

## ***'Saving Seatown for the Future': Seatown Regeneration Project***

| <b>Strengths</b>   | <b>Weaknesses</b>  |
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| <ul style="list-style-type: none"> <li>• Close to A35 main Trunk Road &amp; easy reach of public transport service</li> <li>• Accommodation available at Caravan Park at Seatown and other facilities in Chideock</li> <li>• Local Shop in caravan site</li> <li>• Attractive coastal location</li> <li>• Access to the Beach and Jurassic Coast World Heritage</li> <li>• Area of Outstanding Natural Beauty</li> <li>• Geology &amp; Fossil collecting</li> <li>• Main access point for Golden Cap [Iconic symbol of WHS &amp; Highest Point of South Coast]</li> <li>• Access to SW Coast Path to both directions &amp; National Trust land; attractive landscape &amp; nature areas</li> <li>• Visitor facilities Pub, Car Park, ice cream kiosk &amp; toilets close to beach</li> <li>• Good quality pub</li> <li>• Safe off road parking</li> <li>• Clean beach &amp; water</li> <li>• No night time light pollution on beach</li> <li>• Area protected from development; comparatively unspoilt</li> <li>• Popular fishing location</li> <li>• Much used destination for all levels of education</li> <li>• Bridleway for pedestrians links Seatown with Chideock.</li> <li>• Some signs have been upgraded more recently</li> <li>• Landowners engaged in discussion about improvements</li> </ul> | <ul style="list-style-type: none"> <li>• Narrow &amp; tortuous vehicular access from A 35; leads to congestion at peak times, with few and no proper passing places</li> <li>• Access used by cars and towed touring caravans which adds to difficulties.</li> <li>• No coach access or parking which restricts visitor market</li> <li>• Restricted access and turning at Seatown and conflict with pedestrians &amp; residents</li> <li>• Unauthorised parking on double yellow lines in summer causing congestion and blocking of road for service and emergency vehicles</li> <li>• No enforcement of parking restrictions</li> <li>• Car Park has fixed 'All Day' fee [£4]</li> <li>• No short stay parking so some visitors put off/frustrated &amp; insufficient parking at peak times</li> <li>• Car park liable to flooding</li> <li>• Car park closes at sunset and is not open until 9:30 AM, controlled by covenant. Outside these times; essentially no parking at Seatown after sunset in summer.</li> <li>• Access to beach is unclear and difficult in places; no clear and effective signage; access over rock armour dangerous</li> <li>• Facilities for disabled people are limited; notably parking spaces &amp; no safe access to beach</li> <li>• No bicycle storage racks</li> <li>• Off season facilities are limited</li> <li>• Plethora of derelict, old &amp; untidy and generally unwelcoming signs</li> <li>• Unsightly metal gates and chains</li> <li>• Wall at edge of beach &amp; supporting highway in need for maintenance and repair</li> <li>• Bridleway to Chideock is not clear or well signed at Seatown end</li> <li>• A dynamic environment &amp; increased storminess and coastal erosion leading to uncertainty and difficulty in placing signs etc. in the visible locations .... No focal point</li> <li>• Old/ out of date interpretation panels &amp; safety signs, some not replaced since 2012/13 storms &amp; lack of coordination. Some signs blank or missing</li> <li>• Pedestrian safety is comprised/in danger at peak times</li> <li>• Public toilets in need of improvement, better maintenance</li> <li>• Potential pollution from sewage works</li> <li>• Serious erosion of river banks; knotweed management issues</li> <li>• Several projects that have been put forward in the past but have come to very little in reality</li> </ul> |

| Opportunities  | Threats  |
|--|--|
| <ul style="list-style-type: none"> <li>• Potential to examine alternative access route to caravan site</li> <li>• Potential to examine some form of park and ride or park &amp; walk system</li> <li>• Potential to bid for future Coastal Communities Fund money to implement projects</li> <li>• More flexible and inviting parking charges....short stay option</li> <li>• Additional /overflow car park site provision</li> <li>• Signing on A35 to inform car parking availability</li> <li>• Potential for pedestrian refuge alongside highway to seafront</li> <li>• Identify locations for improved passing places on Sea Hill Lane to A35</li> <li>• New footways alongside Sea Hill Lane &amp; Mill Lane</li> <li>• Improved turning space</li> <li>• Design high quality coordinated, up to date Interpretation and safety signs that are engaging, interesting and informative</li> <li>• Design improved access to beach for public, including disabled people</li> <li>• Design new signing scheme overall for Seatown with clear messages</li> <li>• Good partner engagement</li> <li>• Music events &amp; business opportunities</li> <li>• Improved facilities for education groups</li> <li>• Better on line information</li> <li>• Improve/more/relocate WCs</li> <li>• Improve management of access to beach for dogs</li> </ul> | <ul style="list-style-type: none"> <li>• Absence of close partnership working by local stakeholders</li> <li>• Lack of consensus over <i>'what needs to be done'</i></li> <li>• Unwillingness of parties to revisit old problems with a fresh look and find solutions, through compromise</li> <li>• A more difficult national &amp; local environment in which to find funding</li> <li>• In due course, absence of funds to implement projects, leading to disillusionment</li> <li>• A dynamic environment which is very exposed during the winter storms, which can result in improvement works being destroyed.</li> <li>• Higher frequency and greater intensity of storms resulting in severe damage</li> <li>• Concrete apron near beach breaks up due to storms</li> <li>• River erosion causes retaining wall to collapse and road to subside</li> <li>• Pedestrian bridge destroyed by flood</li> <li>• Sewage pumping station could become flooded</li> <li>• Landowners' willingness to engage and support improvements to public access may change due to external factors, with resulting lack of cooperation.</li> <li>• Appearance of area deteriorates further with resulting negative experience for visitors</li> <li>• Conflict between residents and visitor's interest exacerbates</li> <li>• Increased congestion</li> <li>• Increase in visitor numbers and pressure becomes overwhelming</li> <li>• Too much improvement spoils natural environment &amp; character of Seatown</li> <li>• Opposition to proposed improvements from public or designated authorities</li> <li>• Funding inadequate to complete works</li> <li>• Damage to sensitive areas if not sensitively managed</li> <li>• Long term maintenance of improved assets as result of project not resolved...is it sustainable</li> <li>• Wider area may benefit more than immediate businesses</li> <li>• Any sea defence works need to respect World Heritage status of coastal/cliff edge</li> </ul> |