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5.0 Conclusion

The town has a unique and spectacular natural setting worthy of the most attractive town on the south coast of England. Its strengths lie in its climate, sailing, maritime and architectural heritages, public parks and beaches, transport links across the Channel and with London and the south-east, its range of housing and proximity to outstanding countryside.

- 5.1 Poole is a very attractive place to live, has good schools and job opportunities, and excellent arts and cultural facilities. The proposal to strengthen the links between Hamworthy, the port and the town centre offers the prospect of vastly improved access to the waterfront and new mixed-use developments including high quality public streets and squares. This document sets out a spatial framework and vision for Poole, which combines environmental, economic and social sustainability. New homes, shops, pubs and restaurants, employment space, leisure and tourist attractions can be created using the huge areas of vacant and under-used land available. To achieve all these will require a major, concentrated effort on the part of those involved, whether they be developers, landowners, local communities, or within the Council itself. The responsibility on everyone involved getting this right means there has never been a more critical point in the development of the town.
- 5.2 The people of Poole like their town. They are aware of how good it is and know what are its best characteristics. They are proud of it, and do not want it changed out of recognition. They are particularly fond of its heritage, its robust qualities and sense of authenticity, and are wary of those who fail to understand this. Poole does not aspire to be anywhere else, nor does it need to. It is already a success. What regeneration offers, however, is the opportunity to build on that and extend the range of activities and experiences in the town.
- 5.3 As part of regeneration new development opportunities, whether large or small, should create, or contribute to the creation of, places of the highest quality, incorporate a range of uses, promote social inclusion and include distinctly local characteristics. This will in turn encourage development of the town's employment, shopping and public transport facilities. The ultimate objective is for Poole to fulfil its potential as one of the world's most beautiful waterside destinations.