



Swanage Town Council
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**Swanage Town Council
Management Team**

Town Hall — see contact
details above.

Town Clerk
Dr Martin Ayres

**Senior Administration
and Finance Officer**
Mrs Linda Burgess

Finance Officer
Miss Alison Spencer

**Depot, Kings Road,
Swanage, Dorset**
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Operations Manager
Mr Geoff Brookes

**Tourist Information
Centre, White House,
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TIC Supervisor
Mrs Carolyn Hooper

Swanage Town Council

Annual Report 2010/11

Swanage Town Council will in future issue a formal Annual Report in June, summarising the Council's activities during the previous financial year. As your present Mayor I am pleased to present the first of these.

A high priority has been the optimum investment of the income from leasing the Swanage Bay View Holiday Park. Another has been a carefully considered plan for future finances to ensure services are adequately funded, and to improve facilities and buildings. The foregoing has been overseen by the new Town Clerk, Martin Ayres, and Finance Officer Alison Spencer, who were confirmed in post in November. This forward planning has, with efficiency savings and a recruitment freeze, enabled the Council to avoid any increase in its share of the Council Tax for 2011/12, leaving the median Band D bill unchanged at £119.70. (The Council receives no government grant.)

Careful financial management means it has been feasible to protect all services and facilities for both residents and visitors. These include management of the beach, seafront gardens, downs, allotments, car parks, boat park, children's play areas, Tourist Information Centre, skate park, parks and open spaces, and sports facilities at Beach Gardens, Day's Park and King George's Field.

During 2010/11 the Town Council supported local charities through appropriate grants, and made Council facilities available to Swanage Regatta & Carnival, the Jazz and Folk Festivals, and a range of other local events, all of which were supported by our Operations Manager and his staff. In its capacity as trustee of the De Moulham Trust, the Council also made grants to various Swanage organisations, and civic events have additionally raised funds for Heroes Haven and Swanage Guides.

Partnership work with other organisations has progressed, including discussions with Dorset Police about relocating the police station in the Town Hall annexe. The final decision is expected shortly. The future of Swanage seafront is being planned in the light of the extensive public consultation exercise of last year. Town Councillors have also played an important role in working with Dorset County Council to seek re-opening of the James Day (residential care) Home.

The Council worked with the Swanage Sea Rowing Club to secure planning permission for a new boathouse at Prince Albert Gardens, and wishes the Club well with their ongoing fundraising. Close work also continued with Swanage Tennis Club to refurbish Beach Gardens tennis courts, now maintained to a very high standard.

2010 was an extremely successful year for our outstanding Tourist Information Centre. Not only were the prestigious Blue Flag and Quality Coast awards retained, but the TIC staff emerged as the second highest-scoring in the country in the national 'Mystery Shopper' survey. Carolyn Hooper and her team much deserved their finalist place at the Tourism Excellence Awards in November.

My colleagues and I have worked to improve community involvement in the civic life of Swanage. Prior to most monthly Council meetings, half an hour is now set aside for a presentation from a local organisation of importance to the town. These have included the PACT Panel, Fire Service, Health Centre and Sea Rowing Club. The Civic Service of 2010 was well attended and the Annual Town Meeting (Parish Assembly) in April 2011 saw presentations from a number of local groups about their important work in the community.

As we look forward to 2011/12, the Council is watching with interest the progress of the Localism Bill, and will be keen to take up any resulting opportunities it may in due course provide for greater decision-taking at Town level to improve the quality of life for local residents.

Please do contact your Town Council with any comments, questions or concerns you may have concerning its functions. Both councillors and officers are here to work on behalf of Swanage residents and will do their best to resolve any problems you may be experiencing.

Cllr W.S. Trite
Town Mayor

Contact your Councillors

You may contact any of your Town Councillors to raise any issue of concern to the local community.

North Ward:

Cllr Ms Cindy Harris
The Sidings, East Burton Road, Wool
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Cllr Mrs Gloria Marsh
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Cllr Gary Suttle
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Cllr Bill Trite (**Town Mayor**)
134 Kings Road, Swanage BH19 1HT
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Cllr Mike Whitwam
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South Ward:

Cllr Mrs Cherry Bartlett
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Cllr Mike Bonfield
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Cllr Ian Brown
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Cllr Mrs Ali Patrick (**Deputy Mayor**)
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Cllr Steve Poultney
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Cllr Mike Pratt
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Cllr Angelo Wiggins
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Summary of Annual Accounts 2010-11

The cost of the Town Council's services are summarised in the table below. For further information please either contact the Town Hall or visit the 'publications and downloads' section of www.swanage.gov.uk.

Services	2010/11		
	Expenditure £	Income £	Net £
Car Parks	150,896	559,034	408,138 Cr
Boat Park	18,062	45,145	27,083 Cr
Public Conveniences	122,849	14,164	108,685
Cemeteries	26,353	30,129	3,776 Cr
Parks and Operations	315,986	122,252	193,734
Beach Gardens	69,543	46,844	22,699
Beaches/Foreshore	63,213	47,078	16,135
Beach Chalets/Bungalows	24,236	69,866	45,630 Cr
Publicity/Tourism	116,556	28,699	87,857
Allotments	4,826	6,506	1,680 Cr
General Buildings & Grounds	45,540	126,250	80,710 Cr
Grants & Donations	9,135	0	9,135
Central Administration	333,423	4,614	328,809
Democratic & Corporate Management	75,642	0	75,642
Loan Repayments, Interest and Bank Charges	24,851	0	24,851
Net Investment Income	0	174,260	174,260 Cr
Net Expenditure	1,401,111	1,274,841	126,270
Transfer to Earmarked Reserves			276,618
Precept			588,000 Cr
General Fund Balance for Year			185,112 Cr
General Fund Balance Brought Forward			67,079 Cr
General Fund Balance Carried Forward			252,191 Cr