



SWANAGE COMMUNITY STRATEGIC PLAN

# Swanage: Looking to the Future 2007 – 2027





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## WORKING GROUP FOREWORD to CSP

The Market and Coastal Towns Initiative Working (MCTi)Group is a task group, made up of volunteers from the Swanage community and working under the auspices of the Swanage Town & Community Partnership (STCP).

The MCTI Working Group has been instrumental in developing and finally delivering this 20 year plan for Swanage.

The Group has given considerable time and energy to this task and are proud to have finally finished this immense piece of work.

### Why have we spent our time doing this?

Because we care about Swanage as we live or work here and we want Swanage to have the opportunity to develop in a carefully structured way taking into account the needs of all our residents and visitors.

In addition, funders and investors need evidence of community involvement in any application. The Swanage Community Strategic Plan provides the proof.

### Have you been involved?

If this is all news to you and you haven't had the chance to give your opinion or get involved, do not worry – it is never too late!

If you want to comment on any part of this Plan then simply write or email to the Chairman, Swanage Town and Community Partnership, c/o Swanage Town Hall, High Street, Swanage, BH19 2NZ or [stcp@swanage.gov.uk](mailto:stcp@swanage.gov.uk) and your opinions will be incorporated into the regular annual review of the Plan.

If you have been involved and supported any of the public consultation events carried out over the past four years or helped in arranging the events, then we would like to thank you as without you we would not have the information with which we have prepared this Plan.

### What happens now?

Several projects have been identified.

Some of these are already moving forward as they already have groups of volunteers who have willingly spent their time and energy developing them.

Many, however, still require volunteers to make up the working groups which will take the projects forward. Without volunteers these projects will stay within the Swanage CSP but will not progress any further.

So, to paraphrase a famous poster, **Your Community needs YOU!**

To get involved, send contact details to the STCP at the above address.

### In conclusion...

The objective of the Swanage Community Strategic Plan is simply to help provide long-term improvement in the quality of life of everyone living and visiting Swanage and the surrounding rural areas. Now it is up to everyone in the community to help the Swanage Town & Community Partnership achieve this goal.

# **Swanage: Looking to the Future**

## **1. Introduction**

### ***The Swanage Community Strategic Plan***

This plan represents over two years of work following three years of preparatory research by the local community in Swanage. Much of the preparatory work was developed as part of the Parish Planning process which involved significant consultation with residents, visitors, organisations in and around Swanage as set out in paragraph 2.2 on page 14. It focused on the long-term concerns and challenges that affect local culture, economy, environment, and social issues now and in the future. The Parish Planning process provided a thorough and robust baseline for the initial stages of public engagement.

The plan has been undertaken using the resources and framework of the Market and Coastal Towns Initiative, a process which was launched in 2001 in response to Government and South West regional policies. The objective of the Initiative was to produce strategic plans that promote the regeneration of market and coastal towns. The principal concept of the Initiative was that the Plan should be a consequence of community aspirations and not be generated by local government organisations.

### ***Who Prepared the Swanage Community Strategic Plan?***

The Swanage MCTi Working Group was responsible for preparing the Swanage Community Strategic Plan. The Swanage MCTI Working Group is a task group of the Swanage Town and Community Partnership and was established after the 'Bringing It all Together Day' which was held in September 2005.

Members of the Research Team of Partnerships Access and Community Engagement (PACE) at Bournemouth University conducted the Healthcheck for Swanage and the surrounding areas and helped to compile the Swanage Community Strategic Plan, between April 2006 and January 2007.

### ***The Main Aims of the Swanage Community Strategic Plan are to:***

- Identify a clear vision for the town's future;
- Bring together information about Swanage and its environs;
- Identify the main goals necessary to improve the quality of life in Swanage and the strategies to achieve them;
- Identify and prioritise specific projects for achieving those goals.
- Provide a baseline which can be used to monitor and evaluate the projects when implemented.

## 2. Background to the Plan – The Swanage Approach

### 2.1 About Swanage and its Environs <sup>1</sup>

#### 2.1.1. Swanage in Purbeck

Swanage is a coastal town located in the south-east corner of Purbeck District Council's administrative boundaries also known as the Isle of Purbeck, the traditional boundaries of which are marked on the map below.



The Isle of Purbeck incorporates part of the Dorset and East Devon Coast World Heritage Site. All of the Isle of Purbeck has been designated an Area of Outstanding Natural Beauty and boasts a great range of natural features and many attractions including:

- A unique range of rich marine, wetland, heathland and grassland environments, which support a wide range of wildlife such as dolphins, puffins, water voles, falcons, Adonis blue butterflies and Dorset heath nightjars as well as varied plant life;
- The Frome river;
- Ballard Down and Old Harry Rocks: Ballard Down is a chalk headland which is home to various wildlife and the rock stacks below the cliff are known as Old Harry;

<sup>1</sup> Sources:

Legg, R (1983) *Old Swanage: Quarry Park to Seaside Spa*. Sherbourne: Dorset Publishing Company;  
 Legg, R. (1989) (2<sup>nd</sup> ed.) *Purbeck Island: The Industrial, Social and Natural History of a Corner of England*. Wincanton: Wincanton Press;

- **The Blue Pool:** a former hand-dug clay pit, which is so named because of the deep blue colour of the water created by light diffracting from clay particles, and which is surrounded by acres of woodland;
- **Corfe Castle ruins:** An 11<sup>th</sup> century castle which was destroyed during the English Civil War;
- **Durlston Country Park:** A nature reserve which covers over 260 acres and is home to many different species of animals, birds and reptiles, including dolphins;
- **Many picturesque villages,** including Corfe Castle, Studland, Kingston and Worth Matravers.

### 2.1.2. Swanage

Swanage is located on the A351 and the east coast of Purbeck and is the largest town in the district. Swanage also shares many of its amenities and services with some of its surrounding villages: Harman's Cross, Kingston, Worth Matravers, Langton Matravers, Studland and Corfe Castle.

#### *History*

At the time of the Domesday in 1086 Swanage was recorded as having 30 inhabitants who were mostly fisherman. Swanage at this time was divided into two manors by a two mile long sea inlet. These manors became known as North Swanage manor and South Swanage manor. However, the main industry upon which the town came to flourish was the stone industry and here it is worth noting that even in Roman times marble was quarried from the Purbeck area, with a marble seam running from Peveril Point to Warbarrow. During the fourteenth century the French carried out many raids in the area and it was this that led to the building of a thirty-five feet high defence tower where the population of roughly 60 hid during raids. This tower now forms part of Swanage Parish Church tower. Over time, the centre of the flourishing stone trade became Corfe Castle and the commodity most in demand was Purbeck marble.

The coast became a somewhat safer place after the founding of the Royal Navy in the 16<sup>th</sup> century, although Swanage was still being described at the time as 'a single narrow street'. The Swanage stone trade really took off in the eighteenth century, with new mining methods, a new sea wall and beach ramps, as well as a new carriage road linking Swanage with inland Dorset further establishing Swanage as a quarry port. This all led to rapid growth for the town. The first census in 1801 recorded Swanage as having 1,382 inhabitants and 300 houses. The town grew rapidly throughout this century, and by the 1871 census it was recorded as having a population of 2,100.

John Mowlem was a businessman originally from Swanage who made his fortune in the stone business in London. He returned to his birthplace in 1844, and set about making dynamic changes to the town, developing its infrastructure and building roads, waterworks, markets, a town hall, library and a museum. Swanage's first pier was built in 1859 and was used primarily for the shipping of stone. A newer and improved pier was built in 1896 to service the steamboats and visitors. Another Swanage-born businessman who made great improvements to the town was George Burt, who was Mowlem's nephew.

After Mowlem's death in 1868 he continued the development of Swanage's infrastructure. He recognised that one of the major facilities Swanage lacked was a good transportation system and he set about bringing a steamboat and then a railway to the town. Swanage's first steamboat, the *Heather Bell*, ran between Bournemouth and Swanage between 1871 and 1877 and the act enabling the building of a railway was eventually passed in 1881, the railway being completed in 1885. The railway was bought by the London and Southwest Railway the following year and Swanage became a popular holiday destination. Tourism in the area continued to grow, and with the decline of the stone industry between 1885 and 1896, it became the main industry in Swanage, as it continues to be to this day.

### *Attractions*<sup>2</sup>

Swanage offers a wide range of attractions, from beaches to historical trails and exhibitions. The town's Award winning beaches have European Blue Flag Beach status, and the town has also won the Encams Tidy Britain Group Seaside Award. Swanage has previously been a winner of the Small Coastal Resort Category of Southern England in Bloom Competition and won national acclaim in Britain in Bloom 2006.

Leisure facilities and attractions on offer in Swanage include:

- Durlston Country Park;
- Swanage Museum and Heritage Centre;
- The Beach Gardens Sports Park: Offers tennis, basketball, bowls and golf;
- Swanage Railway: An award-winning steam railway which dates back to 1885;
- Swanage Pier: A unique pier that is over 100 years old which attracts over 125,000 visitors each year;
- The Mowlem Theatre: The Mowlem Theatre was opened in 1967 and seats up to 400. It shows over 200 film performances each year and offers 60-100 nights of live theatre. It has two bars, a licensed restaurant, a function room and four shops;
- Swanage Lighthouse;
- The Royal National Lifeboat Institute (RNLI) Lifeboat Station & Coastguard Watch House: this is one of the oldest and busiest lifeboat stations;
- Swanage Market, held every Tuesday during the main season;
- Several parks and grasslands, such as Days Park, The Downs, Sandpit Field and King Georges Playing Field;
- Various amusements parks

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<sup>2</sup> Sources:

<http://www.virtual-swanage.co.uk;>

<http://www.swanagepiertrust.com/history.htm;>

[http://www.mowlemtheatre.co.uk/\)](http://www.mowlemtheatre.co.uk/)

Swanage is also home to a number of major cultural entertainment events including:

- Swanage Blues Festival in March
- Swanage Jazz Festival in July
- Swanage Regatta and Carnival in August
- Swanage Folk Festival in September

Swanage is Twinned with Rudesheim am Rhine and the 20<sup>th</sup> Anniversary of the Swanage Twinning Charter is in 2007.

### *Services*<sup>3 4 5</sup>

Swanage provides a series of services not only for itself but for many of its surrounding areas.

<b>Main Services</b>	
<b>Fire stations</b>	1
<b>Ambulance stations</b>	1
<b>Swimming pools</b>	2 small indoor public pools
<b>Outdoor sports pitch</b>	Yes
<b>Post Offices</b>	7 (Town centre; Herston; Ulwell; Studland; Langton; Harmans Cross; Corfe Castle)
<b>Health and fitness centres</b>	None ( 2 small gyms -Grand Hotel, Swanage Bay View Caravan Park)
<b>Number of banks and building societies</b>	7 (Lloyds TSB, Barclays; HSBC; Nat West; Portman; Nationwide; Alliance & Leicester)
<b>Number of cash points</b>	10 (At all banks; Co-Op; Town centre Post Office; Herston Post Office)
<b>Number of solicitor's practices</b>	4
<b>Number of accountant's practices</b>	6
<b>Hospitals</b>	1 (no Accident & Emergency )
<b>Doctor's practices</b>	2 (Swanage; Corfe Castle)
<b>Dental practices</b>	3 (Swanage 2; Corfe Castle 1)
<b>Opticians</b>	1 (Swanage)
<b>Job Centres</b>	None
<b>Business Link office</b>	None
<b>Public toilets in town centre</b>	4
<b>First schools</b>	6 (Swanage 3; Langton 2; Corfe Castle 1)
<b>Middle schools</b>	1 (Swanage)
<b>Secondary schools</b>	None

<sup>3</sup> Source: Swanage Healthcheck (2006)

<sup>4</sup> [www.yell.com](http://www.yell.com)

<sup>5</sup> <http://www.swanage.gov.uk/>

<b>Main Services - cont.</b>	
<b>Post-16 education (VI Form College, Technical College)</b>	None
<b>Police stations</b>	1 (part-time)
<b>Magistrates Courts</b>	None
<b>Crown/other courts</b>	None
<b>Registry Office</b>	Yes (part-time)
<b>Pharmacies</b>	3
<b>Youth Centre</b>	1 (DCC)
<b>Day Centre</b>	1 (DCC)

<b>Leisure and Tourism Services</b>	
<b>Town Hall</b>	Yes
<b>Public houses</b>	21 (Swanage 12; Corfe Castle 4;; Kingston 1; Langton Matravers 2; Studland 1; Worth Matravers 1)
<b>Number of hotels and Bed and Breakfasts</b>	33 (Swanage 23; Corfe Castle 5; Kingston 1; Worth Matravers 1; Studland 3)
<b>Number of hotel / B&amp;B bed spaces</b>	11,400 bed spaces at the peak of the season
<b>Number of restaurants, cafes and take-aways</b>	48 (15 restaurants; 15 pubs; 9 cafes; 5 fast food; 4 hotel restaurants)
<b>Number of bus stations</b>	1
<b>Number of train stations</b>	4 (Swanage- not connected to mainline, Corfe Castle; Norden; Harmans Cross) 1 halt (Herston)
<b>Number of Travel Interchanges</b>	1 (services do not always interconnect)
<b>Number of coach parking areas</b>	2
<b>Number of cycle paths</b>	Limited number
<b>Bus route services from villages to train stations</b>	4 buses run from villages to Swanage
<b>Bus routes/services</b>	Regular services to Poole to Bournemouth
<b>Cinema</b>	Yes (part-time)
<b>Theatre</b>	Yes (part-time)
<b>Public halls/community centres</b>	Yes
<b>Museums</b>	Yes (small and subject-specific)
<b>Library</b>	Yes
<b>Art galleries</b>	No public galleries; some small private galleries
<b>Churches</b>	18

## *Land Uses and Settlements*<sup>6</sup>

The current land use priority in Swanage today is to enhance the town as a tourist resort as well as providing affordable housing, and local policy is to re-use previously developed land for new building developments. Other priorities are to maintain the vitality and viability of the town as it is and to reduce the need for inhabitants and visitors to travel elsewhere to have their service needs met, or in other words to increase 'self-containment'. Development densities in the Swanage area vary from high density around the town centre and around conservation areas, to lower density around peripheral areas such as North Swanage and Durlston. These low density areas have been increasingly subjected to residential intensification through the redevelopment of hotels and guest houses into flats. The main aim of new land use and new and existing settlement development is to retain the 'existing character' of the areas in which they are located.

The Planning Policies for Swanage and its surrounds are set out in the Purbeck Local Plan Final Edition, published in 2004. Since its publication, the Planning System has undergone significant changes and the District Council has embarked on the preparation of a 'Local Development Framework'. This will be made up of a suite of planning documents, with the first to be prepared being the Core Strategy. Purbeck District Council published the Core Strategy preferred options Document for public consultation in September 2006. Over 18 representations were received from a wide variety of organisations and individuals. At the time of writing (December 2006), these representations were being considered by the Council, however, it is evident that further evidence gathering will be required in order to take the Core Strategy forward. As well as district wide issues, the Preferred Options Document recognised that there are a number of specific issues in Swanage that need to be addressed, including:

- the impact of new development on the character of the town.
- the role of the town centre and opportunities for enhancement.
- the need for new improved community facilities as a result of the needs generated by new development and its occupants.
- the need to diversify the local economy and associated employment
- the need to support high quality tourism
- the role of the established transport interchange, opportunities for enhancement of the Swanage branch line and connection to the rail network.
- the exploration of small scale urban extensions where this would enhance the transition between the urban area and the open countryside.

The Core Strategy is still at a relatively early stage of production and there will be further opportunities for public involvement. Once published the Swanage Community Strategic Plan will help to guide the direction of emerging planning policies in the Core Strategy and subsequent planning documents.

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<sup>6</sup> Source: Purbeck District Council (2006) Core Strategy 2006 – 2026 Preferred Options Document

### 2.1.3. Swanage Social and Economic Characteristics <sup>7 8</sup>

#### Population

Swanage has a population of just over 10,000 and has experienced steady population growth over recent decades. Between 1981 and 1991 the population growth was around 10%, and between 1991 and 2001 it was 6%. The high proportion of residents aged 60 years and older means that Swanage has a higher death rate and a lower birth rate. The number of deaths is over double the number of births each year (70 births, 168 deaths in 2002). This would suggest that a net inward migration plays a significant role in Swanage's population growth.

- Gender: the distribution of male and female inhabitants in Swanage's population is roughly 47% male and 53% female.
- Age: The age group with the highest proportion of people is the 60-84 age group (29%), followed by 18-44 years (26.8%), 45-59 years (19.8), 0-15 years (17%), 85 years and over (4.7%) and 16-17 years old (2.8%).
- Ethnicity: Swanage's population is 97.3 White (93.92% British White, 0.87% Irish White, 2.55% Other White). 2.7% of the population is Non-White with a distribution as follows:
  - 0.53% Chinese;
  - 0.26% Asian or Asian British;
  - 0.06% Black or Black British;
  - 0.16% Mixed White and Black Caribbean;
  - 0.16% Mixed White and Black African;
  - 0.13% Mixed White and Asian;
  - 0.16% Other Mixed;
  - 1.21% Other Ethnic Groups.
- Religion: 75.1% of the population are Christian and 15.5% stated that they had no religion. 0.7% are Buddhist, 0.3% are Muslim, 0.1% are Hindu.
- Health: 65% of the population are in good health,
- Economic activity:
  - 47.7% of Swanage's economically active inhabitants are in full-time employment, 22.5% are in part-time employment, and 3.9% are unemployed. A further 22.7% are self-employed, and 3.1% are full-time students that are in employment.
  - Of the economically inactive population, 54.6% are retired, 13.3% are students, 15.7% are homemakers and 10.2% are permanently sick or disabled.

<sup>7</sup> Source: Dorset County Council (2005) Swanage Census Town Profile

<sup>8</sup> [www.swanage.gov.uk](http://www.swanage.gov.uk)

- Skills and Qualification levels:
  - 36.4% of working residents are employed in a high skill occupation, 44.2% are in an intermediate skill occupation and 19.4% are in a low skill occupation.
  - 27.5% of the population have no qualifications; 18.4% have higher qualifications of Level 4 or above, i.e. a First degree or HND, etc.

### *Property*<sup>9</sup>

- There are 5,300 dwellings in Swanage of which 83.7% have permanent residents. 3.9% are vacant, and 12.3% are second homes or holiday homes;
- 31.9% of dwellings are detached properties, 17% are semi-detached and 14.8% are terraced properties. 35.1% are flats, maisonettes or apartments;
- 47.8% of properties are owned outright, 27.7% are owned with a mortgage or a loan, 11.5% are rented from the local authority or Housing Association and 9.2% are rented privately;
- The average price of a house in Swanage in 2005 was £220,000. A detached property costs on average £320,000, a semi-detached property £200,000, a terraced property £215,000 and a flat or maisonette £160,000;
- The average house price in England and Wales in June 2005 was £160,000.<sup>9</sup>
- House prices in Swanage have risen by 118% since 1999, with the most significant increase being in the price of terraced properties (161%).

### *Income*

- The largest proportion (17%) of households in Swanage falls into the gross household income band of £10-15,000 per annum. This is followed by 16% in the £15-20,000 band, 14% in the £5-10,000 band and 13% in the £20-25,000 band;
- 6% of households are in the lowest income band and 7% are in the highest income band.

### *Crime*

Domestic Burglaries: Rate per 1,000 households 2004/2005

<b>Swanage</b>	2.5
<b>Dorset</b>	6.5
<b>South West</b>	10.7
<b>England and Wales</b>	14.4

<sup>9</sup> <http://www.landregistry.gov.uk/houseprices/>

*Deprivation*<sup>10</sup>

The 2004 Index of Multiple Deprivation is calculated from index scores of seven domains of deprivation. These domains are weighted differently, and the scores are combined to give an overall index score. This is then used to rank designated Super Output Areas (SOAs).

The figures in the table below show the ranking score for each of the SOAs in Swanage; these are ranked out of all 247 SOAs in Dorset. Therefore a score of 1 would be the most deprived area in Dorset, and a score of 247 would be the least deprived area in the county.

		Domains of deprivation							
	SOA	MULTIPLE	1.Income	2.Employment	3.Education	4.Health	5.Housing	6.Crime	7.Living
Most Deprived	<b>Swanage Herston</b>	41	22	62	21	69	117	172	126
	<b>Swanage Townsend</b>	63	42	96	19	71	169	77	81
	<b>Swanage Town Centre</b>	64	47	82	142	89	193	57	9
	<b>Swanage South</b>	115	167	110	138	121	187	13	25
	<b>New Swanage &amp; Ulwell</b>	119	124	91	139	87	78	139	114
	<b>Swanage North</b>	142	81	125	108	109	218	39	75
Least Deprived	<b>Swanage King George's</b>	164	128	186	95	154	215	49	48

SOA = Super Output Area (minimum 400 households or 1,000 population)

The following table lists Swanage's 7 SOAs' deprivation ranking scores on a national level. There are 32,482 SOAs in England; thus a rank score of 1 would be the most deprived area in England, and a score of 32,482 would be the least deprived area in the country.<sup>10</sup>

	SOA	RANK SCORE (out of 32482)
Most Deprived	<b>Swanage Herston</b>	15732
	<b>Swanage Townsend</b>	17486
	<b>Swanage Town Centre</b>	17496
	<b>Swanage South</b>	21323
	<b>New Swanage &amp; Ulwell</b>	21510
	<b>Swanage North</b>	22412
Least Deprived	<b>Swanage King George's</b>	24368

### *Industry*

- The industry that employs the largest percentage of people in Swanage is the wholesale and retail trade, which employs 15.2% of the working population; in comparison the hotels and catering industry employs 12.4%;
- This is followed by health and social work (12.5%),

## **2.2. The MCTi Approach for Swanage and Surrounding Areas**

### *2.2.1. The MCTi Working Group and the development of the Community Strategic Plan for Swanage*

The Swanage Town and Community Partnership (STCP) drafted the original MCTi Expression of Interest for funding to deliver a 20 year plan for Swanage in 2002. Funding was eventually agreed late 2005. During the interim period, in order to maintain momentum, the Swanage Town & Community Partnership applied successfully for funding from the Countryside Agency for the development of a Parish Plan. The STCP agreed that the data acquired from the Parish Plan process was a thorough and robust baseline for the initial stages of consultation for the MCTi.

Other public consultation events carried out during this interim period included the Beacon Mentoring scheme Visioning Day that was held at the Purbeck House Hotel when over 60 people attended.

<sup>10</sup> [http://www.communities.gov.uk/index.asp?id=1128445#P200\\_14232](http://www.communities.gov.uk/index.asp?id=1128445#P200_14232)

The MCTi Induction meeting was planned and held in April 2005 and a Community Agent employed to help with administration. The first event under the MCTi banner was the September 'Bringing It all Together Day'. Data from various public consultations was brought together for evaluation at this workshop and the MCTi Working Group was founded to oversee the process and direct the production of the Community Strategic Plan.

One of the first tasks the MCTi Working Group undertook was to identify consultants who could help the group with the task of delivering the Swanage Healthcheck. The Research Team of Partnerships Access and Community Engagement, Bournemouth University successfully tendered for the contract and were introduced and briefed. The MCTi Healthcheck for Swanage and its environs was duly completed in July 2006.

Based on the 'Healthcheck' outcomes and various research reports the MCTi Working Group started to draft the Swanage Community Strategic Plan. The first draft was produced by December 2006 and released for consultation in January 2007.

#### *2.2.2. The Consultation Process towards a Community Strategic Plan in Swanage*

A wide range of consultation processes have taken place in Swanage over the last four years. Some of these processes are described in the following paragraphs and all the data received has contributed towards the delivery of the Swanage Community Strategic Plan.

#### Swanage Draft Parish Plan <sup>11 12</sup>

In 2004 considerable public consultation took place under the auspices of the Swanage Parish Plan project. Task group volunteers set out a stand to invite comments on post-it notes at a variety of locations (e.g. outside the Co-op, Select and Save, the Railway and the Tourist Information Centre) and at club events and meetings (e.g. Hospital League of Friends Xmas Fair, Youth Club, Mothers and Toddlers groups). Questionnaires were distributed widely through the Purbeck Gazette, via a Household and Business Survey, at the post-it stands, and in the Middle School.

The questionnaire comprised four questions - they were:

- 1 – What do you really like about living in Swanage?
- 2 – What would you like to change or improve?
- 3 – What hopes do you have for Swanage in 5-10 years time?
- 4 – What one thing would improve your quality of life in Swanage?

Opinions gathered were recorded on a database which now holds over 1200 'post-it' note comments and over 2500 lines of comments from the questionnaires. The task group volunteers analysed the post-it note comments, structuring summary reports around ten topic areas – e.g. community facilities, local environment, transport issues etc.

<sup>11</sup> Swanage Community Planning Project Questionnaire, January 2005, and Swanage Parish Plan' draft of 2005

Then, Partnerships Access and Community Engagement (PACE) from Bournemouth University was employed to carry out an independent analysis of the questionnaire data.

During the consultation process that followed, one hundred and fifty two residents of Swanage came to public meetings held in March 2005. Round tables were laid out for each of the major topics distilled from the opinions gathered and summarised in the reports compiled at the time. These summaries were tabled for discussion. These discussions confirmed and tested the findings thus far and generated lists of issues and projects ideas that it was felt the community should address. All the people who came to these public meetings were invited to vote on which issues were of priority. Next a half-day workshop was run by the Swanage Town and Community Partnership on 22nd April 2005 in the Town Hall. This workshop looked at all the issues and ideas generated at the three public meetings and grouped them under major programme and project themes.

Realising Swanage's potential: The business survey <sup>12</sup>

In 2004 the Swanage Town Partnership, comprising representatives from businesses, voluntary organisations and clubs, community groups and the local authority, commissioned research to assess how the economic potential of the town can be realised in terms of the provision of a central community facility. The cost of this research was supported by partners, including Purbeck District Council and Dorset County Council, together with a contribution from the South West Regional Development Agency. The aim of the research was to provide an evidence base for the feasibility stage of a wider project designed to integrate the services delivered by a range of community, charitable and social enterprises located on one or more centrally located sites in Swanage. The objectives of the survey were to:

- a. Identify training, education and skills needs within the Swanage to Corfe Castle area,
- b. Identify the demand for care for children and dependents in the Swanage to Corfe Castle area,
- c. Identify workspace demands, (including managed workspace), within the Swanage to Corfe Castle area.
- d. The questionnaire used in the business survey was distributed to businesses liable for business rates in the Swanage to Corfe Castle area, 510 businesses. 67 businesses responded to the survey: a response rate of 13.1 per cent. This was a good response rate for a postal survey (rather than telephone or face-to-face interviews). The research was conducted by the Research and Information Group of the Dorset County Council.

Beacon Visioning Day <sup>13</sup>

In 2004, Purbeck District Council (PDC) introduced the Beacon Mentoring Scheme to Swanage Town & Community Partnership. Swanage was twinned

<sup>12</sup> Realising Swanage's Potential: The Business Survey, November 2003 by the Research and Information Group, Dorset County Council

<sup>13</sup> Report of Visioning Day, 28<sup>th</sup> January 2005 by CD Consultancy

with Beacon Councils from Lincolnshire and Caradon who were chosen because of the skills they could bring to the community planning process. This was a short scheme which started in July and finished in December with the objective of developing skills within the local community. The Beacon Mentoring scheme funded the Beacon Visioning Day held at the Purbeck House Hotel where over 60 people attended on the 28<sup>th</sup> January 2005. The aims for the day were:

- To help create a vision for Swanage;
- To help identify key themes and issues to help inform future developments;
- To raise awareness of techniques for widening community participation.

Subsequently, the Beacon Visioning Day report was published in May 2005.

The Survey by the MBA students <sup>14</sup>

In March 2004 research was conducted by part-time MBA students from Bournemouth University aiming to identify ways of 'enhancing the Swanage experience'. The objective was to investigate where Swanage was at the time and look at its options for the future. The research methodology used included: structured interviews; questionnaires with the public and local businesses; an internal focus group; and secondary data.

The Swanage MCTi Consultation process <sup>15</sup>

The 'Bringing It all Together Day' that was held in September 2005 established the tasks the MCTi Working Group would follow in order to produce and disseminate the Community Strategic plan.

Part of this process was 'to ensure that all agencies and members of the community were consulted and had the opportunity to get involved'. The way this process was implemented is illustrated in the Figure: 'The Framework underlying the MCTi approach for Swanage' on page 17.

The Swanage MCTi Working Group held an exhibition of the draft Swanage Community Strategic Plan at the Town Hall Annexe on 19<sup>th</sup> January and in K's Coffee Bar on 20<sup>th</sup> January 2007. Over 220 people of all ages visited the exhibition where they were able to see a presentation on how the plan was produced.

A brief analysis of the response form handed in on the day showed an almost unanimous support for the plan objectives. Around 130 copies of the plan and response forms were taken for further study.

As the chairman of Swanage Chamber of Trade and member of the Working Group pointed out, the group *'were very pleased with the level of interest and the positive way that Plan was received. Many of the visitors discussed their*

<sup>14</sup> The Swanage Experience, March 2004 by Bournemouth University's MBA students

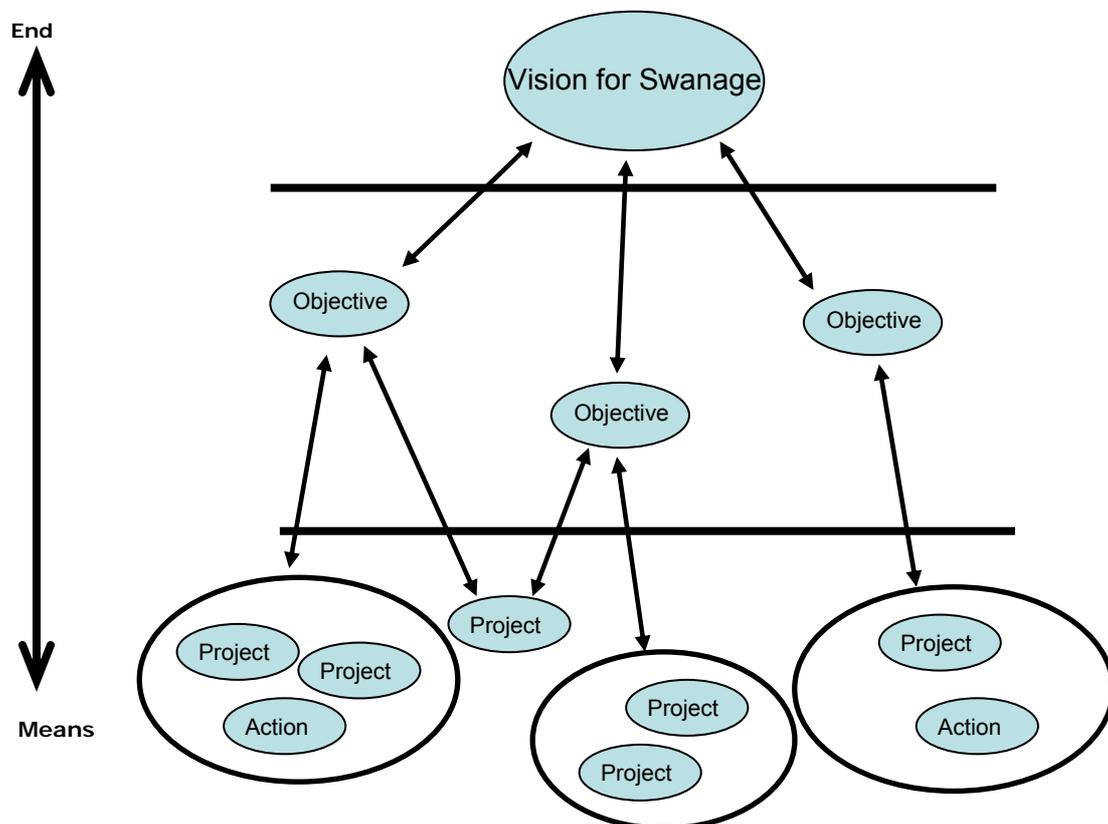
<sup>15</sup> From observations and relevant written and verbal material used during the Swanage MCTi approach, March 2006 – February 2007

*own views on how the town should be. Some of the views of the younger residents were particularly interesting’.*

This Public Consultation helped to confirm needs already identified through prior research and also flagged up how various groups within the town felt that more use should be made of Swanage bay. In addition, valuable insights were received from representatives of organisations such as the Dorset County Council, Purbeck District Council, and Dorset Community Action.

Specific priority projects have been identified and these have subsequently become the building blocks of the Swanage Community Strategic Plan.

**FIGURE:** The Framework underlying the MCTi approach for Swanage





### 3. The Swanage Community Strategic Plan Vision

*Swanage will be – A vibrant friendly and welcoming community with a thriving economy in a safe environment, whilst maintaining and enhancing the special character and culture of Swanage and its environs.*

### 4. The Swanage Community Strategic Plan (CSP)

#### 4.1. Role and Function

The Community Strategic Plan documents a process which has enabled the community to assess the current situation and then to look forward over a 20-year period and make sustainable plans accordingly.

The Swanage Town and Community Partnership is the responsible custodian of the Swanage Community Strategic Plan. The Partnership will be responsible for regular review, monitoring and future evolution of the Plan.

The Swanage CSP:

- Identifies a clear vision for the future
- Brings together information about Swanage and its environs
- Identifies the main goals needed to achieve the Vision and strategies necessary to accomplish it
- Identifies and prioritises projects which will accomplish the goals
- Confirms the importance of regular monitoring and evaluation of the Plan

The Community Plan for Swanage comprises four main parts:

1. The long term vision for Swanage and the visions and objectives for its four themes – Environment, Economy, Social and Culture.
2. How the Plan was developed
3. A list of projects
4. A plan for implementation

#### **4.2. Conducting the Community Strategic Plan**

The preparation of the Community Strategic Plan involved extensive public consultation, policy examination and research.

The following documents were used to produce the Market and Coastal Towns Initiative 20 year plan for Swanage:

- Draft Parish Plan – 2004
- Beacon Visioning Day – 2004
- Draft Parish Plan Priority Dots
- MCTI Bringing it all Together Day: Problem Tree working sheets
- Multi Function Centre Feasibility Study
- Purbeck District Council – Core Strategy 2006 – 2026 Preferred Options
- MCTI Swanage Healthcheck
- Purbeck Community Plan - April 2006 to March 2009
- MCTi Public Consultation day January 2007
- MCTi Working Group – Conservation Review
- Swanage – A Young Person's View
- Studland and Corfe Castle Parish Plans

The following important documents were referred to:

- 'livingthrivingdorset' - Dorset Strategic Partnership;
- Purbeck Community Plan - April 2006 to March 2009;
- Purbeck District Council – The Purbeck District Local Plan Final Edition;
- Dorset AONB Management Plan;
- Purbeck District Council – Purbeck Heritage Strategy: Making Purbeck More Special;

The following documents were noted and referred to when relevant:

- World Heritage interpretation, education, arts, tourism and marketing strategies;
- South West Regional Development Agency – Regional Economic Strategy;
- South West Regional Development Agency – Jurassic Coast Umbrella project;
- Dorset County Council – Dorset Local Transport Plan;
- Dorset County Council – Dorset Coast Strategy;
- Dorset County Council – Shoreline Management Plan;
- National Trust and Natural England area plans.
- Durlston Management Plan
- Swanage Railway Development Plan
- Swanage, Langton, Worth, Studland, Corfe, Transport Appraisal needs 2002
- Purbeck Integrated Transport Study 2000

The analysis of all this research provided the evidence-base for the Swanage Community Strategic Plan and its Project list.

#### ***4.3. Areas identified for further investigation***

Following the development of the Swanage MCTI Healthcheck, several areas were identified as needing further research. Research projects have been developed for these based on the MCTi Framework Approach to address these issues.

- Health/Care/nursing homes/Carers/disability
- Boat Park, slipways, and jetties/coastal changes/development of Swanage bay
- Legal services for the community/mobile services in Swanage e.g. health, CAB, Inland Revenue, domestic services

#### ***4.4. The Themes of the Community Strategic Plan***

Following on from the MCTi Healthcheck report format, four themes - Economy, Culture, Social and Environment were used to develop the objectives, goals, strategies and project priorities for the CSP. The visions and objectives for each theme are described in the following section.

## **5. The Themes of the Swanage Community Strategic Plan**

## **Culture**

### **Our Vision**

***'An environment where everyone has the opportunity to take part in a varied range of cultural, leisure and educational activities'***

### **Our Objectives**

#### **C1 - To encourage opportunities to participate in sporting, leisure and entertainment activities for both residents and visitors**

- ◆ **C1.1** To develop facilities for sporting, leisure and entertainment activities
- ◆ **C1.2** To effectively promote opportunities for sporting, leisure and entertainment activities
- ◆ **C1.3** To encourage 'value for money' for local residents and visitors in the use of sporting, leisure and entertainment facilities

#### **C2. To encourage opportunities and participation in learning activities**

- ◆ **C2.1** To establish demand for learning activities
- ◆ **C2.2** To effectively promote opportunities for learning activities
- ◆ **C2.3** To match demand for learning activities with facilities and resources available
- ◆ **C2.4** To encourage learning as a leisure activity for all ages

#### **C3 To encourage informal leisure pursuits**

- ◆ **C3.1** To develop and promote new means of informal leisure pursuit such as walking routes and cycle paths
- ◆ **C3.2** To effectively promote the use of existing informal leisure activities

#### **C4 To promote the cultural heritage that exists in the town and surrounding areas**

- ◆ **C4.1** To promote the sustainable use of the Jurassic coastline
- ◆ **C4.2** To promote the work of local artists, crafts people and performers
- ◆ **C4.3** To actively encourage the growth of cultural and heritage 'trails'
- ◆ **C4.4** To encourage development of suitable cultural and heritage venues and facilities

#### **C5 To provide accessible information on activities for all residents and visitors**

- ◆ **C5.1** To support and develop a suitable marketing approach for providing accessible information on local activities

## **Economy**

### **Our Vision**

***'An environment for encouraging a diverse, thriving and prosperous local economy'***

### **Our Objectives**

#### **EC1 To promote a wide range of business types**

- ◆ **EC1.1** To obtain and make available information for new and existing businesses
- ◆ **EC1.2** To encourage the development of the business infrastructure through appropriate resource allocation and maximisation of opportunities
- ◆ **EC1.3** To ensure that conditions are conducive for local businesses to thrive
- ◆ **EC1.4** To effectively sustain existing business activity

#### **EC2 To encourage the development of niche businesses and promotion of the unique character of Swanage**

- ◆ **EC2.1** To establish what businesses have been successful elsewhere and within Swanage and its surrounding areas
- ◆ **EC2.2** To establish what barriers to businesses exist in Swanage
- ◆ **EC2.3** To identify what the opportunities are for encouraging development of niche businesses and promotion of the unique character of Swanage

#### **EC3 To achieve a balanced business portfolio that overcomes existing seasonal restrictions**

- ◆ **EC3.1** To develop a seasonal tourist product suitable for Swanage that overcomes existing seasonal restrictions and conduct relevant research

**EC4 To develop an entrepreneurial culture that promotes and enables commercial activities**

- ◆ **EC4.1** To develop business initiatives that seek to promote an entrepreneurial culture
- ◆ **EC4.2** To develop connections with Business Links
- ◆ **EC4.3** To encourage the development of an entrepreneurial spirit through life changes
- ◆ **EC4.4** To celebrate local business success through case studies and mentoring schemes
- ◆ **EC4.5** To promote an entrepreneurial way of thinking through local schools

**EC5 To effectively utilise existing assets of the town such as people and resources**

- ◆ **EC5.1** To support existing local industries and arts and crafts
- ◆ **EC5.2** To promote current business and commercial activity
- ◆ **EC5.3** To develop a greater balance between existing professional skills and employment opportunities
- ◆ **EC5.4** To encourage the development of suitable business venues and facilities (see C4.4)

**EC6 To develop and utilise the best possible use of 'Green' tourism**

- ◆ **EC6.1** To support existing 'Green' schemes
- ◆ **EC6.2** To promote and develop further 'Green' activities
- ◆ **EC6.3** To identify and support opportunities offered by the world heritage status

## **Environment**

### **Our Vision**

***'A healthy and safe environment; maintaining and enhancing the character of the area'***

### **Our Objectives**

#### **EN1 To minimise all forms of pollution to the local environment**

- ◆ **EN1.1** To encourage and inform local residents and visitors on reducing all forms of pollution
- ◆ **EN1.2** To raise awareness and encourage environmentally friendly practices
- ◆ **EN1.3** To identify ways and encourage the development of reducing pollution through pilot projects

#### **EN2 To minimise the conflict between the environment, people and traffic**

- ◆ **EN2.1** To help develop more efficient traffic management schemes (see S3.3)
- ◆ **EN2.2** To encourage the development of improving peoples accessibility to services and other public areas

#### **EN3 To promote accessibility to the local natural environment which is consistent with the protection of this unique area**

- ◆ **EN3.1** To encourage the improvement of transport facilities to and from local natural attractions
- ◆ **EN3.2** To help publicise the unique local natural environment
- ◆ **EN3.3** To help maintain the protection of the local environment through appropriate management schemes
- ◆ **EN3.4** To encourage the improvement of the quality of footpaths and cycle routes and bridleways within the town and surrounding environment (See C3.1)

## Social

### Our Vision

*'A welcoming town to visit with a strong community spirit; offering everyone a safe, friendly and affordable place to live and work'*

### Our Objectives

#### **S1 To promote the friendly and safe image of the town**

- ◆ **S1.1** To highlight positive aspects about the town
- ◆ **S1.2** To strengthen the identity/branding of Swanage
- ◆ **S1.3** To provide diverse and quality services to visitors and local residents

#### **S2 To improve the quality of and access to public amenities and open spaces within the town and its environs**

- ◆ **S2.1** To support the development of quality toilets and baby changing facilities
- ◆ **S2.2** To support the development of transport and parking solutions
- ◆ **S2.3** To support the development of wet weather activities and facilities
- ◆ **S2.4** To promote supportive mechanisms within the town for people with disabilities

#### **S3 To make the town more easily accessible**

- ◆ **S3.1** To support improvements in transport for the public in and around the town
- ◆ **S3.2** To support improvements in road and pedestrian signage within the town
- ◆ **S3.3** To help develop more efficient traffic management schemes

**S4 To support the appropriate allocation of accommodation and housing**

- ◆ **S4.1** To research the housing stock within the town
- ◆ **S4.2** To support and encourage the development of a balanced housing stock
- ◆ **S4.3** To encourage the appropriate housing for those needing to live in the town

**S5 To raise the profile of community and voluntary groups within the town**

- ◆ **S5.1** To support the development of communication mediums for promoting the profile of local community and voluntary groups

**S6 To increase local responsibility for community issues**

- ◆ **S6.1** To encourage local police liaison relationships
- ◆ **S6.2** To promote social responsible issues to the community
- ◆ **S6.3** To promote a more inclusive local society



## 6. PROJECT MATRIX

1 - The following projects have been developed from the information gathered by the MCTi Working Group. Many of these projects are moving forward and others require working groups to be formed to carry them out:

Theme - CULTURE				
Project	Aim & Actions	Need	Partners	When
<b>Tourism Forum</b>	<p>To identify and support opportunities offered by the World Heritage Status</p> <p>Promote the sustainable use of the Jurassic Coastline</p> <p>Ensure that Swanage takes all possible advantage of the Olympic opportunity</p> <p>Support existing Green schemes and develop further Green activities</p> <p>Support and develop a suitable marketing approach for providing accessible information on local activities and events</p> <p>Effectively promote opportunities for sporting, leisure and entertainment activities</p> <p>Develop and promote new means of informal leisure pursuits such as walking and cycle paths etc.</p> <p>Effectively promote the use of existing informal leisure activities</p> <p>Strengthen the identity/branding of Swanage</p> <p>Highlight positive aspects of the town</p>	<p>C1, C2, C3, C4, C5, EC1, EC2.3, EC3.1, EC4.4, EC5, EC6, EN1.2, EN2, EN3, S1, S2, S3, S5, S6.3</p>	<p>Tourism Forum working group in conjunction with existing bodies with an interest in developing Tourism including, STC, STCP, PDC, DCC, SWRDA, South West Tourism, Strata, Swanage Chamber of Trade, LVA, Swanage &amp; Purbeck Holiday Acc. Ass., Residents Ass. National Trust, Durlston Country Park Swanage Railway, Swanage in Bloom</p>	<p>Set up working group 2007</p>

<b>Theme – CULTURE - cont</b>				
<b>Project</b>	<b>Aim &amp; Actions</b>	<b>Need</b>	<b>Partners</b>	<b>When</b>
<b>Cultural Development Initiative</b>	<p>To provide synergy for groups within the area</p> <p>Develop use of all venues within the town e.g. Mowlem, Beach Gardens, Prince Albert's gardens, Bandstand and sea front</p> <p>Help develop festivals (e.g. Food festival) in conjunction with producers, exhibitors, accommodation providers</p> <p>Co-ordinate and develop programme of events using local craftsmen/artists etc throughout the year</p> <p>Develop an activity holiday programme</p> <p>Develop effective publicity programme for the above</p>	<p>C1, C2, C3, C4, C5, EC1, EC2, EC3, EC4, EC5, EC6 EN1, EN2.2, EN3.1, EN3, S1, S2, S5, S6.2, S6.3</p>	<p>STC, STCP, PDC, DCC, Strata, Swanage Chamber of Trade, Swanage &amp; Purbeck Holiday Acc.,Ass. LVA, Residents Ass. Keystone Project, Durlston Country Park The Mowlem, National Trust.</p>	<p>Set up working Group 2007</p>
<b>Cultural &amp; Learning Centre</b>	<p>To develop the TIC provision – sell arts/crafts/food etc</p> <p>Provide more information about the town/area</p> <p>Provide video facilities/presentations</p> <p>IT access to Destination Management</p> <p>Provide workspaces (revenue stream).</p> <p>Small performance space – in a round</p> <p>Provide exhibition space</p> <p>Provide skills/education development centre</p> <p>Provide facilities for leisure learning activities for all ages and activity holidays.</p> <p>Provide rooms suitable for advice and information/access to services</p> <p>Provide quality public toilets</p>	<p>C1, C2, C3, C4, C5, EC1, EC2, EC4, EC5, EC6, EN1, EN3.2, EN3.3, EN3.4</p>	<p>STC, TIC, STCP MCTi, PDC, Education Authority, Health Auth. /PCT, Strata, Swanage Chamber of Trade Residents Ass. etc.</p>	<p>Set up Working group 2007</p>

<b>Theme - ECONOMY</b>				
<b>Project</b>	<b>Aim &amp; Actions</b>	<b>Need</b>	<b>Action</b>	<b>When</b>
<b>Enterprise Centre (on-going)</b>	To provide a facility providing office space, business services, learning facilities, meeting room and leisure opportunities	C1, C2, C3, C4.2, C5.1, EC1, EC2, EC3, EC4, EC5, EN3.1, EN3.2, S1.3, S2, S3.1, S5	STC, STCP, PDC, SWRDA, DCC, other funders	On-going
<b>One Stop Shop (Started)</b>	To enable new and existing businesses to have easy access to all the information needed to make an effective business plan. An improved Swanage Chamber of Commerce website and database to provide an easily accessible information point where existing businesses and businesses moving to the area can access information on all aspects of business start-up/development with links to tourist information, local businesses and business support networks. Provide a channel through which existing funders can meet the needs of local businesses e.g. Skill Shop providing a research project and training.	C1.2, C2.2, C2.3, C4.2, C4.3, C4.4, C5.1, EC1, EC2, EC3, EC4, EC5, EC6, EN1.2, S1.1, S1.2, S1.3, S2.4	Swanage Chamber of Trade, Swanage & Purbeck Holiday Acc. Ass. LVA, Strata, STCP/MCTI, STC, PDC, DCC, SWRDA, Keystone Project, Business Link, Dorset Chamber of Trade	Working group development by July 2007
<b>Swanage Food Festival 2008 (Started)</b>	To promote the good food and local Produce available in Swanage and its surrounds	C1.3, C2, C3.2, C4.3, C5.1, EC1.1, EC1.3, EC1.4, EC2.3, EC3.1, EC4.1, EC4.3, EC4.4, EC4.5, EC.1, EC5.2, EC6.2, EC6.3, EN3.3, S1, S5.1, S6.3	Working Group comprising: Swanage Chamber of Trade, Swanage & Purbeck Holiday Acc., Ass. LVA, Durlstone Country Park, STC, TIC, PDC, local businesses etc	Working Group set-up from initial meeting. Project Moving forward.

Theme – ECONOMY - cont				
Project	Aim & Actions	Need	Action	When
<b>Urban Design Project</b>	<p>To set up a working group which will determine how to protect the character and enhance the built environment and open spaces within Swanage and improve access and participation for residents, businesses and tourists.</p> <p>It will :-</p> <ol style="list-style-type: none"> <li>1. Provide a design statement for the town including improved access for people with disabilities.</li> <li>2. Examine the definition of the Conservation Area.</li> <li>3. Review shrub &amp; tree planting schemes to enhance the natural environment</li> <li>4. Develop traffic flow &amp; reduce conflict between traffic/people and buildings</li> <li>5. Resolve the conflict between increasing visitor numbers from Durlston Country Park, the Swanage Railway, the 2012 Olympics, the Jurassic Coast, residents and our natural heritage etc.</li> </ol>	<p>C3.1, C4.3, C4.4, EC1.1, EC2.2, EC2.3, EC5.4, EC6.1, EN1, EN2, EN3.2, EN3.3, EN3.4, S1, S2.1, S2.2, S2.4, S3, S4, S6.3</p>	<p>DCC, PDC, STC, Swanage Chamber of Trade, Swanage &amp; Purbeck Holiday Acc. Ass. LVA STCP, Utility providers, SWRDA, Green Tourism Scheme, Agenda 21, other local and national agencies</p>	<p>Set-up Working Group 2007</p>
<b>Swanage Coast Development Research project</b>	<p>A working Group to research how the beach, beach facilities, sea and coastal area around Swanage are used and managed and to:-</p> <ol style="list-style-type: none"> <li>1. Support the local fishing industry.</li> <li>2. Provide storm protection – buildings, fishermen, boats.</li> <li>3. Manage and control various recreational activities e.g. Diving, boating, jet skis, fishing and bathing</li> <li>4. Reduce the conflict between competing activities and the environment.</li> <li>5. Manage improvements and control of sea access points e.g. Boat Park, Parish Slipway</li> <li>6. To establish how the New Marine Bill, 2012 Olympics, the Dorset Coast Forum and a marine park will affect the town.</li> <li>7. Establish the needs of the Swanage Sea Rowing Club, Swanage Sailing Club, Swanage Lifeboat and Swanage Angling Club.</li> <li>8. Integrate these with the Durlston Country Park, Jurassic Coast, National Trust and Land owners</li> </ol>	<p>C1, C2, C3, C4, C5, EC 1.1, EC2, EC3, EC4.1, EC 5, EC6, EN1, EN2, EN3, S1.1, S1.3, S2</p>	<p>STC, STCP, PDC, DCC, Dorset Coast Forum, Durlston Country Park, Jurassic Coast, National Trust. Land owners etc Swanage Chamber of Trade, Swanage &amp; Purbeck Holiday Acc. Ass., LVA, Residents Ass. Swanage Bay Users Ass.</p>	<p>Set up working Group 2007</p>

<b>Theme - ENVIRONMENT</b>				
<b>Project</b>	<b>Aim &amp; Actions</b>	<b>Need</b>	<b>Partners</b>	<b>When</b>
<b>Accessibility</b>	<p>To investigate and implement joined up transport systems utilising bus, train, cycle paths and ferry in and around Swanage and to serve major attractions.</p> <p>Research website links to the Jurassic Coast to publicise of transport linkages. Ensure all websites which mention Jurassic Coast link to Swanage.</p>	C1.2, C2.3, C3.1, C3.2 C4.1, C4.4, S1.3, C1.3, EC2.2, EC2.3, EC3.1, EC5.4, EC6, EN3, S2.2, S2.3, S2.4, S3;	Dorset Coast Forum Agenda 21, STC, PDC Transport operators Walking Clubs Swanage Bay Users Ass. Residents Ass Dorset AONB team	Set up working Group 2007
<b>Aiming towards Zero Pollution In Swanage</b>	<p>To encourage residents, visitors and businesses to reduce litter, dog mess, noise and other pollutants within the town Encourage residents, visitors and businesses to save energy and water Development of Working Group to formulate, commission or carry out research (Chamber of Trade will carry out the Business Research). Working Group will determine what current research is available from DCC, PDC, STC, National Trust, Durlston Project, Utility providers – gas, electricity and water, BP, SWRDA, Green Tourism scheme, Agenda 21, and other local and national environmental agencies. Research will include Best Practice; Technology; how reduction in environmental pollution can be obtained</p>	C2.1, C2.2, C3, C4.1, C4.4, EC1, EC2, EC3, EC4.1, EC4.3, EC4.4, EC4.5, EC5.1, EC5.2, EC5.4, EC6, EN1, EN2, EN3.1, EN3.3, EN3.4, S1, S2.2, S3.1, S3.2, S4.1, S4.3, S5, S6.2, S6.3	DCC, PDC, STC, LVA, Swanage Chamber of Trade, Swanage & Purbeck Holiday Acc. Ass., LVA Residents Ass. National Trust, BP, Durlston Country Park, Utility providers – SWRDA, Green Tourism scheme, Agenda 21, local and national environmental agencies	Identify local expertise. Set up working group 2007

<b>Theme – ENVIRONMENT - cont</b>				
<b>Project</b>	<b>Aim &amp; Actions</b>	<b>Need</b>	<b>Partners</b>	<b>When</b>
<b>Energy Sources Development Research Project (wind, wave, solar, methane) within Swanage</b>	<p>To develop energy sources within Swanage area so that our residents and businesses can take advantage of reduced energy costs</p> <p>Sell energy to National Grid in order to provide revenue stream</p> <p>Develop 'Energy Centre of Excellence' – tourist attraction/courses/revenue stream</p> <p>Set up a working group to Research – where we are now the current practices</p> <p>Research – Potential technologies suitable for Swanage</p> <p>Research – implementation in Swanage</p> <p>Develop plan of action when research completed</p>	<p>C2, C4.4 EC1, EC2, EC3.1, EC4.1, EC4.3, EC4.4, EC4.5, EC5, EC6, EN1, EN3.3, S1, S2.2, S4.3, S6.3</p>	<p>DCC, PDC, STC, LVA, Swanage Chamber of Trade, Swanage &amp; Purbeck Holiday Acc. Ass. LVA National Trust, Durlston Country Park, BP, Utility providers – SWRDA, Green Tourism scheme, Agenda 21, and other local and national environmental agencies e.g nPower.</p>	<p>Identify local expertise. Set up working group 2007</p>

<b>Theme - SOCIAL</b>				
<b>Project</b>	<b>Aim &amp; Actions</b>	<b>Need</b>	<b>Partners</b>	<b>When</b>
<b>Affordable Homes Research</b>	<p>To determine what affordable housing is required for people who are working and living - in the local area</p> <p>Identify land suitable for a flexible housing stock which provides accommodation for local people with varying needs</p> <p>Set up working group to gather existing research</p> <p>Refer to PDC research when completed/ refer to draft Core Strategy.</p> <ul style="list-style-type: none"> <li>- quantify need via PDC research</li> <li>- determine with PDC availability of land</li> <li>- research potential for Swanage Housing Trust.</li> </ul> <p>Research other ideas such as:</p> <ul style="list-style-type: none"> <li>- potential for using caravan parks for year long residential opportunities for local people fitting certain criteria                             <ul style="list-style-type: none"> <li>- houses with large gardens could provide building land for family homes</li> </ul> </li> </ul>	<p>C2.2, C2.3, C4.2, EN1 EC1.3, EC1.4, EC2.2, EC2.3, EC3.1, EC5.1, EC5.2, EC5.3, S1.3, S2.4, S4, S6.2, S6.3,</p>	<p>DCC, PDC, STC, STCP/ MCTi, Housing Associations, etc</p>	<p>Set up Working Group 2007</p>

<b>Theme – SOCIAL - cont</b>				
<b>Project</b>	<b>Aim &amp; Actions</b>	<b>Need</b>	<b>Partners</b>	<b>When</b>
<b>Community Health &amp; Care Research</b>	A research project to determine the needs of the community for all ages– e.g. carers, disabled persons, care & nursing homes facilities, health care in the community, housing	C1.1, C2, C3, C4.2, C4.4, C5.1 EC1, EC2.3, EC4.1, EC4.3, EC4.4, EC5.2, EC5.3 EN2.2, EN3.1, S1.1, S1.3, S2.2, S2.4, S3.1, S3.2, S4.3, S5.1	STC, STCP, PDC, DCC, PCT, POPPS, Dorchester Hospital, Poole Hospital, Bournemouth Hospital, Care and Nursing Homes, Swanage Medical Centre, Dental Practices, Swanage Hospital, Swanage Churches, existing specialist local support agencies and voluntary groups	Set up Working Group 2007
<b>Community Safety Dialogue</b>	To reduce all forms of crime within Swanage and the surrounding area by supporting the STC, the Purbeck Community Plan and the Agencies involved in crime reduction	C1, C2, C3, EC1.3, EC1.4, EN1.2, S1.1, S5.1, S6	PDC, STC, Police, Youth Services, Probation Board, etc	On-going via STC /STCP /PDC /Purbeck Comm. Plan

<b>Theme – SOCIAL - cont</b>				
<b>Project</b>	<b>Aim &amp; Actions</b>	<b>Need</b>	<b>Partners</b>	<b>When</b>
<b>Information and Help Centre</b>	Make available to local residents information about where they can receive help in practical ways A contact point accessible via the internet and by telephone where a trained Advisor can direct the person to an organization, company or authority that can help to meet their needs.	C1.2, C2.2, C2.3, C3, C4, C5, Economy – see one stop shop EN1.1, EN1.2, EN2.2, EN3.2, EN3.3, EN3.4, S1, S2.2, S2.3, S2.4, S3.2, S5, S6, POPPS research	Swange Chamber of Trade Swanage & Purbeck Holiday Acc.Ass, Strata, STCP/MCTI, LVA, STC, TIC, PDC, DCC, SWRDA, Keystone Project, Business Link, Dorset Chamber of Trade; CAB, Connexions, Communicare, Swanage Youth Centre, Youth and community agencies, Established voluntary groups Swanage Medical Centre, Police, POPPS	Set up working group 2007

2 - The following projects are on-going, are being moved forward by STC, PDC, DCC or have formed working groups. They are all supported by the Swanage Town & Community Partnership.

Theme	Project	Lead Partner
Economy	<b>Swanage to Wareham Rail Link-up</b>	Swanage Railway
Economy	<b>Commercial Property Development, Victoria Avenue Industrial Estate</b>	PDC
Culture	<b>Durlston Country Park</b>	DCC
Social	<b>Play in Swanage</b>	Play in Swanage
Social	<b>Y-Axis Skate Park</b>	Y-Axis
Social	<b>Children's Centre</b>	DCC
Social	<b>POPPs Project</b>	DCC

3 - The following project has not undergone sufficient analysis but it is one we are aware of and it will be considered at some time in the future:

Theme	Project	Partners
Economy	<b>Jetty project</b>	STC, Swanage Fishermen's Assoc.

## 7. APPENDIX

1. Draft Parish Plan – 2004
2. Beacon Visioning Day – 2004
3. Draft Parish Plan Priority Dots
4. MCTI Bringing it all Together Day: Problem Tree working sheets
5. Multi Function Centre Feasibility Study
6. Purbeck District Council – Core Strategy 2006 – 2026 Preferred Options
7. MCTI Swanage Healthcheck
8. Purbeck Community Plan - April 2006 to March 2009
9. MCTi Public Consultation day January 2007
10. MCTi Working Group – Conservation Review
11. Swanage – A Young Person's View
12. Studland and Corfe Castle Parish Plans
13. 'livingthrivingdorset' - Dorset Strategic Partnership;
14. Purbeck Community Plan - April 2006 to March 2009;
15. Purbeck District Council – The Purbeck District Local Plan Final Edition;

