



Swanage Town Council

Annual Report 2011/12

Dear Resident

As your Town Mayor I am pleased to present Swanage Town Council's second Annual Report, summarising the Council's activities during the last financial year.

In May 2011 four new Town Councillors were elected. In their first year Councillors Cherry Bartlett (who earlier served from 2003 to 2007), Mike Bonfield, Ian Brown and Cindy Harris all made very significant contributions to the work of the Council. Another new face is that of Andrew Fleming, the first officially-appointed Swanage Town Crier, whom many will have seen in full regalia at the recent Diamond Jubilee celebrations.

During the year the Council's financial position has been strengthened, so that with careful management it has again been possible to protect all services and facilities for both residents and visitors. The Town Council's investments, which include the proceeds from leasing Swanage Bay View Holiday Park, generated an average return of 2.7%, totalling £194,783. The Council's precept, levied as part of the overall Council Tax and frozen at the previous year's level, produced income of £594,150. Net income from car parks (£417,868), beach huts (£52,051) and the boat park (£27,478) all exceeded initial budget projections. A total net operating surplus of £555,492 enabled more than £400,000 to be contributed to reserves earmarked for specific projects to maintain and improve the Town's facilities, including play equipment and public toilets.

The Town Council continued to support local charities through appropriate grants, and made Council facilities available for the Carnival, various music festivals and a range of other events, all of which were supported by our staff at the Tourist Information Centre (TIC) and our Operations Manager with his team. In its capacity as Trustee of the De Moulham Trust, the Council also made grants to Swanage organisations including the Cricket Club, Air Training Corps, Purbeck Film Academy, Citizens Advice Bureau, Swanage Museum, Education Swanage and the Sea Rowing Club.

Partnership working with other organisations has continued. Agreement has been reached with Dorset Police for police services to be relocated to the Town Hall Annexe, a move now scheduled for autumn 2012. Purbeck District Council has authorised the Town Council's enforcement officers to issue fixed penalty notices to irresponsible dog owners who allow their pets to foul public areas, and Dorset County Council has contributed £10,000 towards a scheme enabling minor highway works to be managed locally. The Swanage & Purbeck Hospitality Association has generously given £2,000 towards a new Beach Wardens' cabin with space for first aid treatment, located opposite the TIC. Once again the Council has been successful in retaining the Blue Flag and Quality Coast awards, ensuring that the beach remains a prime attraction for drawing visitors to Swanage.

Other improvements include new information boards in the Council's car parks, the introduction of pay-by-phone car parking, and better lighting at the boat park. An excellent new children's play area has been developed at Day's Park, together with outdoor gym equipment for older children and adults. A new bus shelter has been installed in Ulwell Road, the Council Chamber is now a popular wedding venue, and the Town Hall itself has undergone a thorough maintenance programme.

As the financial year 2012/13 gets into its stride the Council will continue to work with the District Council and the Town Partnership to develop a Swanage plan to influence development within the Town. It may be advisable to promote this as a Neighbourhood Plan, but whatever the final form the Town Council is keen to take whatever opportunities the Localism Act provides to have as much decision-taking as possible undertaken at Town level. The Council continues to give its support to the planned new Secondary School for Swanage, believing this to be in the best interests of the Town as a whole, as well as of local children.

Please do contact your Town Council with any comments, suggestions, questions or concerns you may have about Swanage. Councillors and officers are here to serve the community and work on behalf of Swanage residents, and will do their best to resolve any difficulties you may be experiencing.

Cllr William S. Trite
Town Mayor

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**Swanage Town Council
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TIC Supervisor
Mrs Carolyn Hooper

Contact your Councillors

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

North Ward:

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Cllr Bill Trite (**Town Mayor**)
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Cllr Mike Whitwam
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South Ward:

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Cllr Mrs Ali Patrick (**Deputy Mayor**)
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Summary of Annual Accounts 2011-12

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.

2010/11 Net Expenditure £	Services	Expenditure £	Income £	2011/12 Net Expenditure £
408,138 Cr	Car Parks	348,465	766,333	417,868 Cr
27,083 Cr	Boat Park	23,023	50,501	27,478 Cr
108,685	Public Conveniences	151,475	11,642	139,833
3,776 Cr	Cemeteries	23,842	33,928	10,086 Cr
193,734	Parks and Operations	278,972	133,830	145,142
22,699	Beach Gardens	51,601	44,600	7,001
16,135	Beaches/Foreshore	78,819	48,827	29,992
45,630 Cr	Beach Chalets/Bungalows	19,301	71,352	52,051 Cr
87,857	Publicity/Tourism	104,328	26,091	78,237
1,680 Cr	Allotments	1,105	6,966	5,861 Cr
80,710 Cr	General Buildings & Grounds	30,844	111,315	80,471 Cr
9,135	Grants & Donations	9,526	0	9,526
328,809	Central Administration	322,337	9,819	312,518
75,642	Democratic & Corporate Management	90,791	527	90,264
24,851	Loan Repayments, Interest and Bank Charges	14,743	0	14,743
174,260 Cr	Net Investment Income	0	194,783	194,783 Cr
126,270	Net Expenditure			38,658
276,618	Transfer to Earmarked Reserves			417,583
588,000 Cr	Precept			594,150 Cr
185,112 Cr	General Fund Balance for Year			137,909 Cr
67,079 Cr	General Fund Balance Brought Forward			252,191 Cr
252,191 Cr	General Fund Balance Carried Forward			390,100 Cr