encourage people to walk. Maybe some areas for children in that stretch. Keep cycles off the prom and build better cycling. Improve area before Gardens where the beach huts and cafés look very shabby.”

“Promote the parks and nature areas. Promote walking routes in the locality. Emphasise the historical aspects of the area.”

“Reduce car journeys along seafront. Pedestrianise King Street so that access from station to seafront is welcoming, safe, and exciting.”

“Protect the architectural heritage and add some 'cool' to the seafront.”

“Cut traffic along sea front apart from access. Reduce car parking for residents all year to encourage use of local shops, make rates cheaper for small pop-up business to fill vacant retail, making park and ride more frequent and cheaper. Improve seafront lighting. Use and display Weymouth’s fascinating history more. Make it a year-round destination by encouraging music culture events, seafood events, sports events. Play down the tacky fair side which discourages locals from coming into town. Establish a weekly proper market, like Dorchester, which is always busy, with reduced parking charges. People would stay to shop in town and take refreshments too. Planting and pedestrian walkways are good but could be improved. Greenhill Gardens is fab but could be extended along sea front, i.e. green up the area into a park like zone.”

“Reduce the height of some funfair (rides) so the whole length of historic sea front buildings is visible. More attractive cafés with tasteful outside spaces...Updated tide times on a large board. More toilets. More information kiosks. Map at entrance to (town centre) main streets with all the shops named so people know where to go. Clear signage for Jurassic Coast.”

“Make more of the traditional buildings, remove lasers and make it generally classier to appeal to a wider range of visitors.”

“Something needs to happen at the Pavilion, it could be an amazing space! Lots of eateries, a bar etc. Bike parking would be great. Some more things in-between the (Greenhill) rocks and the Oasis, it's very bare there and not very busy, especially as there is a huge car park at Lodmoor.”

“More play areas, swim kit lockers up at Greenhill, swim challenges in the bay, more water sport shops, more diverse choice of places to eat.”

“Remove cars, if you look at the most successful seaside towns the priority is given to pedestrians and activities. In Weymouth cars and traffic take up most of the space meaning a lack of activities.”

“Provide a safe, continuous cycle route so we don’t have to negotiate the St John’s Church roundabout. Provide manned cycle storage - look at the Dutch models. Many of us have bikes worth more than our cars and won’t cycle to Weymouth as a chained bike is not secure. Reinstate a changing facility and lockers for all year-round sea swimmers. Maintain the Victorian beach huts - the ones with the iron work as they are a feature of Weymouth. Although there is seating in shelters along the seafront, there could be a seating arrangement, sheltered from the wind with Perspex shields, that encourages conversation and activities for older people e.g. boules. Encourage use of the paddling pool and sand pit by the beach huts at the Groynes and bring them into use more often. Make the view from the road from Cafe Oasis to the Groynes more interesting on the seaward side i.e., do something with the steep bank up the sea.”

“Make water sports more accessible with places where you can rent equipment for example paddle boards.”

“Plant trees for biodiversity and shade. Pedestrianise the main street. Create more cycle only areas.”

“Additional access from prom to beach for visitors with mobility issues, play areas on beach like in European countries, more evening dining on prom to boost hospitality, specific cycle path area like in Brighton.”

“Hold a wide range of events for all age groups to bring people from all over, iron-man and motocross are good examples of how-to bring people that would stay here and spend their money etc. There is so much possibility for stages on the beach again for bands etc. Quayside on the harbour is always extremely busy, can easily make similar money with something along the seafront...Utilise railings along the seafront to promote these events. Poster drums are outdated. Events such as silent discos would be a fab idea and could utilise local Weymouth DJs (there are quite a few). The young people will pave the way for the future economy of Weymouth so it’s worth keeping them engaged. Weymouth is already seen as a prime spot for new years in the UK for a night out so could expand on this! Creative/ art pop ups such as pottery (pots and pints is a growing event in Weymouth held at the belvedere which is wildly popular). Create an outside structure to hold such events rather than using little gazebos etc.- perhaps in a similar style to the dome for the sandman. More culture and events!”

“Outdoor gym on beach, add more benches to sea front and bring back the fairy lights! Entertainment/live bands on beach. Better promotion and marketing of events.”

“I would plant trees...lots of them! It will improve the aesthetics of the sea front and give shade for people to sit. I would create a lovely welcoming social space off the beach.”

“Have an hour free parking in long stay car parks. Improve the pavement and sign posting from car parks to seafront. Add more waste bins and collect them more often. Improve toilet facilities to 2022 standards.”

“Stop traffic from Pier Bandstand to the Pavilion – buses only.”

“There needs to be an events team. It needs to be made easier or even incentivised for professional attractions, businesses, groups, clubs, organisations, artists to put things on, have stands and stalls, exhibits, create attractions, give demonstrations etc.. I heard that someone wanted to create a SUP business hiring paddleboards out but wasn’t allowed because of competition to the pedalo business - surely, we need to think about having more choice not a monopoly. We need to attract events and businesses in from out of the area - outdoor cinemas, music gatherings (DJ’s, bands, then also jives and dances for older people).”

“Reinstate the pier, this would be a wonderful asset to have back. Fill it with restaurants and not arcade shops. Give the locals something to do in the Winter months, I.e., skating rink, bowling alley, indoor splashback etc.. I think the latter should really be considered for the Pavilion development.”

“Take away parking on the actual seafront and move to car parks only. Increase pedestrian crossings. More toilets. A stage area for live music to be held all through the summer. Wheelchair access all the way to the water edge. A proper cycle path to be used all year round. More events.”

“I would like to reinstate the pier, keep the Georgian/Victorian aspect in the main seafront area, water sports could be added to the Preston beach wall area if it doesn’t interfere with the wildlife on Lodmoor, smarten up the Greenhill chalet area while still keeping the chalets as they are mainly used by the locals.”

“Create a welcoming atmosphere with music and a sense of fun. Have events that draw people to Weymouth. Create opportunity on the beach for designated cafe style areas for people to sit, relax and enjoy coffee rather than just takeaway. Love what has been done to the harbour.”

“Reduce car journeys along seafront. Pedestrianise King Street so that access from station to seafront is welcoming, safe, and exciting.”

“More garden areas, more gyms for physical health, better design of the promenade, street markets, and more community events on the beach.”

“Make it more interesting add a variety of things (to do) not just the traditional funfair stuff on and off the beach...More beach activities, sports, parkour area for boys and girls of all ages, spaces for them like the skate park by Sealife. Remove one of the funfair areas and make it a splash park and eco area for all with greenery and seating. Look to make it an eco-beach... Show how rubbish effects the beach and how it can be transformed into other things.”

“Improve promenade - make it flat (re-surface) and cleaner. Better seating options whilst retaining character of Georgian seafront and shelters. Ensure motorised transport is not mixed with pedestrians (except disabled). Upgrade existing water sport facilities on main part of beach - better pedalo, kayak and possibly paddle boards for hire. Better cafe options offering more than burgers - maybe seafood pop ups for the summer to showcase local produce.”

“Limit traffic along the esplanade from Kings statue to the Pavilion. Encourage use of park and ride. Put showers on the beach for swimmers”

“Pedestrianise as much as possible and have gardens along the esplanade. Have evening live music events on the beach. Let bars and cafés have tables nearer the beach to make the most of the view. Emphasise local seafood and produce.”

“Sports both ends not just pavilion side. Encourage schools to use the beach safely during term time. Shaded areas that can be removed in winter. Affordable water sports teens would enjoy. More sports for teens to use (football/volleyball). More events that children can enjoy during the cooler months.”

“Not have quite so many fairground style rides on the beach. Water sports hire. Improve area under the tennis courts at Greenhill the old beach cabins look an eye sore and path needs widening. Have the land train run from Overcombe Corner all the way to the Nothe. Another shower/toilet area (like the new ones by the information centre) at the Pavilion end of the sea front.”

“Tidy up the railings and seating areas but still make them in keeping with their Victoriana style. Pay homage in some way to the towns Georgian influence. Improve the toilet facilities, create public spaces for eating e.g. picnic tables. Put on events to draw crowds and make use of the open space on the beach front. Improve the water sport facilities maybe having several 'hubs' along the entire stretch of beach from pavilion to Overcombe instead of mainly just at the pavilion end. It seems that a lot of the resources are focused towards the pavilion end of the beach and then thinning out towards Overcombe. It would be nice to see the Lodmoor nature reserve incorporated into the Overcombe end of the beach in some way, with natural seating areas and flower arrangements.”

“Get rid of the cars along the front. More coffee and light food places along the beach with seating. Also stay open later (it’s cold and in the shade on the other side of the road)”

“More activities for younger people - music events on the beach, theatre shows on the beach, sports activities.”

“Remove as many poles/clutter as possible.”

“Sauna on the beach; more storage i.e. lockers; designated picnic areas with shelter; easily accessible water sports hire.”

“Need to work with hotels and B&B owners to help them invest in improving the quality of accommodation. Better cycle routes. Minimise the dominance of cars. Public events. Involve local people in planning. Maybe widen access to water sports opportunities. Better play park for kids.”

“Events that bring people of all ages together. More beach huts. Perhaps stalls in the summer. More toilet facilities.”

“I’d introduce art on the beaches like they have in Aldeburgh - tasteful and local as Weymouth has great art heritage. Also, independent food and drink places - not bad bars to get pissed, but restaurants to drink a local wine and eat seafood. I’d encourage music and places to sit and watch it. I’d have less cars and more pedestrian space on the seafront so it’s more tranquil. And I’d have it look traditional with a modern twist - classic white lights and ornate benches (not the lasers!). I’d create a cafe culture supporting local business, art, history, the sea, and sailing. I’d encourage east hubs and local businesses on smaller streets and Brewers Quay so people have a reason to visit - think Frome, Stroud, Brighton.”

Public Webinar

On Monday 14th November 2022, between 6-7.30pm, the design team presented and took questions on the masterplan proposals via a public webinar

The webinar was attended by over 130 local residents and businesses owners.



I love ALL the ideas in this report - progressive and with great out-of-the-box thinking. However, I also completely agree with the report that it would be 'impossible and counterproductive to consider the seafront in isolation'. Given that we have an outdated town centre master plan, a Neighbourhood Plan in development, flood defence plans and other stakeholders (particularly Dorset Council) have various plans for our town. Can the leader of the town council comment on how these various plans will be drawn together coherently to the maximum benefit of Weymouth residents whose thoughts are so well captured and translated in this report?

Your proposals seem very well thought out.

I love the idea of moving parking away from the seafront. Do you foresee a need to add parking else-where to compensate?

Reduced traffic and on street parking would definitely be an improvement both visually and road safety wise. Especially appealing if it allows for more external seating for the restaurants and greater safety for pedestrianisation traffic. While considering moving the newer fairground attractions to the front of the Pavilion may seem a good idea, such 'attractions' tend to be unsightly and would adversely affect the appearance of the front of the Pavilion. It may be that while these attractions are based on the beach, they attract more custom by being in this location as opposed to a more remote setting.

Greenhill Gardens - our problem is that pop up markets etc and community garden will detract from what is already an award-winning garden. A pop-up cafe is not necessary as there are two cafés here within a short walk of each other, a better option would be renovating the Jurassic Rocks Cafe building and to extend the existing cafe and upgrade the food they serve.

The natural section of beach, east of the rock groyne, is lovely for experienced swimmers, but probably not so appealing for families, with a pebbly beach and more sharply shelving water. Some showers/ changing facilities there, for the open water swimmers who use that section a lot, would be great

Park and ride would be excellent particularly if cars are removed from the seafront and would create jobs and support ecological targets and the impact of pollution on the environment and population.

If your brief had gone slightly further to the peninsular, would you have changed any of your proposals (which are positive)

I like the ideas; would also like to see encouragement given to 4- and 5-star hotels. Would it also be possible to extend the sandy beach?

You mentioned some amazing ideas. However as a Guesthouse owner & resident. I heard a lot about losing parking. as we are near the harbour with the development in the harbour, we have lost so much parking already.

Interested that Tennis courts to be reduced, but Bowls untouched. Experience in Dorchester was that the Bowls club was less used, and tennis improved in its place. Bournemouth club also closed. In Poole Park, the tennis courts are heavily used, the bowls club has few members. Perhaps updating the tennis courts would encourage more use. The Tennis Coach in Poole is concerned that Tennis is becoming less accessible to all.

100% agree with prioritising people and their active travel particularly as families

it's very exciting to see the ideas for the northern beach and towards Preston

Good work - well done. What is the delivery mechanism, who's paying?

I don't have any questions, but it all sounds great to me.

I like the stepped seating by the clock. Do you think this can engineered to maintain storm surge protection? (It was previously suggested for the Pavilion/Ali Gardens end)

Might the tennis courts be moved to Radipole Park?

What plans are in place for cycling? At the moment bikes are allowed on the seafront in winter all the time, but in summer it's limited. This is really important to families with young children who are too young to cycle on the road.

You spoke at the start of your speech that you wanted facilities for locals and visitors. How can building more cafés, which we don't need and more seating give any facilities. They don't. Frankly, we are not interested in "biodiversity, sustainability" in what is an urban environment. We are interested in enhancing the space we have in a usable and sympathetic way. If you want biodiversity, you have Lodmoor to work with and Radipole Lake to work with. Treat the urban environment like an urban environment. Buzz words and terminology won't do that.

Just a comment but wanted to say that we are very encouraged to see this and hope to see the proposals come to fruition. To do small things well but gradually seems realistic and should spark progress

Generally, sounds good. Like the environmental emphasis. Need to ensure we attract a better class of visitors as well as families.

Fully agree with the point about losing car parking. It is always feared but is a real positive in practice

We like the idea of the swimming area by the Groyne

no question - just a comment plans look amazing! I like the sustainability emphasis

The proposals sound interesting. the quality of the design and, essentially, the materials used, are so important to the final product e.g the steps by the clock being high quality stone. Weymouth deserves the very best.

Love the 'branding' of the different beach areas, especially the natural beach and the tidal swimming pool. Also, the stepped access from/around the clock Tower.

Good ideas as a basis for going forward – thanks

Relocating buses from the King's Statue to the bus station. How is this going to help existing people get to our town centre? Remember significant numbers are elderly and you will take away a lifeline for them.

I thought it was really thoughtful how the project had joined the hotels, nature reserves and skate park with the seafront. I loved the different characters and pace. A quality and sympathetic play park is so missing.

My 7-year-old is very concerned about possibility of moving the helter skelter - could improved play facilities near pier bandstand help to spread families north up the beach?

Thank you very much to everyone on screen for your presentation. It's been really informative, look forward to the next steps!

Really great designs which would also be good if they could be extended to the pavilion. Inspiring

Would it be practical to move the Fairground/Funfair attractions to enable Alexandra Park to be redeveloped, better linking the beach to the harbour?

Signature cafe between the clock and Al Molo. Have you considered the high tides which will give you about 20 yards of sand room to play with. Why is it necessary to build a signature cafe here and how can an unnecessary building be considered "sustainable". Surely a better option would be to put your signature cafe where Al Molo is and do some extending work (balcony) on what is already a feature building.

Thank you for all your efforts, love the ideas, it will breathe life into the town and to encourage custom towards the town will do a lot of good. I can only apologise for the more 'conservative' residents... you only have to look at the Echo comments to see how some people think. Thank you and so excited.

These proposals are really thinking outside the box and genuinely exciting. If they are to ever be a reality, how will they be funded please?

Love the steps idea, green hill garden ideas, removal of some of the rides on the beach. Is there room for festivals and events?

No access facilities were mentioned but a lot of the current parking seems to be removed for pedestrianisation. I currently enjoy parking almost on the promenade to be able to walk what little I can.

Thank you

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