



Swanage Town Council
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**Swanage Town Council
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TIC Supervisor
Mrs Carolyn Hooper

Swanage Town Council

Annual Report 2012/13

Dear Resident

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

Although there was much to celebrate in 2012 with the Diamond Jubilee and Olympic Torch relay coming to town, it was a difficult financial year. The poor summer weather hit visitor numbers and contributed to a reduction in the Council's income from car parking and boat launching fees. Due to continuing low interest rates the Council's investments also generated a smaller return than the previous year. However, thanks to strong control of spending the Council still generated a surplus to ensure continued investment in the facilities and services it provides. This careful management also enabled the Council to restrict the increase in its share of the Council Tax to 2.5% for 2013/14.

2012 saw a number of projects brought to a successful conclusion by the Town Council. An excellent new children's play area was officially opened at Day's Park in July, together with new outdoor gym equipment which can help us all keep fit in the fresh air. Perhaps the biggest change for the Town Council came with the opening of the joint PaTH-way help centre with Dorset Police in the Town Hall Annexe in December 2012. This has provided a level entry from the street to improve access for residents with limited mobility and the bright office and open desk provides a welcoming atmosphere to visitors. Our helpful receptionists can provide guidance on all council services and even if they cannot deal directly with an enquiry they can make contact with someone who can.

During 2012 the Town Council worked extremely hard to secure a site for the new Swanage School, stepping in when the Old Grammar School site fell through to ensure that Dorset County Council made available land in their ownership. The Town Council believes that the return of secondary schooling to Swanage will be a significant boost not only to children's education but also to the wider economic vibrancy of the town. The Council has also made available land at Northbrook Road, which it leased from Dorset County Council, for the new St Mary's RC Primary School.

Other projects completed in 2012 included the opening of a Natural Burial Ground at Godlingston Cemetery, the installation of foot showers on Shore Road, and the removal of the dangerously decayed wartime shelter at the end of Peveril Point. The Council was also successful in once again being awarded the Blue Flag and Quality Coast awards, as it has again in 2013, ensuring that the beach remains a prime attraction for visitors to Swanage.

The largest project that the Town Council is currently taking forward is a scheme to improve the seafront between the Tourist Information Centre and the junction with Victoria Avenue. During the last year plans have been developed to stabilise the Recreation Ground to prevent a landslide and also create additional beach huts, a new toilet block and a permanent corner kiosk. In March 2013 draft proposals were presented at public consultation events and a large majority of those attending approved of the outline plans. These have been developed further and the works, costing an estimated £2 million, are due to be carried out during next winter and spring.

The Town Council continues to work with Purbeck District Council and a wide range of other local organisations in developing a Swanage Local Plan which will identify sites for new housing and additional shopping facilities. Although during 2012 the Town Council was unsuccessful in its attempts to reduce the number of dwellings to be built in Swanage in the next 15 years, it did ensure that the new Purbeck-wide local plan highlights the need for more affordable family housing in Swanage as opposed to continued flat development. The Swanage Local Plan will build on this work and will also address a wide range of other matters relating to the local economy, natural environment and social issues.

As I embark on my first year as mayor, I look back on an enjoyable three years as deputy to my predecessor Councillor Bill Trite who did an excellent job in leading the Council. Together with my fellow councillors and the Council's dedicated workforce I look forward to continuing his good work, improving this wonderful town in which we live for the benefit of all members of our community.

Cllr Ali Patrick
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
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Summary of Annual Accounts 2012-13

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.

2011/12 Net Expendi- ture £	Services	2012/13 Expendi- ture £	2012/13 Income £	2012/13 Net Expendi- ture £
417,868 Cr	Car Parks	329,438	702,160	372,722 Cr
27,478 Cr	Boat Park	17,373	48,597	31,224 Cr
139,833	Public Conveniences	137,386	13,049	124,337
10,086 Cr	Cemeteries	26,819	29,153	2,334 Cr
145,142	Parks and Operations	369,502	110,474	259,028
7,001	Beach Gardens	52,367	36,866	15,501
29,992	Beaches/Foreshore	87,843	51,372	36,471
52,051 Cr	Beach Chalets/Bungalows	21,505	74,188	52,683 Cr
78,237	Publicity/Tourism	108,548	26,163	82,385
5,861 Cr	Allotments	1,925	7,168	5,243 Cr
80,471 Cr	General Buildings & Grounds	38,206	127,816	89,610 Cr
9,526	Grants & Donations	11,217	0	11,217
312,518	Central Administration	336,858	8,174	328,684
90,264	Democratic & Corporate Management	82,223	1,132	81,091
14,743	Loan Repayments, Interest and Bank Charges	6,070	0	6,070
194,783 Cr	Investment Income	0	166,667	166,667 Cr
38,658	Net Expenditure			224,301
417,583	Transfer to Earmarked Reserves			364,574
594,150 Cr	Precept			608,775 Cr
137,909 Cr	General Fund Balance for Year			19,900 Cr
252,191 Cr	General Fund Balance Brought Forward			390,100 Cr
390,100 Cr	General Fund Balance Carried Forward			410,000 Cr