

SWANAGE TOWN COUNCIL



POLICIES AND OBJECTIVES

“Maintain and enhance Swanage for the well-being and prosperity of present and future generations”.

Corporate Objective – Ref CO-01

To preserve the unique identity of Swanage and promote its heritage for the benefit of future generations whilst trying to encourage and promote tourism for the economic and commercial benefit of the town.

Key Objective :

To ensure that any future development is sensitive to the character of the Town.

Strategic Objectives are:

- *To provide and maintain adequate facilities for public meetings and office accommodation*
- *To maintain the Town Hall as a place of historic interest*
- *To encourage the use of the Station buildings as a transport interchange.*

Corporate Objectives - Ref CO-02

To ensure that the Council’s assets are properly maintained, refurbished or replaced by setting a programme to achieve this.

To maximise contributions from commercial rents and activities generating income.

Key Objective :

To seek to maximise income through efficient use of resources and use of assets.

To develop a risk management culture across all Council activities.

Strategic Objectives are:

- *To determine and monitor the level of spending by the Council to ensure adequate funding for its many commitments and projects, including staffing costs, while also having regard to the effect on present and future council tax payers*
- *To provide and maintain a culture that identifies and promotes effective risk management*
- *To provide administrative support to enable the Council to function in an efficient and effective manner*
- *To maximise the income contribution from the efficient use of individual assets*
- *To provide and maintain adequate facilities for visitors and residents.*

Corporate Objective - Ref CO-03

To establish and promote Swanage as the Eastern Gateway to the Jurassic Coast World Heritage Site.

Key Objective :

To develop partnerships with other agencies in order to maximise opportunities in accessing external sources of finance.

Strategic Objectives are:-

- *To publicise and promote Swanage as part of a major tourism area*
- *To encourage a greater number of visitors by promoting tourism outside the main summer season.*

Corporate Objective - Ref CO-04

To represent the views and wishes of the citizens of Swanage and to deliver services that meet local needs.

Key Objectives :

To consult with the local community or representatives of appropriate sections of the community before implementing significant developments or changes in services.

To restore local control over local services by pursuing and undertaking delegated functions.

Strategic Objectives are:

- *To provide safe, clean public toilet facilities.*

Corporate Objective - Ref CO-05

To consult with and take due regard of all comments received from other statutory bodies, voluntary organisations and individuals, to ensure improvement in the standards of service.

Key Objectives :

To work in partnership with other statutory bodies to pursue a joint approach in the delivery of best value.

To ensure that the Council's activities are consistent with the principles of environmental protection through recycling, energy conservation and use of environmentally friendly products wherever possible.

To ensure that all enquiries and complaints received from members of the public are dealt with courteously and efficiently.

Corporate Objective - Ref CO-06

To enable residents to enjoy quality social, recreational and sporting facilities within the Town.

Key Objective :

To improve facilities through developing partnerships with other agencies.

Strategic Objectives are:

- *To provide high quality recreational facilities, parks and open spaces for the benefit of residents and visitors to the town*
- *To provide support for the Town Council's parks and general operations*
- *To provide a safe, clean and well-maintained beach facility for all users*
- *To enhance the Town Council beach and seafront facilities*
- *To provide recreational and sporting facilities for enjoyment and the active participation and development of sport.*

Corporate Management & Central Services

The Council's strategic objectives are:-

- To determine the level of spending by the Council to ensure adequate funding for its commitments and projects
- To consider the Council's total spending by having regard to the effect on present and future council tax payers
- To provide administrative support to enable the Council to function in an efficient and effective manner.

The Council's policies are:-

- To ensure that the necessary administrative support is available and staff trained to keep abreast of changing circumstances for all Council meetings and to assist Councillors in the discharge of their duties
- To formulate and keep under review Standing Orders and Financial Regulations to ensure the appropriate use of estimates and budgets so as to continue effective control over Council spending
- To support and encourage community organisations in the town, financially or otherwise
- To minimise the financial impact of implementing best value.

Public Buildings (including Town Hall)

The Council's strategic objectives are:-

- To provide and maintain adequate facilities for public meetings and office accommodation
- To maintain the Town Hall as a place of historic interest
- To encourage utilisation of the Station Buildings as a transport interchange.

The Council's Policies are:-

- To maintain the Town Hall buildings
- To provide a facility for use by voluntary groups
- To provide accommodation for other statutory bodies
- To maintain adequate office accommodation in support of the Town Council's administrative and civic functions
- To maintain the Station Buildings for use by transport operators.

Traffic Management & Car Parking

The Council's strategic objective is:-

- To provide and maintain adequate facilities for tourists, shoppers and residents
- To reduce the conflict between people and traffic.

The Council's Policies are:-

- To fix charges at a level appropriate to other Council policies
- To provide low cost parking for residents of Swanage and surrounding villages

- To provide parking facilities for Coach Operators
- To provide adequate off-street parking for the disabled.

Parks and Operations

The Council's strategic objectives are:-

- To provide high quality recreational facilities, parks and open spaces for the benefit of residents and visitors to the town
- To provide a facility in support of the Town Council's parks and general operations.

The Council's Policies are:-

- To ensure areas are properly maintained and footpaths are kept free from weeds
- To encourage a responsible attitude amongst dog owners
- To provide and maintain adequate facilities for the active participation in sport
- To liaise with other bodies for the provision of safe recreational facilities
- To develop and maintain areas as informal open space
- To encourage sports development
- To use the Depot as a base from which to service and store the Council vehicles, plant and machinery
- To encourage and train staff in new skills and health and safety procedures
- To make efficient use of equipment, plant and materials
- To provide maintenance services in respect of the Town Council's land and buildings.

Public Conveniences

The Council's strategic objective is:-

- To provide safe, clean public toilet facilities.

The Council's Policies are:-

- To provide toilet facilities for visitors, tourists and shoppers
- To reduce the high level of vandalism suffered
- To upgrade and maintain facilities to an accepted standard
- To maximise the availability of facilities during the summer season.

Beaches & Foreshore

The Council's strategic objective is:-

- To provide a safe, clean and well-maintained beach facility for all users.

The Council's Policies are:-

- To attain national recognition through maintaining the highest level of award or grading achievable

- To promote and maintain the beach as a tourist attraction
- To remove all large deposits of seaweed and dispose in an environmentally friendly manner
- To provide a safe environment for all bathers.

Publicity & Tourist Information

The Council's strategic objectives are:-

- To publicise and promote Swanage as part of a major tourism area
- To encourage a greater number of visitors by promoting tourism outside of the main summer season.

The Council's Policies are:-

- To promote, with other agencies, Swanage as the Eastern Gateway Town to the World Heritage Coast
- To work jointly with other agencies in the publicity of Swanage
- To encourage the maintenance and improvement of the standard of accommodation
- To promote and encourage "green tourism".

Beach Huts & Bungalows

The Council's strategic objective is:-

- To enhance the Town Council beach and seafront facilities.

The Council's Policies are:-

- To provide accommodation to beach users
- To promote greater use of the beach and seafront area
- To provide a clean and safe facility.

Beach Gardens

The Council's strategic objective is:-

- To provide recreational and sporting facilities for enjoyment and the active participation and development of sport.

The Council's Policies are:-

- To promote Beach Gardens as a tourist attraction
- To encourage the active participation in bowls and tennis
- To provide a sports facility for use by all generations and sections of the local community.

Other Services

The Council's strategic objectives are:-

- | | |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Boat Park | <i>To maintain a facility for use by local fishermen
To provide boat launching and storage facilities</i> |
| Allotments | <i>To provide under statute allotment spaces to meet the demand of local residents
To liaise with the Prospect Allotments Association to regularly monitor and improve service delivery</i> |
| Cemeteries | <i>To provide under statute an area specifically reserved for burials.</i> |