

Draft Minutes of the Meeting of the Swanage Town Council
held at The Town Hall, High Street, Swanage on
MONDAY, 20th OCTOBER 2025 at 7.00 p.m.

PRESENT:-

Councillor M. Bonfield – Chairman

Councillor P. Burridge
Councillor M. Coward
Councillor J. Dorrington
Councillor J. Lejeune
Councillor T. Foster
Councillor C. Moreton
Councillor G. Suttle
Councillor C. Sutton
Councillor C. Tomes
Councillor S. Vile

In addition to Members of the Council and officers, six members of the public attended the Meeting.

Public Participation Time

The following matters were raised during Public Participation Time:-

- Comment was made that the recent Neighbourhood Plan public engagement events had been very helpful in explaining the process.
- A query was raised regarding the establishment of Task and Finish Groups and whether the governance of such groups should be incorporated within the Council's Standing Orders, as it was understood that this was the case elsewhere. A further question was asked about the self-nomination process for councillors to Task and Finish Groups.
- Comment was made on the way in which agendas and supporting papers were printed, and the Council was encouraged to carefully format agenda papers to minimise paper usage, although it was noted that most councillors were using laptops at the meeting.
- A question was asked as to whether the Town Mayor had been aware of a 'private meeting' held at St Aldhelm's Court to present the Green Seafront Stabilisation and Shore Road options. Reference was also made to the consultation materials used, with a query as to whether these could have been altered to influence the consultation results. A further question was asked as to why the Council had not provided other residents with a similar opportunity to meet in this way. In response, it was noted that the meeting at St Aldhelm's Court had been arranged by officers as part of the engagement process. The occupiers had been identified as key stakeholders and as a group of older residents they also represented a potentially hard to reach group. It was understood that opinions indicated on posters used as part of the engagement process would not be included in the statistical analysis to be presented in the report, which would focus on the more than 1,400 responses received to the survey.

Rev. Dave Richards offered a short prayer before the commencement of the Meeting.

The Chairman opened the Council Meeting at 7.10 p.m.

91. **Apologies**

There were no apologies to report.

92. **Declarations of Interest**

Members were invited to declare their interests and consider any requests for Grants of Dispensations in accordance with Section 9 and Appendix B of the Council's Code of Conduct.

Agenda item No. 11 – Councillor Bonfield declared a pecuniary interest under the Code of Conduct by reason of being a regular beach hut user.

Agenda item No. 11 – Councillor Dorrington declared a pecuniary interest under the Code of Conduct by reason of being a regular beach hut user.

Agenda item No. 12 – Councillor Tomes declared a disclosable non-pecuniary interest for reason of being the Council's representative to the Mowlem Institute Trust.

93. **Minutes**

(a) Proposed by Councillor Coward, seconded by Councillor Burrridge and
RESOLVED UNANIMOUSLY:-

That the Minutes of the Council Meeting held on
15th September 2025 be approved as a correct record
and signed.

94. **Planning and Consultation Committee**

(a) Proposed by Councillor Foster, seconded by Councillor Lejeune and
RESOLVED UNANIMOUSLY:-

That the Minutes of the Planning and Consultation
Committee Meeting held on 6th October 2025 be
approved as a correct record and signed.

95. **Environment and Green Spaces Committee**

(a) Proposed by Councillor Sutton, seconded by Councillor Vile and
RESOLVED UNANIMOUSLY:-

That the Minutes of the Environment and Green
Spaces Committee Meeting held on 8th October 2025
be approved as a correct record and signed.

Consideration was given to the following recommendation contained
in the Minutes:-

12) **Durlston Country Park – Actions to support proposed 'Durlston and Purbeck Coast National Nature Reserve'**

Proposed by Councillor Sutton, seconded by Councillor Dorrington
and RESOLVED UNANIMOUSLY:-

That Council agree an extension to the current lease
held by Dorset Council (Durlston Country Park), to be
drawn up at the expense of Dorset Council.

Furthermore, that Council agrees to the inclusion of
the land in the Council's ownership to the south of
Swanage Bay View Holiday Park within the proposed
Durlston and Purbeck Coast National Nature Reserve.

96. **Statement of Cash Balance**

- (a) A Statement of Cash Balance as at 30th September 2025 was submitted for information (a copy attached at the end of these Minutes).

97. **Payment of Accounts**

In accordance with Regulations 5 and 6 of the Council's Financial Regulations, the following Payment Schedules were submitted for information:-

- Payment Schedule 6, amounting to £716,059.28.

98. **Chairman's Announcements**

The Town Mayor reported his attendance at the following events since the Council Meeting held in September:

- Kindertransport Memorial Plaque – It had been a privilege to unveil a blue plaque at Swanage Railway Station in memory of the children who arrived via Kindertransport during the Second World War.
- Carnival Presentation Evening – The Mayor was pleased to attend the presentation event at The Mowlem Theatre, where proceeds from the Carnival, totalling £41,000, had been presented to various local charities. He expressed thanks to the Carnival Committee for their hard work.
- HK Law Business Breakfast – A worthwhile networking event attended by local businesses and community groups.
- Swanage Business Awards – The Mayor had been pleased to attend the awards ceremony and witness the successes of local businesses. Congratulations were extended to all of the winners.
- Purbeck Film Festival – The Mowlem Theatre had shown "Memory Lane", a Dutch comedy film exploring the effects of dementia on a couple's lives.

99. **To consider the appointment of a Councillor to the Planning and Consultation Committee**

It was proposed by Councillor Foster, seconded by Councillor Tomes and
RESOLVED UNANIMOUSLY:-

That Councillor Burrridge be appointed to the
Planning and Consultation Committee for 2025/26.

100. **To consider revised date for Finance and Governance Committee**

It was proposed by Councillor Sutton, seconded by Councillor Coward and
RESOLVED UNANIMOUSLY:-

That the next meeting of the Finance and Governance
Committee be rescheduled from Wednesday 5th
November 2025 at 2.15 p.m. to Wednesday 12th
November 2025 at 11.00 a.m. at the Town Hall.

101. **Working Party and Task & Finish Groups Updates**

- (a) **Meeting of Task and Finish Group to review Fees and Charges held on 24th September 2025**

It was noted that the Task and Finish Group had met and would report back to the relevant committees prior to the Finance and Governance Committee meeting and the commencement of the budget-setting process.

Further to their declarations under Minute No. 92, Councillors Bonfield and Dorrington left the meeting prior to consideration of the following item. The Deputy Mayor assumed the Chair.

102. **To consider Beach Hut fees for 2026/27**

Consideration was given to a briefing paper prepared by the VSBDM which outlined the pricing structure and highlighted the proposed changes to the beach hut booking procedure for 2026/27. It was noted that the current beach hut fees and booking procedure, last reviewed in 2024, were first used for the 2025/26 season and had been considered successful. Occupancy was reported as slightly lower than the previous year, but bookings and income had increased. Reduced period booking discounts and targeted promotion, including social media, had contributed to this outcome.

It was noted that the proposed fee structure would remain similar to 2025/26 with the exception of the following changes:

No.	Proposal	Detail
1.	General increase of 4%, rounded.	To account for inflation.
2.	Increase number of Shore beach huts available for annual hire from 10 to 15.	Last year, the 10 ‘pre-designated’ huts sold out very quickly and there was a clear demand for additional huts to be available for annual hire.
3.	Reduce the discount for Shore and Spa huts annual hire from 25% to 20%.	As demand for these huts is very strong, it is proposed to reduce the current discount available. This does not cover Spa Retreats – see below.
4.	Increase Upper Level Shore winter day fees.	The lower fees for these particular huts tend to attract customers who are looking for cheap hire of huts for reasons that are not always compatible with the terms and conditions. Therefore, it is proposed to bring these hut fees more in line with the Lower Level fees over the winter.
5.	Reduce the annual fee for Spa Retreats.	Spa Retreats have not been hired as much as in previous years, although overall the forecast income should only be a little lower than budgeted for. An incorrect annual fee calculation was presented last year. This has now been rectified and explains why there is a reduction on the annual fee for these huts for the new year.

Day	Release date	Period	Huts available
Day 1	17 th November 2025	52 weeks (all year) 28 Mar to 26 Mar	Shore Road: 10+ pre-designated huts (tbc)
Day 2	18 th November 2025	21 weeks (winter) 31 October to 26 March	All Shore Road huts
Day 3	19 th November 2025	6 weeks (summer peak) 18 July to 28 August	Shore Road: 25 pre-designated huts
Day 4	20 th October 2025	1 week+	All Shore Road huts
Day 1	10 th February 2026	52 weeks	All Spa Retreats only
Day 2	11 th February 2026	31 weeks 28 Mar to 30 Oct	All Spa and Spa Retreats
Day 3	12 th February 202	1 week+	All Spa and Spa Retreats

It was proposed by Councillor Foster, seconded by Councillor Sutton and
RESOLVED UNANIMOUSLY:-

That the proposed changes to the beach hut fee structure for 2026/27 and the fees as set out in Appendices 1 and 2 to the briefing note (attached at the end of the Minutes) be approved.

Councillors Bonfield and Dorrington re-joined the meeting and the Chairman assumed the Chair.

103. **To consider recommendations of the Grants Panel**

Consideration was given to a briefing paper prepared by the Planning and Community Engagement Manager, which set out the grant applications received for the 2025/26 financial year and the recommendations of the Grants Panel.

It was noted that the Council had approved a grants budget of £10,000 for 2025/26, and that no grants had been awarded to date. A total of £3,943.50 had been requested, and it was proposed that £2,125.00 be awarded.

Applicant	Sum Requested	Recommended grant	Summary of project	Reason for support
Friends of Swanage Library	£850.00	£425.00	Friends group (project under the umbrella of Swanage & Purbeck Development Trust) run by volunteers keen to support Swanage Library and help develop the services it provides. Funding to cover the cost of purchasing furniture (£450), paint materials (£200), and event materials (£200), to make the library environment a more welcoming and inclusive space.	Recommend approval at £425 (50%). It was noted that a grant of £1,100 had been awarded in March 2025 for new audiovisual equipment, decorating materials, and artwork for the library, which is Dorset Council-run. Grant recognises the valuable contribution the library service makes to the local community and residents' health and wellbeing.

The good work of the Friends of Swanage Library was noted and it was therefore proposed by Councillor Foster, seconded by Councillor Lejeune and **RESOLVED UNANIMOUSLY:-**

That the Town Council approves the recommendation of the Grants Panel to award a grant of £425 to the Friends of Swanage Library.

Lewis-Manning Hospice Care	£793.50	£400.00	Registered Charity No. 1120193. Lewis-Manning Hospice Care is an independent hospice charity in East Dorset and Purbeck, providing tailored support for adults and their families affected by life-limiting illnesses. Free services provided, which include day hospice care (with creative art activities, complementary therapy and occupational therapy). Online ‘virtual creative art sessions’ are offered to all patients. Grant requested towards the cost of purchasing 30 creative art boxes at £26.45 each (£793.50).	Recommend approval at £400 (50%). It was noted that grants totalling £985 had been awarded in 2023 (equipment kits) & 2024 (100 fans). Free service, providing many benefits to the local community’s mental health, health and wellbeing, and social activities.
----------------------------	---------	---------	--	--

Members noted the content and quality of the recent presentation provided by Lewis Manning Hospice Care to the Council and were very supportive of the work of the charity. A brief discussion ensued around the provision of the full grant amount requested of £793.50 rather than the recommendation of the Grants Panel of £400.00.

It was proposed by Councillor Sutton and seconded by Councillor Dorrington:-

That the Town Council approves the recommendation of the Grants Panel to award a grant of £793.50 to Lewis Manning Hospice Care.

Upon being put to the Meeting EIGHT Members voted IN FAVOUR of the Proposition and there were THREE ABSTENTIONS, whereupon the Proposition was declared CARRIED.

Mosaic – Supporting Bereaved Children	£300.00	£300.00	Registered Charity No. 1158138. Mosaic’s aims include the development of a Dorset-wide network of specialist bereavement support for all children and young people (ages 4 to 18) and their families.	Recommend approval, subject to confirmation being received that the bereavement cafes have been offered to all schools in Swanage. It was noted that a grant of £500 had been awarded in 2024 for one-to-one
---------------------------------------	---------	---------	---	--

			<p>Recently, Mosaic has introduced 'Bereavement Cafes' in schools across Dorset. These are safe spaces where young people can share their experiences of grief with professional counsellors and volunteers, helping to reduce feelings of isolation.</p> <p>Mosaic is planning to offer three bereavement cafes to schools in Swanage and is requesting a grant towards the cost of providing these sessions (3 x £100 each).</p>	<p>counselling sessions – this application relates to a new service being offered to schools.</p> <p>Free services, providing many benefits to local community's/children's mental health, health and wellbeing, and social activities. The charity's drive and fundraising efforts are to be congratulated.</p>
--	--	--	--	--

It was proposed by Councillor Dorrington, seconded by Councillor Vile and
RESOLVED UNANIMOUSLY:-

That the Town Council approves the recommendation of the Grants Panel to award a grant of £300 to Mosaic, Children's Bereavement support.

Swanage Literary Festival CIC	£500.00	£500.00	<p>Community Interest Company (CIC).</p> <p>The first festival was held in 2024 and was self-funded by a small group of local residents, organised as a one-off event to 'test the waters.' Following this success a CIC has been established.</p> <p>The festival aims to offer adults and children the opportunity to engage with authors, thereby enriching the town's cultural life.</p> <p>This application seeks support towards the costs of the second festival, estimated at £1,238. Securing this funding will ensure the further development of the festival as a valued cultural event.</p>	<p>Recommend approval.</p> <p>Supports local culture, community wellbeing, social activities, and the local economy.</p> <p>The festival offers an opportunity to enhance the town's cultural and educational offerings, and it is hoped that it will become a regular annual event. It also has the potential to provide economic benefits by attracting visitors to the town in the quieter shoulder months.</p>
-------------------------------	---------	---------	--	---

It was reported that the event the previous year had been successful, although it was noted that Swanage Library had not been included as a venue. It was proposed by Councillor Sutton, seconded by Councillor Moreton and RESOLVED UNANIMOUSLY:-

That the Town Council approves the recommendation of the Grants Panel to award a grant of £500 to the Swanage Literary Festival.

Swanage Museum and Heritage Centre	£500.00	£500.00	<p>Registered Local Charity No. 274200.</p> <p>The Charity maintains an archive documenting the history of the area, accessible both online and in person at the Heritage Centre in the Square, and History Centre on Victoria Avenue Industrial Estate. The archive includes material on art and artists, Swanage Heritage, and the Jurassic Coast Gateway. This application requests funding to support the digitisation and secure back-up of the Museum's historical archives, with costs estimated at £600.</p>	<p>Recommend approval.</p> <p>To protect and preserve the history and heritage of the town and improve public access to historical records. Supports the Museum's ongoing efforts to safeguard community history and make it more accessible for education, research, and cultural engagement.</p>
------------------------------------	---------	---------	---	---

It was proposed by Councillor Lejeune, seconded by Councillor Coward and
RESOLVED UNANIMOUSLY:-

That the Town Council approves the recommendation of the Grants Panel to award a grant of £500 to the Swanage Museum and Heritage Centre.

Further to his declaration under Minute No. 92, Councillor Tomes remained in the room but did not take part in any discussion or decision in respect of the following item.

The Mowlem Theatre on behalf of Cultural Purbeck	£1,000.00	£ See comments.	<p>The Mowlem Theatre Registered Charity No. 243486 – applying on behalf of Cultural Purbeck (not a constituted body/no bank account).</p> <p>Cultural Purbeck was established in March 2025, following the unsuccessful Dorset Town of Culture bid. The group's vision is to create a vibrant, inclusive cultural landscape that celebrates both tradition and innovation.</p>	<p>Support in principle, however, recommend deferring decision at this stage – further information required. Recommend meeting between Grants Panel and Cultural Purbeck.</p> <p>Eligibility criteria noted: "Applications will only be considered from community groups and organisations that are a properly constituted body.", the funds would be paid to The Mowlem (event holder) not the</p>
--	-----------	-----------------	--	--

			<p>The Mowlem is seeking funding of £1,000 on behalf of the group to cover the costs of delivery of a community-focused project, in partnership with St. Mark's Primary School. The initiative will provide an opportunity for twenty local families from the school to attend a performance of Aladdin at The Mowlem Theatre in January 2026.</p>	<p>group. Concerns raised that this initiative would only be on offer to one school in Swanage, the group would also like to discuss the possibility of all schools in Swanage being included. It was noted that Cultural Purbeck would be hosting its first community workshop on 7th November.</p>
--	--	--	--	---

Members noted the success of the group in their own fundraising efforts. Attention was also drawn to the Council's grant guidelines which stated that the group must be fully constituted with its own bank account. It was suggested that a meeting be organised between Cultural Purbeck and the Town Council to discuss future opportunities and a report would be provided to a future Council Meeting.

It was proposed by the Town Mayor and seconded by Councillor Lejeune:-

That the Town Council approves the recommendation of the Grants Panel that consideration of the grant request from the Mowlem Theatre should be deferred pending a meeting between the Grants Panel and Cultural Purbeck to obtain further information.

Upon being put to the Meeting, TEN Members voted IN FAVOUR of the Proposition and there was ONE ABSTENTION, whereupon the Proposition was declared CARRIED.

104. **Day's Park Artificial Pitch Project – To confirm procurement under Football Foundation's Artificial Grass Pitch Framework Agreement**

Further to Minute No. 83 d) of the Council Meeting held on 15th September 2025, at which it had been agreed that the Town Council would act as joint applicant to the Football Foundation under the Artificial Grass Pitch funding programme (subject to a satisfactory outcome of a joint meeting between representatives of the Town Council, the Football Club, and the CIO), Members considered a briefing paper outlining the outcome of the meeting held at Day's Park on 29th September 2025.

Following that meeting, and a subsequent meeting of the Sport, Leisure and Wellbeing Working Party held on 15th October 2025, Members were satisfied that the information provided gave sufficient reassurance for the project to proceed.

The Council noted that, in order to access the grant funding, the artificial surface and associated professional services were required to be procured through the Football Foundation's Artificial Grass Pitch Framework, which had been competitively tendered in accordance with UK Public Sector Procurement Regulations.

It was proposed by Councillor Tomes, seconded by Councillor Foster and
RESOLVED UNANIMOUSLY:-

That the Town Council waives Financial Regulations to enable the Town Council to sign up to the Football Foundation's AGP Framework and thereby access the substantial grant funding potentially available from the Football Foundation

for the installation of an artificial grass pitch at Day's Park.

Furthermore, in accordance with Standing Order 42, authorisation be given to the Mayor and Deputy Mayor to sign the Framework Fee Undertaking Letter and Framework Joining Agreement, in order that they can be executed as deeds.

105. **Reports from Council representatives on outside organisations**

(a) Citizens Advice – Purbeck and East Dorset

It was reported that at the Community Services Committee Meeting held on 15th October 2025, a recommendation had been made to the Finance and Governance Committee that the Council should increase its annual donation to the local Citizens Advice service from £2,500 to £8,000. Members noted that this level of grant would be consistent with contributions made by councils of a similar size and that the service had supported approximately one in every twenty-four Swanage residents, generating income gains of around £429,000 for the local community. It was further noted that, if confirmed, the additional funding would help safeguard the continuation of this valuable service.

(b) Wellbeing Swanage

A report had been received from the CEO of Swanage and Purbeck Development Trust regarding Wellbeing Swanage, which included the following updates:

- Guided by the 'Wellbeing Swanage' Advisory Group of professionals, voluntary organisations, and community leaders, the new 'Wellbeing Swanage Vision' had been completed, which would guide future work.
- The Welcome Lounge at the Focus Centre had become increasingly busy, providing signposting, information, and a safe space to talk for people with a wide variety of challenges.
- New services available at the Focus Centre included a 'Homestart' family support group, drop-in sessions with Lewis Manning, and a 'Young Talkers' group to support early speech and language development.
- Attendance at the 'Access Wellbeing' drop-in mental health service had been increasing rapidly, and a second day had been introduced.
- Building work had continued to prepare rooms for service providers, increase the number of childcare spaces, and commence the creation of the Community Café. The Trust was continuing to fundraise to support further work.
- The Trust expressed gratitude to the Town Council for its ongoing support and offered to show any Councillors around the facilities if they wished to visit.

(c) Chamber of Trade

It was reported that the Chamber of Trade was celebrating its centenary and would be hosting a “Dinner and Dance” event on 26th November 2025 at The Grand Hotel, Burlington Road. Tickets could be purchased from various outlets in the town for differing party sizes and Members were encouraged to attend and share the details with local businesses.

106. **Report from Dorset Councillors**

The following updates were provided by Councillors Suttle and Tomes:

- Dorset Local Plan – It was reported that the deadline for responses to the survey had been extended until 31st October 2025. Members noted that, following concerns raised by landowners regarding the inclusion of their land within

potential development sites without prior consultation, these sites had been removed. All were encouraged to submit a response.

- Empty Homes Strategy – It was reported that Dorset Council had agreed to implement Compulsory Purchase Orders to ensure that empty homes were brought back into use.

107. **Reporting of delegated matters**

Further to Minute No. 83 d) of the Council Meeting held on 15th September 2025, it was reported that professional advice in respect of the condition of the Football Club buildings had been instructed.

108. **Items of Information and Matters for Forthcoming Agendas**

(a) **Green Seafront Stabilisation Scheme/Shore Road Options – To note public statement on timeline for receipt of report on public engagement**

The Chairman read a statement which had been released on the Town Council's website and Facebook page, as follows:

In September the Town Council announced that it anticipated that the report on this summer's public engagement on the Green Seafront Stabilisation Scheme would be published prior to the Council Meeting on Monday 20th October. However, it is now anticipated that the report will be made publicly available in early to mid-November.

The delay is largely due to the need to ensure that all significant matters raised by those who responded to the public engagement have been identified for consideration by the Town Council. Dorset Coast Forum, which managed the engagement process, is pleased to report that there were more than 1,400 individual survey responses and many other contributions made at drop-in and stakeholder events. The vast majority of responses came from those with a strong local connection and the Council wants to thank all of those who provided useful feedback.

The Town Council will assess the responses to identify changes to be incorporated into revised design proposals for both the essential and new options. These matters are likely to be considered at the Council Meeting on 17th November, in public session.

As announced in September, the results of the survey in relation to Shore Road will be considered by Dorset Council in the first instance to inform a recommendation as to which of the four options should be taken forward for further consideration. A report will then be presented to the Town Council which will be published in advance of consideration at a future Council meeting, most likely in early 2026.

EXCLUSION OF PRESS AND PUBLIC

It was proposed by Councillor Vile, seconded by Councillor Foster and
RESOLVED UNANIMOUSLY:-

That, under Standing Order No. 1 c), in the public interest, the press and public be excluded from the Meeting in view of the confidential nature of the business to be transacted under agenda item 18 for reasons of commercial confidentiality.

Prior to the public and press leaving the meeting, the Chairman briefly adjourned proceedings under Standing Order No. 1) p) to enable a member of the public to address the meeting.

109. **Procurement of Treasury Management Advice – Proposed Contract Extension**

Members considered a briefing paper outlining the Council's treasury advisory services, provided by Arlingclose Ltd. Officers had obtained two options for contract extension, for either a 1-year or 3-year duration, each with the further option of adding borrowing advice if required in connection with the Green Seafront Stabilisation and Enhancement Scheme. It was also noted that the contract would contain a 3-month break clause should the service no longer be required.

Members acknowledged that, under Financial Regulation 11.1(b), the contract could be awarded without seeking alternative quotes due to the specialist nature of the services and the Council's longstanding relationship with the advisory provider. It was noted that the service provided had consistently been professional and that a strong working relationship had been maintained.

It was proposed by Councillor Lejeune, seconded by Councillor Sutton and
RESOLVED UNANIMOUSLY:-

That the Town Council accepts the proposal for a 3-
year contract extension, commencing 1st November
2025, at an initial cost of £12,812.50 p.a.

The Meeting closed at 7.55 p.m.

Appendix 1

Swanage Beach Hut Prices for 2026-27									
Shore Standard Huts					% Change		% Change		
Period	Weekly (Sat-Fri)		Day Hire		Weekly (Sat-Fri)		Day Hire		
	Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper	
28 March 2026 - 24 April 2026	£52.00	£36.50	£12.50	£8.50	4.00%	4.29%	4.17%	1.19%	
25 April 2026 - 10 July 2026	£130.00	£91.00	£26.00	£18.00	4.00%	4.00%	4.00%	2.86%	
11 July 2026 - 28 August 2026	£271.00	£190.00	£42.00	£30.00	4.23%	4.40%	5.00%	7.14%	
29 August 2026 - 25 September 2026	£130.00	£91.00	£26.00	£18.00	4.00%	4.00%	4.00%	2.86%	
26 September 2026 - 30 October 2026	£52.00	£36.50	£12.50	£8.50	4.00%	4.29%	4.17%	1.19%	
31 October 2026 - 26 March 2027	£36.50	£25.50	£10.50	£8.00	4.29%	4.08%	5.00%	14.29%	
Shore Premium Huts					% Change		% Change		
Period	Weekly (Sat-Fri)		Day Hire		Weekly (Sat-Fri)		Day Hire		
	Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper	
28 March 2026 - 24 April 2026	£83.00	£58.00	£21.00	£14.50	3.75%	3.57%	5.00%	3.57%	
25 April 2026 - 10 July 2026	£198.00	£138.50	£36.50	£25.50	4.21%	4.14%	4.29%	4.08%	
11 July 2026 - 28 August 2026	£396.00	£277.00	£60.00	£41.50	4.21%	4.14%	5.26%	4.01%	
29 August 2026 - 25 September 2026	£198.00	£138.50	£36.50	£25.50	4.21%	4.14%	4.29%	4.08%	
26 September 2026 - 30 October 2026	£83.00	£58.00	£21.00	£14.50	3.75%	3.57%	5.00%	3.57%	
31 October 2026 - 26 March 2027	£52.00	£36.50	£12.50	£9.00	4.00%	4.29%	4.17%	7.14%	
Shore Beach Huts Discounted Prices					% Change		% Change		
Period	The Shore Premium		The Shore		The Shore Premium		The Shore		
	Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper	
Winter: 31 Oct 2026 - 26 March 2027 (25%)	£820.00	£575.00	£575.00	£402.00	4.06%	4.36%	4.36%	3.34%	
Annual: 28 March 2026 - 26 March 2027 (20%) (15 pre-designated huts available)	£6,065.00	£4,245.00	£4,065.00	£2,850.00	11.08%	11.07%	11.07%	11.24%	

Appendix 2

Spa/Spa Retreat Beach Huts					% Change		% Change		
Period	Weekly (Sat-Fri)		Day Hire		Weekly (Sat-Fri)		Day Hire		
	Spa	Spa Retreat	Spa	Spa Retreat	Spa	Spa Retreat	Spa	Spa Retreat	
28 March 2026 - 24 April 2026	£31.50	£72.00	£10.50	£15.50	5.00%	2.86%	5.00%	3.33%	
25 April 2026 - 10 July 2026	£61.00	£143.50	£16.00	£26.00	5.17%	3.99%	6.67%	4.00%	
11 July 2026 - 28 August 2026	£151.00	£275.00	£26.00	£42.00	4.14%	4.17%	4.00%	5.00%	
29 August 2026 - 25 September 2026	£61.00	£144.00	£16.00	£26.00	5.17%	4.35%	6.67%	4.00%	
26 September 2026 - 30 October 2026	£31.50	£60.00	£10.50	£15.50	5.00%	3.45%	5.00%	3.33%	
31 October 2026 - 26 March 2027	Closed	£31.00	Closed	£12.50	-	3.33%	-	4.17%	
Spa/Spa Retreat Beach Huts Discounted Prices					% Change		% Change		
Period	Spa	Spa Retreat			Spa	Spa Retreat			
Summer: 28 Mar 2026 - 30 October 2026 (25%) and (20%)	£1,805.00	£3,500.00			11.70%	2.61%			
Annual: 28 March 2026 - 26 March 2027 (25%)	-	£3,990.00			-	-8.40%			

Draft Minutes of a Meeting of the **PERSONNEL COMMITTEE** held at the **TOWN HALL, SWANAGE** on **WEDNESDAY 15th OCTOBER 2025** at 9.50 a.m.

PRESENT:-

Councillor S. Vile – Chairman

Councillor M. Bonfield (Town Mayor)

Councillor T. Foster

Also Present:-

Dr M. Ayres

Mr C. Milmer

Miss A. Spencer (joined remotely)

Mrs B. Varga

Town Clerk

Visitor Services & Business Development
Manager

Finance Manager

Payroll and Personnel Officer

Public Participation Time

There were no members of the public present at the meeting.

1. **APOLOGIES**

Apologies for their inability to attend the meeting had been received from Councillors Dorrington and Tomes.

2. **DECLARATIONS OF INTEREST**

Members were invited to declare their interests and consider any requests for Grants of Dispensations in accordance with Section 9 and Appendix B of the Council's Code of Conduct.

There were no declarations to record on this occasion.

3. **STAFF HANDBOOK POLICY UPDATES**

Consideration was given to the content of a briefing note which set out a number of amendments made to the Staff Handbook. South West Councils have provided updates to existing policies as well as new policies covering Disciplinary, Grievance, Absence Management, Bullying and Harassment, Menopause, Health and Wellbeing, Reasonable Adjustments and Neonatal Policy provisions. Particular attention was given to the wording of the Disciplinary and Menopause Policies.

It was proposed by Councillor Vile, seconded by Councillor Foster and
RESOLVED UNANIMOUSLY:

TO RECOMMEND:

That the new and amended policies covering Disciplinary, Grievance, Absence Management, Bullying and Harassment, Menopause, Health and Wellbeing, Neonatal and Reasonable Adjustments be adopted, subject to the wording relating to minor breaches in section 5.1 of the Disciplinary Policy being reviewed and the reference to 'medical treatment' in section 1 of the Menopause Policy being removed.

4. **TO CONSIDER PRELIMINARY EMPLOYEE BUDGET FOR THE 2026/27 FINANCIAL YEAR**

Members considered a briefing note summarising the 2025/26 year to date and the estimated employee costs for the 2026/27 financial year, in order to agree an employee budget to present to the Finance & Governance Committee on 17th December 2025.

It was noted that the forecast for 2025/26 currently shows a potential underspend of £79.8k due to vacant posts, flexible working requests and under employment in seasonal posts. Additionally, the actual pay award was 3.2%, compared to the 4% originally forecast, further contributing to a variance in the budget.

In estimating the 2026/27 employee costs, it was reported a 3% pay award had been applied to all posts and that an Employer's National Insurance Contribution (NIC) rate of 15% had been applied, pending any further changes that may be introduced by central government in the forthcoming budget. It was further reported that an Employer's pension contribution rate of 22% had also been applied, pending confirmation of the 2026/27 to 2028/29 rate by the actuary in November/December.

Members considered each of the departmental budgets: Central Services, Operations and Visitor Services. The Visitor Services & Business Development Manager outlined proposals for the staffing of the Visitor Services department in 2026/27. It was noted that additional hours will be required at Beach Gardens to cover breaks during peak periods. A new seasonal Customer Services Assistant post was proposed to cover the Seafront, Boat Park and Market, replacing the existing seasonal Boat Park Assistant role. Members also noted that the Business Support Officer had taken on increased responsibilities due to the growth and significance of events. Consequently, an additional 7 hours per week were requested to increase capacity and provide additional administrative support to facilitate the further delegation of duties.

It was proposed by Councillor Vile, seconded by Councillor Foster and
RESOLVED UNANIMOUSLY: -

That the staffing budgets as set out in the briefing note, including an additional 7 hours per week for administrative support within the Visitor Services department, incorporating any known changes to Employers NIC and pension contribution rates, be taken forward to the meeting of the Finance and Governance Committee on 17th December 2025 for consideration as part of the 2026/27 budget setting process.

Members also considered the proposed staff training budget. It was proposed by Councillor Vile, seconded by the Town Mayor and **RESOLVED UNANIMOUSLY: -**

That the training budget as presented of £14,000 be approved.

5. **ITEMS OF INFORMATION AND MATTERS FOR FORTHCOMING AGENDAS**

a) **Volunteers**

It was noted that the Assets and Compliance Manager had requested that this issue be included on a future agenda.

b) **Domestic Abuse Policy**

Members considered the potential inclusion of a Domestic Abuse Policy into the Staff Handbook. During the discussion the importance of this for councillors as well as employees was highlighted. It was agreed that further advice on this matter should be sought from South West Councils prior to consideration at an

extraordinary committee meeting, if the matter could be progressed prior to the next scheduled meeting in April.

c) **Flexible Working**

As an item of information, the Town Clerk updated those present about a number of flexible working requests that had been agreed in accordance with Council policy over recent months.

6. **DATE OF NEXT MEETING**

It was noted that the next meeting had been scheduled for Wednesday 22nd April 2026.

The meeting closed at 10.40 a.m.

Staff Handbook Policy Updates

At the Personnel Committee Meeting held on Wednesday, 15th October 2025, consideration was given to a briefing note outlining a series of amendments to the Staff Handbook. South West Councils (SWC), providers of HR services to the Town Council, provided updated versions of existing policies covering Disciplinary Procedure, Grievance, Absence Management Bullying and Harassment policies. In addition, new policies were introduced covering, Neo Natal Care, Menopause, Health & Wellbeing and Reasonable Adjustments.

Most of the changes to existing policies have been made to improve clarity around implementation for the benefit of employees and managers. Some very helpful flowcharts have been designed to assist with this.

The only significant procedural change is that the Absence Management Policy has been amended so that formal hearings would in the future be considered by the Town Clerk whereas currently they would be dealt with by a panel drawn from the Personnel Committee, with any appeal having to be dealt with by a separate appeals panel. This change will mean that in future there will only be the need for councillors to act at the appeals stage, which mirrors the procedure for hearings and appeals set out in the Council's disciplinary policy.

Members of the committee recommended the adoption of all the policies, subject to a review of the wording relating to minor breaches in section 5.1 of the Disciplinary Policy and the reference to 'medical treatment' in section 1 of the Menopause Policy being removed. Following discussion with SWC no changes are proposed to the wording of section 5.1 of the of the Disciplinary Policy at the current time.

Martin Ayres
Town Clerk
November 2025

Draft Minutes of the Meeting of the **COMMUNITY SERVICES COMMITTEE** held at the Town Hall, Swanage
on **WEDNESDAY 15 OCTOBER 2025** at **2.15 p.m.**

Chairman: -

Councillor C Moreton

Swanage Town Council

Present: -

Councillor M Bonfield

Swanage Town Council

Councillor M Coward

Swanage Town Council

Councillor T Foster

Swanage Town Council

Councillor C Tomes

Swanage Town Council

Councillor S Vile

Swanage Town Council

Outside Representatives: -

Ms C Barnes

Swanage Community Housing Trust

Ms R Dignan

Citizens Advice, East Dorset and Purbeck

Ms H Florence

Swanage Skatepark Community Project

Mr R Foster

Swanage & Purbeck Development Trust

Mr B Mawson

Swanage Skatepark Community Project

Ms E Neville

James Smith Funeral Directors

Mr A Tuckey

Wellbeing Swanage

Also present: -

Dr M Ayres

Town Clerk

Councillor P Burridge

Swanage Town Council

Mr G Duggan

Head of Regulatory Services, Dorset Council

Mr C Milmer

Visitor Services & Business Development

Manager (VSBDM)

Ms G Percival

Assets and Compliance Manager

Mr M Snowdon

Assets and Compliance Support Officer

Mr C Squires

Project Delivery Officer

There were two members of the public present at the meeting.

Public Participation Time

The following matters were raised during Public Participation Time: -

- In respect of agenda item 11), in acknowledgement of the current Council memorial seating policy, a request made for a special exception to be granted towards the proposal for more memorial seating at Swanage bandstand. This would coincide with the Friends of Swanage Bandstand group winding down and would be a suitable and fitting tribute to certain individuals who had given years of contributions and support to the group and/or the Town Band. It was stated that the level of bandstand usage and public interest has increased, and that the additional seating would benefit those wishing to enjoy the performances.

1. Apologies

Apologies for their inability to attend the Meeting were received from Councillors Dorrington and Sutton, and from Mr S Butler (Greengage Nursery) and Ms L LeFevre (Swanage Tennis Club).

2. Declarations of Interest

Members were invited to declare their interests and consider any requests for Grants of Dispensations in accordance with Section 9 and Appendix B of the Council's Code of Conduct.

No declarations were made on this occasion.

3. Matters arising from the Minutes of the Meeting of the Community Services Committee held on 16th July 2025

No matters were raised on this occasion.

4. Matters arising from the Minutes of the Traffic Management Advisory Committee held on 8th October 2025.

Members considered the contents of a briefing paper, and the recommendations contained therein, following the meeting of the Traffic Management Advisory Committee held on 8th October 2025. After a brief discussion, the following proposals were put to the meeting:

It was proposed by Councillor Bonfield, seconded by Councillor Tomes and RESOLVED UNANIMOUSLY:-

To request that Dorset Council give consideration to the introduction of new parking restrictions in the lower High Street.

It was proposed by Councillor Vile and seconded by Councillor Bonfield:-

That a Task & Finish group be formed, comprised of Councillors Sutton, Tomes and Vile, to work with Dorset Council to explore the options for a Town Centre 20 m.p.h. zone together with safety improvements to the zebra crossing situated outside of Surprise & Store.

Upon being put to the Meeting FIVE Members voted IN FAVOUR of the Proposition and ONE voted AGAINST, whereupon the Proposition was declared CARRIED.

It was proposed by Councillor Moreton, seconded by Councillor Bonfield and RESOLVED UNANIMOUSLY:-

That a Disabled Parking Bay be introduced in Panorama Road, to address the issues raised by a local resident.

It was proposed by Councillor Bonfield, seconded by Councillor Vile and RESOLVED UNANIMOUSLY:-

To recommend to the Finance & Governance Committee that a budget allocation of £5,000 be made in the 2026/27 financial period to upgrade the safety measures outside Swanage Primary School, should the current School crossing patrol be unavailable for a substantial period of time, by the installation of automated flashing lights (Option 2).

5. Partnership Project Updates

a) Swanage Community Housing Project

Further to Minute No.5 (b) of the Community Services Committee meeting held on 16th July 2025, an update was provided by the Chairman of Swanage Community Housing Project. It was reported that the recent public engagement and consultation

event held in September 2025 regarding the proposed development of land at the junction of Ulwell Road and Washpond Lane had been well attended, and negotiations with Dorset Council were still ongoing in respect of the transfer of land for this site. Once the transfer of land had been completed, a full planning application would be submitted.

It was further reported that a larger, second site was being considered at Kings Road West, and that discussions were continuing with Dorset Council and the Town Council.

b) Wellbeing Swanage and the Focus Centre

Further to Minute No.5 (a) of the Community Services Committee meeting held on 16th July 2025, representatives of Swanage & Purbeck Development Trust provided an update on progress at the Focus Centre in Chapel Lane. It was reported that refurbishment and alteration work within the building was ongoing to maximise the space available for external service providers to utilise. In addition to this, the commissioning of refurbishment works in the Children's Centre was imminent. Operationally, the recently opened welcome lounge had seen a growing number of people seeking assistance or requiring signposting to other services. Access Wellbeing, an NHS Mental Health scheme was seeing high demand for its services and is looking to expand from 2 days a week to 3 days a week. Other service providers benefitting from the ability to operate from the centre included Lewis Manning Hospice, Homestart Group and All Sort'd.

6. Aster Housing Group investment in Swanage – To consider the appointment of a task and finish group

At its Meeting held on 23rd June 2025, the Council had agreed to second a motion at the Dorset Association of Town and Parish Councils AGM to register concern to Dorset Council and its MPs at the loss of both public and private rented housing stocks in the local area. Further to Minute No. 7 a) of the Planning and Consultation Committee Meeting held on 1st September 2025, it was reported that contact had been made with the Regional Operations Director for Aster Group regarding the intentions Aster had for the proceeds of recent sales of Aster housing stock in Swanage. A brief discussion ensued and the formal response received from Aster was noted. Acknowledgement was given to the work that had been done over the years, trying to hold housing providers to account in respect of such decisions.

A request was made that a task & finish group should be formed to review the appropriate next steps that can be taken in respect of this issue. It was proposed by Councillor Vile, seconded by Councillor Tomes and **RESOLVED UNANIMOUSLY:-**

To form a Task & Finish group, comprised of Councillors Sutton, Suttle, Tomes and Vile, to review the next steps that the Town Council may wish to take in respect of Aster Housing Group's investment in Swanage.

7. To consider request for increase in annual grant from East Dorset and Purbeck Citizens Advice

The representative for Citizens Advice, East Dorset and Purbeck (CAED&P) provided a brief summary of the services currently offered by them in Swanage, the funding arrangements in place and a request to increase the level of financial contribution provided by Swanage Town Council. It was reported that regular local sessions were held within Herston Village Hall, drop-in sessions at Swanage Library and the mobile bus unit which attends Swanage Friday Market. It was reported that in the 2024/25 financial year, Citizens Advice had helped over 400 people in the Swanage area which included helping them to access over £429,000 in assistance and additional income. Whilst most services are operated by trained volunteers, they are supported by a small team of paid staff. Due to

cost increases across the board, a request to increase the annual funding provided by the Council was received with an offer to enter into a 3 year Service Level Agreement (SLA) so that a request would not have to be submitted for funding every year moving forward. After a brief discussion, it was proposed by Councillor Vile, seconded by Councillor Bonfield and RESOLVED UNANIMOUSLY:-

To recommend to the Finance & Governance Committee that an allocation of £8,000 p.a. as a grant to Citizens Advice East Dorset & Purbeck be included in the budget estimates for the 2026/27 financial period, continuing for 3 years, and, if approved, that a review of the draft Service Level Agreement be carried out by officers prior to a report to a future meeting of this Committee.

8. CCTV - Update on Monitoring Arrangements - Presentation by Graham Duggan, Head of Regulatory Services for Dorset Council

Further to Minute No.6 of the Community Services Committee meeting held on 16th July 2025, the Head of Regulatory Services, Dorset Council, gave a presentation on the new arrangements for CCTV monitoring, including how the CCTV network covering Swanage had been integrated into the control room for Dorset Council's monitoring service. This had provided a significant increase in the hours during which monitoring took place. An additional summary of information was provided on various schemes including Pubwatch and Shopwatch. An offer was extended to Members to have a tour of the control room.

9. Swanage Skatepark Community Project - Presentation by Swanage Skatepark Community Project

Further to Minute No.9 of the Community Services Committee meeting held on 16th July 2025, the representative for Swanage Skatepark Community Project (SSCP) gave a presentation detailing project progress to date and next steps. This year had seen:

- a tender process completed with the assistance of Swanage Town Council to secure a contractor for the planned works relating to Phase 1 of the project.
- a design consultation process to gather feedback from Skatepark users.
- fundraising activities including a Skate-Jam event in April, attendance at the Planet Purbeck Discovery Festival and assisting Swanage Carnival.

The planned phase 1 works were due to be completed in November 2025, and the contractor had offered to put on a free event to celebrate the opening of the new equipment at a date to be decided in 2026.

Looking to the future, it was further reported that fundraising has continued and currently stands at £14,000 of the £80,000 Phase 2 target in addition to SSCP having been approved as one of the charities supported by the Co-operative community fund for the 2025/26 period.

10. Swanage Museum – Future Plans – To consider the appointment of a task and finish group

The Assets and Compliance Manager reported that further to recent meetings held between representatives of Swanage Museum and Heritage Centre (SMHC) and Council officers, and subsequent correspondence received, several items now required consideration, as follows:

- i. The current lease held by SMHC expires in April 2026 and whilst the Council committed in the spring of 2024 to ensuring that the Heritage Centre retained a longer period of security of tenure of at least 10 years, substantial amendments to the lease had since been requested.

- ii. To carry out a 'light touch' feasibility study regarding a potential future relocation of SMHC facilities to the Town Hall.
- iii. To look at the potential relocation of George Burt's granite globe currently stored at Haysom's quarry to a location within Prince Albert Gardens with £1,000 towards relocation cost being provided by SMHC and any shortfall requested to be met by the Council.

After a brief discussion, it was proposed by Councillor Moreton, seconded by Councillor Tomes and **RESOLVED UNANIMOUSLY:-**

To form a Task & Finish group, comprised of Councillors Bonfield, Foster & Moreton, to work with representatives of Swanage Museum & Heritage Centre and the County Museums Advisor to consider the following matters and report to a future meeting: amended terms for future lease agreements between SMHC and the Council; the proposals for a light touch feasibility study relating to the potential relocation of SMHC facilities to the Town Hall; and to investigate the feasibility of relocation of the George Burt granite globe to Prince Albert Gardens and the availability of funding to achieve this.

11. Friends of Swanage Bandstand - seating request for new memorial benches

Consideration was given to a briefing note which set out a request received from the Friends of Swanage Bandstand group in respect of memorial seating, as follows:

- i. For a memorial bench to be sponsored and installed by the Council at Swanage Bandstand in memory of the late Councillor Trite in recognition of his many years of service.
- ii. To grant permission for Friends of Swanage Bandstand to fund and install two memorial benches at Swanage Bandstand in recognition of 2 long-standing members.

Members noted that the memorial bench policy was last agreed at the Council meeting held on 24th April 2023 and that the waiting list was closed at this time. It was suggested that further consideration needed to be given to these matters, including the most fitting means of commemorating the tremendous service to the town given by the late Councillor Trite. After a brief discussion, it was proposed by Councillor Tomes, seconded by Councillor Bonfield and **RESOLVED UNANIMOUSLY:-**

To form a Task & Finish group, comprised of Councillors Bonfield, Coward & Tomes, to review the Town Council's memorial bench policy together with the request from the Friends of Swanage Bandstand and report back to a future meeting of this committee.

12. Budget Setting

a) Draft Capital Programme 2026/27

Consideration was given to the schedule of proposed capital projects for the 2026/27 and 2027/28 financial years.

b) Draft Significant One-Off Revenue Expenditure 2026/27

Consideration was given to the draft list of one-off items of revenue expenditure proposed for inclusion in the Town Council's Community Services budgets for 2026/27. It was noted that all budget items would be categorised as either

regulatory/safety requirements, routine/planned maintenance or non-essential service/asset improvements.

c) Draft Scale of fees and charges 2026/27

Consideration was given to the proposed Scale of Fees and Charges for 2026/27 in respect of services overseen by this committee.

Having considered these matters, it was proposed by Councillor Bonfield, seconded by Councillor Moreton and RESOLVED UNANIMOUSLY: -

That the Community Services Committee projects set out in the Draft Capital Programme be presented to the Finance & Governance Committee for consideration as part of the budget setting process for 2026/27.

That the items listed in the proposed significant one-off revenue expenditure/minor works schedule be presented to the Finance & Governance Committee for consideration as part of the budget setting process for 2026/27.

That the proposed scale of fees and charges 2026/27 relevant to the Community Services Committee be presented to the Finance & Governance Committee for consideration as part of the budget setting process for 2026/27.

13. Items of information and matters for forthcoming agendas

a) Installation of a mobile field shelter at Greengage Nursery

The Chairman presented an update provided by Greengage Nursery which detailed their inability to attend the Committee meeting due to the arrival and installation of the mobile field shelter unit. Thanks were given to Swanage Town Council and the Assets & Compliance Manager for all their help in getting to this day. It was further announced that when the building is complete and ready to use, an official grand opening would be arranged, most likely in the spring of 2026, to which councillors would be invited.

b) Installation of an artificial surface on tennis courts 4 & 5 at Beach Gardens

The Assets & Compliance Manager reported that the installation of the artificial surface on tennis courts 4 & 5 at Beach Gardens was due to be starting in the next week.

c) Installation of an accessible compostable public convenience at Godlingston Cemetery

The Assets & Compliance Manager reported that a contractor had been appointed for the installation works. A further update would be brought to a future meeting of this Committee.

d) Pineapple Project, Purbeck Community Event – 29th October 2025.

Further to Minute No. 7 of the of the Community Services Committee meeting held on 16th July 2025, the Assets & Compliance Manager reported that meetings had taken place between the Council, Pineapple Project and Wellbeing Swanage to further the aim of establishing a presence for the Pineapple Project in Swanage. A

collaborative Purbeck Community Event would take place on 29th October 2025 to inform the public on the activities undertaken to support younger people and present opportunities for Community Guardianship. It was noted that the Focus Centre in Chapel Lane had been instrumental in identifying a list of people and organisations that may be interested in helping to further the aims of the project.

14. Date of next meeting

It was noted that the next meeting was scheduled for 2.15 p.m. on Wednesday 18th March 2026.

The Meeting closed at 3.40 p.m.

Draft Minutes of the Meeting of the **PLANNING AND CONSULTATION COMMITTEE** held at the Town Hall,
Swanage on **MONDAY, 3rd NOVEMBER 2025** at 7.00 p.m.

Chairman: -

Councillor T Foster

Swanage Town Council

Present: -

Councillor M Bonfield

Swanage Town Council

Councillor P Burridge

Swanage Town Council

Councillor J Lejeune

Swanage Town Council

Councillor C Sutton

Swanage Town Council

Councillor C Tomes

Swanage Town Council

Councillor S Vile

Swanage Town Council

Also in attendance: -

Miss N Clark

Planning and Community Engagement Manager

There was one member of the public present at the meeting.

Public Participation Time

There were no matters raised.

1) Apologies

There were no apologies given for inability to attend the Meeting.

2) Declarations of Interest

Members were invited to declare their interests and consider any requests for Grants of Dispensations in accordance with Section 9 and Appendix B of the Council's Code of Conduct.

There were no declarations to record on this occasion.

Planning

3) Plans for consideration

Delegated Applications

P/FUL/2025/06053

Flat 6, Stafford Court, Stafford Road, Swanage, BH19 2BQ

Proposed works comprise the internal reconfiguration of Flat 6 to form a two-bedroom dwelling. Externally, all dormers replaced with contemporary metal-clad splayed dormers, and a rooflight installed within the existing flat roof section. Install new window south elevation and extend dormer on north elevation.

OBSERVATION: No objection to the proposals, subject to adherence to the Design and Conservation Officer's report and any recommendations contained therein.

P/LBC/2025/06013

LISTED

Listed Building Consent

Purbeck House Hotel, 91 High Street, Swanage, BH19 2LZ

East terrace - repairs to stone balustrade and terrace.

OBSERVATION: No objection to the proposed works to the listed building, subject to adherence to the Design and Conservation Officer's report and any recommendations contained therein.

4) **Applications for tree works - opportunity to raise any matters of concern**

Consideration was given to the following proposed tree works:-

- P/TRC/2025/06105 **Swanage Conservation Area**
2 Church Hill House, 114a High Street, Swanage, BH19 2NY
Prunus - Remove the tree completely.
OBSERVATION: The Town Council has no objection to the proposed felling of the tree, subject to the planting of a suitable replacement tree, as specified in the applicant's application form.
- P/TRT/2025/06237 **Tree Preservation Order**
Playing Field, Bon Accord Road, Swanage, BH19 2DN
T3 Ash - Fell (leave stem at a height of approximately 2m as a habitat feature). No plans to replant as the tree is in a dense woodland with good tree stock.
OBSERVATION: No objection.

Consultation

5) **To note receipt of the following consultation document, and to determine the Council's preferred method of response, if any:**

a) **Dorset Council**

i) **Draft Local Transport Plan (LTP) Public Consultation 2026 to 2041**

ii) **Dorset Council Local Plan (DLP) Options Public Consultation**

Further to Minute Nos. 5) a) i) and ii) of the Planning and Consultation Committee Meeting held on 6th October 2025 it was reported that Dorset Council had agreed to an extension of time for receipt of the Town Council's responses to these consultations (19th and 18th November respectively).

The draft responses were in the process of being formulated by the task and finish group and these would be taken to the next Council Meeting being held on 17th November 2025, to ensure that all Town Councillors had the opportunity to review and comment on them before submission to Dorset Council.

iii) **The Dorset Design Code Public Consultation**

Further to Minute No. 5 a) iii) of the Planning and Consultation Committee Meeting held on 6th October 2025 it was reported that on 20th October Members of the Swanage Neighbourhood Plan Steering Group, and officers, had met with architects from the company appointed by Dorset Council to undertake research and gain feedback on its behalf on the design and character of towns and villages across Dorset, which would inform The Dorset Design Code. The meeting had been followed by a walkabout in the town. Attendees had agreed that the meeting had been positive, and useful.

The architects had been provided with copies of relevant planning and policy documents for Swanage, including the Swanage and Purbeck Local Plans, the Swanage Townscape Character Appraisal, details of the Swanage and Herston Conservation Areas, the Swanage Green Infrastructure Strategy, and The Purbeck Society's Local Survey of Non-designated Heritage Assets.

Committee Members considered the survey questions during the meeting and completed the online survey response form collectively.

Neighbourhood Planning

6) **Swanage Neighbourhood Plan (SNP) Steering Group**

a) **Update from the Meeting of the SNP Steering Group held on 27th October 2025**

Further to Minute No. 6 a) of the Planning and Consultation Committee Meeting held on 6th

October 2025, updates were provided from the Steering Group meeting held on 27th October.

- **Dorset Coast Forum (DCF) – Informal community engagement surveys**
It was noted that the adult engagement survey had now closed, however, the 11-18 survey would be open until 9th November. A brief summary of the number of those engaging with the survey was provided and it was noted that the feedback gathered through these surveys would play a vital role in shaping/informing the draft SNP.
- **Informal community engagement sessions** – it was reported that the four community engagement sessions had been well attended, and positive feedback had been received regarding the proposal for a Neighbourhood Plan. An information stand had also been held at Swanage Market on 24th October. Representatives from DCF and council officers had spoken to a total of 146 members of the community at these events.
- **Steering Group vacancy for community member** – An application form was being prepared and would be provided to individuals who had expressed an interest in filling the vacancy for completion and subsequent consideration by the Steering Group.
- **The Dorset Design Code** – further to Minute No. 5 a) iii) above, in view of the work being undertaken by DC on this new guide, the ONH Planning Consultant had advised the Steering Group to consider including simple guidance within the draft SNP referring to The Dorset Design Code for developers to respond to, rather than commissioning this work as a separate project, which could potentially incur significant consultant costs, as the free technical assistance from Locality was no longer available.
- **Locality/AECOM Site Options and Assessment Report** – the report had now been received and reviewed by the Group and the ONH Planning Consultant. As previously reported, DC had been unable to share details of its potential development site options in Swanage prior to the launch of the Dorset Local Plan Options (DLPO) consultation and the SNP informal engagement. Consequently, the Steering Group had agreed not to consult on the potential sites it had identified at that stage, in order to avoid public confusion. The Steering Group considered it essential to first review feedback from the DLPO consultation before determining next steps and formulating its own approach to site selection. An email had been sent to DC to enquire when this feedback was likely to be received.

b) To nominate Councillor Member to the Swanage Neighbourhood Plan (SNP) Steering Group 2025/26

Following a recent change in the membership of the Planning and Consultation Committee, it was reported that there was a vacancy for a councillor member to join the SNP Steering Group. In accordance with the Terms of Reference, membership of the Steering Group should consist of six councillors and up to six other members residing in the Parish of Swanage. There were currently five councillor members and five community members, leaving two vacancies. As noted above, it was anticipated that a new community member would be appointed in due course.

It was proposed by Councillor Foster, seconded by Councillor Vile and **RESOLVED UNANIMOUSLY:-**

That Councillor Lejeune be appointed as a Councillor Member of the Swanage Neighbourhood Plan Steering Group 2025/26.

7) Items of Information and Matters for Forthcoming Agendas

- a) **Dorset Council – Licensing – Application for a new Street Trading Consent – SOLD TO YOU LIMITED Trading as The Great British Hot Dog Company, 49 Holmes Road, Swanage, BH19 2JT – from 30th March to 30th September 2026, on closed part of Shore Road, Swanage, BH19 1LB** – the Town Council had been consulted regarding an

application for a new Street Trading Consent. In view of the short timescale for responses to this consultation (30th October 2025), Committee Members had reviewed and considered the application. A number of concerns and comments had been raised by Members and submitted to DC's Licensing Team accordingly. These included:-

- This section of Shore Road had, in recent times, been permanently closed to traffic (other than for access/emergency vehicles etc) and could be fully pedestrianised in the future, with new surfaces, benches, planters, and cycle racks being considered to enhance visitor experience and make it into a promenade. A new food vendor could conflict with this vision.
- The Town Council owned the hardstanding and Recreation Ground in this area and would not permit trading from shelters, the hardstanding, or in front of the Swanage Information Centre, toilets, or beach huts.
- Additional concessions could potentially create unfair competition for existing seafront businesses that already pay rent or leases. A question was raised as to whether consultation with existing businesses along Shore Road had been carried out.
- Granting the licence could set a precedent. If Dorset Council was considering concessions in this area, any new trading opportunities should be carefully planned and coordinated within a clear, consistent policy, and the broader layout and design of the seafront, rather than agreed on a one-off basis.
- Potential negative impacts included cooking smells, litter, seagull attraction, congestion, and obstruction of pedestrian access for wheelchairs, prams, and mobility scooters.

The Licensing Team had responded, indicating that the applicant would be willing to consider relocating and enquired about possible alternative sites.

During the ensuing discussion, it was noted that there may be more suitable locations within the town, however, Committee Members agreed that it was the responsibility of Dorset Council, as the Highways Authority, to identify an appropriate alternative site for a new Street Trading Consent. A request would therefore be made to the Licensing Team for a proposal or recommendation for a potential alternative location for further consideration.

8) Date of next meeting

The next meeting had been scheduled for Monday 1st December 2025.

The meeting closed at 7.55 p.m.

Draft Minutes of the **FINANCE AND GOVERNANCE COMMITTEE** held at the Town Hall, Swanage on **WEDNESDAY 12th NOVEMBER 2025** at 11.00 a.m.

PRESENT:- Councillor M. Bonfield (Town Mayor) – Chairman

Councillor T. Foster
Councillor C. Moreton
Councillor C. Sutton
Councillor C. Tomes
Councillor S. Vile

Also in attendance: -

Councillor J. Bishop (from 11.45 a.m.)

Dr M. Ayres	Town Clerk
Mr C. Milmer	Visitor Services and Business Development Manager
Ms G. Percival	Assets and Compliance Manager
Miss A. Spencer	Finance Manager
Mr C. Squires	Project Delivery Officer

There were no members of the public present at the meeting.

1. **APOLOGIES**

Apologies for his inability to attend the meeting were received from Councillor Suttle.

2. **DECLARATIONS OF INTEREST**

Members were invited to declare their interests and consider any requests for Grants of Dispensations in accordance with Section 9 and Appendix B of the Council's Code of Conduct.

There were no declarations to record on this occasion.

3. **TO RECEIVE THE MINUTES OF THE MEETING OF THE CAPITAL PROJECTS SUB-COMMITTEE HELD 15TH SEPTEMBER 2025 AND CONSIDER ANY RECOMMENDATIONS**

Consideration was given to the following recommendation made by the Capital Projects Sub-Committee to the Finance & Governance Committee. It was proposed by Councillor Tomes, seconded by Councillor Foster, and AGREED UNANIMOUSLY: -

7. Bridge Inspection – King George V Playing Field & Queen Elizabeth II (Forres) Field

That a contract be entered into with Suttle Projects Ltd to undertake condition assessments of the two bridges from Main Beach car park onto the King George V Playing Field plus a condition report on the Victoria Ave – Forres bridge for the sum of £998.50, noting that the balance of the budget allocation of £4,001.50 would no longer be required for this purpose in the current financial year.

4. **INTERNAL AUDIT 2025/26**

(a) Strategic Audit Plan 2025/26

Consideration was given to the Strategic Audit Plan 2025/26 submitted by the Council's Internal Auditor. It was noted that all core testing was covered, plus additional testing on high value income streams that was Swanage Town Council specific. It was further noted that, following discussion with the Town Clerk and Finance Manager, additional testing of the Boat Park and leases had also been included. It was recorded that 11.22 days had been programmed for the audit visits.

It was reported that the Internal Auditor would attend the committee meeting scheduled for February 2026. It was further noted that this was the last year of the current contract, and a tender process would be undertaken in Spring 2026. Members were asked to consider any additional testing in 2025/26 and the possibility of risk assessing the Council's IT Systems was raised. It was noted that this would not fall within the IA remit, although consideration could be given to an alternative review process to provide surety. Consideration was also given to Member training. It was proposed by Councillor Moreton, seconded by Councillor Sutton and **RESOLVED UNANIMOUSLY:**

That the Strategic Audit Plan 2025/26 be agreed and
that a training session with regards to cyber security
be arranged for Members.

(b) Internal Audit Report 2025/26 - Visit 1 of 6

The first interim Internal Audit Report of the 2025/26 financial year prepared by Darkin-Miller – Chartered Accountants was submitted for consideration.

The following areas had been reviewed during the audit visit:-

- Proper Bookkeeping
- Risk Management (minute review) - work in progress
- Exemption
- Transparency
- Public Rights
- Publication
- Boat Park

Members noted that 2 high and 8 medium priority recommendations had been made by the auditor, all relating to the Boat Park. The management response and implementation dates were noted.

It was noted that recommendation numbers 18.1, 18.4 and 18.5 were shown as to be considered by this committee. However, it was agreed that a report should be submitted to the Tourism and Local Economy Committee in March 2026 for its consideration. It was **AGREED:**

That the first Internal Audit Report for the 2025/26
financial year be accepted and that, in accordance
with recommendation number 18.10, the charge for
a Residents' launch fee be revised.

5. **FINANCIAL REPORTS**

(a) Income and Expenditure Account Q2 2025/26

Consideration was given to a report setting out the Council's financial position at the end of the first half of the financial year and forecast year-end position.

It was noted that at the end of Q2, net expenditure was £119k under budget, this having three main contributing factors: higher than anticipated income from Main

Beach car parking and investments, and lower than anticipated expenditure on employee costs.

The smaller projects being undertaken by the Council were detailed in Appendix A to the report. It was reported that TLE1: Payment Terminal Installation at the boat park was now unlikely to be carried forward. It was requested that the budget of £5,000 be reallocated for a storage facility at the boat park (£1,500) and repairs to the jetty (£2,700). It was proposed by Councillor Foster, seconded by Councillor Sutton and RESOLVED UNANIMOUSLY:

That the budget of £5,000 for TLE1: Payment Terminal Installation be reallocated to provide a storage facility at the boat park and fund repairs to the jetty.

The possibility of including details of FOI requests in future reports, including the number and cost to the Council, was raised. It was noted that it was planned that a new page would be created on the Council's website on which all FOI requests received, and responses given, would be published.

Further to consideration by the Environment and Green Spaces Committee, it was proposed by Councillor Vile, seconded by Councillor Tomes and RESOLVED UNANIMOUSLY:

That officers should take forward a tender for the supply of water and sewage services.

The possibility of establishing an earmarked reserve (EMR) for grants, which would hold underspends on budgeted grant expenditure, was raised. It was noted that this would be brought to the next meeting of the Finance & Governance Committee, at which the Reserves Policy would be reviewed.

Councillor Bishop entered the meeting.

The Budget Report and commentary on the Council's financial activity was received and noted.

(b) Treasury Management Outturn Report H1 2025/26

Members considered a Treasury Outturn Report for the first half of the financial year and noted the content. An average return of 4.37% had been realised on the council's investments in the first half of the financial year. It was noted that interest rates were starting to fall, with a further rate cut expected in December.

The Treasury Management Outturn Report H1 2025/26 was received and noted.

(c) Capital Programme Monitoring Report

A Capital Programme Monitoring Report for the first half of 2025/26 was submitted for information. The Assets and Compliance Manager reported that progress had been made in several projects, and the contents of the report were noted.

6. CORPORATE PLAN 2026-2030 – TO AGREE CONTENT OF CONSULTATION MATERIAL AND FORMAT OF PUBLIC ENGAGEMENT

Members considered a briefing note setting out the Council's draft Corporate Plan 2026-30 together with a communications and engagement plan to support consultation on its content. The following amendments to the draft plan were suggested:

- To make clear that the end paragraphs of the Swanage Now and in the Future section are taken from the Swanage Local Plan ‘vision for the town’;
- Within the partnership working section, to note the working together with key Dorset Council officers in regard to highway matters and Visit Dorset in matters relating to tourism and the Visit Swanage website;
- To include the National Trust in the list of partner organisations.

The revision of the term ‘Sustainable Tourism’ in the current plan to ‘Regenerative Tourism’ in the draft plan was discussed, with the distinction between the two terms being outlined by the Project Delivery Officer. Discussion also arose regarding accessible tourism. It was noted that ‘Blue Spaces’ would be discussed at the Tourism and Local Economy Committee meeting later in the day and that consideration to the incorporation of wording about this in the draft Corporate Plan could be proposed at the Town Council meeting at which the recommendation relating to the Corporate Plan is considered.

It was proposed by the Town Mayor, seconded by Councillor Sutton and
RESOLVED UNANIMOUSLY:

TO RECOMMEND:

That the draft Corporate Plan 2026/30, with the above amendments, be approved for consultation.

Members discussed the communications and engagement plan. The importance of reaching as many households as possible was noted, and it was felt that this could best be achieved by the delivery of a paper copy of the consultation survey. The engagement process adopted by Lyme Regis Town Council, which had identified a sample of households to partake in consultations, was highlighted as being worthy of future consideration. It was proposed by Councillor Vile, seconded by Councillor Moreton and
RESOLVED UNANIMOUSLY:

TO RECOMMEND:

That the Communications and Engagement Plan be adopted, and that authority be delegated to officers to make decisions regarding its implementation.

7. **IT POLICY – DRAFT FOR CONSIDERATION**

Members considered a briefing note and draft IT Policy. It was noted that due to changes to the SAPP Practitioners’ Guide, it was now a requirement to adopt an IT Policy, relating to Assertion 10 of the AGAR.

It was noted that the Council’s Staff Handbook contains an Internet and Social Media Policy, however, this did not apply to Members. Following further discussion, it was noted that more time was required in order to fully review the draft Policy document. It was proposed by Councillor Tomes, seconded by Councillor Foster and
RESOLVED UNANIMOUSLY:

That the draft IT Policy be reviewed and amended prior to it being presented for adoption at the next meeting of the Finance & Governance Committee to be held in December 2025.

8. **ITEMS OF INFORMATION AND MATTERS FOR FORTHCOMING AGENDAS**

- (a) **Review of Social Media Policy** – To be presented to a future meeting.
- (b) **Archives – Digital Preservation of Town Council records** – The Town Clerk informed Members of a request from Dorset History Centre to pilot a digital record preservation project with Swanage Town Council. It was noted that this

was subject to a successful funding bid, the outcome of which would be known in spring 2026. Members agreed with the importance of preserving digital records and endorsed the piloting of the scheme.

- (c) **Finance Workshop** – Members stated that they had previously found the finance workshops useful and would like to attend one before the Finance & Governance Committee meeting on 17th December where the draft estimates for 2026/27 would be discussed. It was agreed that a member workshop would be arranged and a date would be circulated in due course.

9. **DATE OF NEXT MEETING**

The date of the next scheduled meeting was noted as 17th December 2025.

The meeting concluded at 12.30 p.m.

Corporate Plan 2026-30 - To agree content of consultation material and format of public engagement

The briefing note below was prepared for the Finance and Governance Committee meeting held on the 12th November. A small number of minor amendments were raised at that meeting and have been incorporated into the Draft Corporate Plan (appendix 1).

The Committee's recommendations are set out in the minutes of its meeting on 12th November.

Background

At the last Finance and Governance Committee Meeting held on the 23rd July, the indicative timeline for preparing a draft Corporate Plan 2026-30 and draft communication and engagement plan was approved.

The indicative timeline was agreed as follows:

Milestone	Target Date
Councillor Workshop	September 2025
Draft Plan to Finance and Governance Committee	November 2025
Draft Plan to Full Council	November 2025
Public Consultation	December 2025 – January 2026
Review of Consultation Feedback	February 2026
Final Plan to Committee and Full Council	March 2026
Adoption of Corporate Plan	April 2026

The aforementioned workshop was held on 1st October to establish and further initial discussion of the priorities, forward looking actions and to list the achievements since the adoption of the last corporate plan adopted in 2023. The four priority topics remained the same, with minor amendment of sustainable tourism being reworded as regenerative tourism. Due to the short nature of the last plan it was acknowledged that the overall 2026-30 plan would resemble that of the previous one.

Following this and the content that arose, the new draft plan was formulated using the same structure as the last plan, with updated statistics for the introductory sections, refreshed vision statements for each priority and new lists of actions for each priority. It is appended (appendix 1).

The next steps can be summarised as:

Pre-consultation draft plan and communication and engagement plan (including consultation) to be approved at F&G Committee and Council → Public consultation and engagement for 6 weeks → Review of consultation results via F&G Committee → Post-consultation draft plan

to be considered at workshop → Post-consultation draft plan to be adopted as the Corporate Plan 2026-2030, following consideration by F&G Committee and Council.

Communication and Engagement Plan

The draft Communication and Engagement Plan is appended (appendix 2) and spans the duration of the public consultation, running from December 2025 to January 2026, and subsequently up to the adoption of the plan in May 2026, as per the indicative timetable. It reflects what Members expressed interest in at the last meeting of this committee – a hybrid engagement approach, combining online materials with in-person opportunities.

The draft engagement plan presents a valuable opportunity for Swanage Town Council to raise awareness of its services, ongoing projects, and collaborative work with partner organisations. By engaging residents through both digital and face-to-face channels, the Council can strengthen community understanding of its priorities and encourage meaningful participation in shaping the future of the town. This approach also supports transparency and reinforces the Council's commitment to inclusive decision-making.

It is important to note that the scale and reach of the engagement exercise will be influenced by the availability of staff resources during the consultation period. This may affect the number of drop-in events that can be organised, as well as the Council's capacity to attend meetings hosted by partner organisations. These factors should be taken into account when finalising the engagement plan and setting expectations around delivery.

Previous consultation and engagement

The previous Corporate Plan was adopted in March 2023, following a public consultation held in autumn 2022. A summary of the draft plan was distributed to most Swanage households, inviting feedback via hard copy or an online survey. Copies were also made available at the library and the Swanage Information Centre.

Engagement activities included an event at Swanage Market, media coverage through interviews with the Mayor and Town Clerk on Purbeck Coast Radio, and officer attendance at a meeting of the Swanage and District Chamber of Trade.

A total of 181 responses were received. These were analysed and reviewed by the Finance and Governance Committee, with detailed feedback on each objective considered by the relevant committees.

Last time a mailing was sent to all households in the town, however consideration will be needed to decide whether to do this again. A summary of the immediate pros and cons of doing a town-wide mailing are as follow:

Pros	Cons
Wider Reach: Ensures all residents, including those less digitally engaged, are informed and able to participate.	Cost: Printing and delivery can be expensive.

Engaging Second Home Owners: May capture feedback from those visiting during the Christmas/New Year period.	Environmental Impact: Increased paper usage may raise sustainability concerns.
Demonstrates Transparency: Shows the Council values public input and community engagement.	Resource Intensive: Requires staff time to coordinate production and distribution.
Supports Inclusivity: Helps reach older residents or those without reliable internet access.	Limited Engagement Guarantee: Not all recipients may read or respond, reducing cost-effectiveness.
Promotes Awareness: Raises visibility of the Corporate Plan and Council priorities.	Timing Sensitivity: Festive period delivery may result in materials being overlooked.

One quote from the Royal Mail for a town-wide mailing of an A5 leaflet is £438.61 excluding VAT. This would be delivered to postcodes starting BH19 1 and BH19 2 only (majority of the civil parish area) and amounts to 5697 residential households. The cost to produce this amount of leaflets would be additional, and approximately £100 excluding VAT. This brings the total to be approximately £550, but without any design fees.

Overall, it is proposed that a similar process be followed for the upcoming consultation as part of the communication and engagement plan. A copy of the previous consultation document is appended (appendix 3). Members may choose to replicate the previous format, which presented proposed actions by priority area and invited agreement or comment. An 'About You' section can be added to support demographic analysis. This format can be adapted into an online survey (via Survey Monkey) and made available in hard copy.

Decisions Required

- 1) To approve the content of the draft plan to be issued for consultation
- 2) To approve the communications and engagement plan, and delegate authority to officers to make decisions about its implementation.

Charlie Squires, Project Delivery Officer
Martin Ayres, Town Clerk

November 2025

DRAFT CORPORATE PLAN 2026-2030

INTRODUCTION

Swanage Town Council is the parish council serving the communities of Swanage, Durlston, Herston, and Ulwell. Our mission remains steadfast: to maintain and enhance Swanage for the well-being and prosperity of present and future generations.

The Council is composed of 12 elected councillors, representing the Swanage North and Swanage South wards, with six councillors in each. Following the local elections in May 2024, this Corporate Plan outlines the Council's strategic priorities for the next 3 years of the current term and the first year of the following term, running from 2026 to 2030.

To ensure effective governance, the Council delegates responsibilities to six standing committees:

- Finance & Governance
- Planning & Consultation
- Community Services
- Tourism & Local Economy
- Environment & Greenspaces
- Personnel

In addition, the Council operates two sub-committees – focusing on Capital Projects and the Neighbourhood Plan – and two advisory committees, which provide recommendations on Traffic Management and Coastal Change & Beach Management.

Established in 1974 as the successor to the Swanage Urban District Council, Swanage Town Council continues to manage a broader range of assets and services than most town and parish councils. Its annual expenditure is approximately £2.6 million, supporting services that benefit residents, businesses, and visitors alike.

Implementation of Council decisions is carried out by a dedicated team of officers, led by the Town Clerk. The Council's operations are structured across four departments: Finance, Administration, Operations, and Visitor Services, each managed by experienced departmental leads.

Councillors and officers share a deep commitment to Swanage's unique character – its unique natural environment, rich heritage, and vibrant community, underpinned by a selfless culture of volunteering.

A public consultation on the draft Corporate Plan is to run from December 2025 to January 2026, with adoption anticipated in May 2026. Building on the successful approach used in 2022, the Town Council will adopt a hybrid engagement model, combining online materials with in-person opportunities to ensure broad and inclusive participation.

Key activities will include the distribution of consultation materials, alongside an online survey aligned with the draft plan. The Town Council will attend community events and meetings with partner organisations, and publicity will be sought through local media channels. This process aims to ensure that residents and stakeholders have meaningful opportunities to contribute to the development of the Corporate Plan.

IMPORTANCE OF PRODUCING A CORPORATE PLAN

Swanage Town Council has developed this Corporate Plan to:

- Provide strategic direction for financial planning and budget-setting decisions;
- Support the prioritisation of future capital investment and infrastructure projects;
- Promote transparency by clearly outlining the Council's priorities and the actions it intends to deliver over the plan period;
- Strengthen applications for external funding by demonstrating a clear and cohesive strategy;
- Guide engagement with residents, community groups, and partner organisations;
- Inform the evaluation of grant applications from third-party organisations

This document should be read in conjunction with the Council's Medium Term Financial Plan, Annual Budget Report, and the Priority Project List, which is reviewed and approved by the Council every six months.

While the Town Council is committed to delivering the priorities set out in this plan, its ability to do so is subject to the constraints of its medium-term financial strategy and the availability of resources.

SWANAGE NOW AND IN THE FUTURE

Swanage is a civil parish located on the Isle of Purbeck, with a population of 9,331 permanent residents as recorded in the 2022 Office of National Statistics mid-year statistics. The town has experienced a gradual population decline from its peak of 10,100 in 2001.

Age distribution in Swanage is that 12.5% of residents are aged under 16, 52% are aged 16 to 64 and 35.5% are aged 65 and over. The median age is 56.

Swanage residents also have a proud tradition of service, with 5.8% of residents having served in the Armed Forces.

In Swanage, 14.4% of properties on the Council Tax register are classified as second homes, totalling 869 out of 6,039 properties. These figures exclude properties registered for business rates as holiday lets. The reduced supply of housing for local families because of second home ownership is recognised as a significant challenge.

The town covers an area of approximately 19.2 km² and lies within the Dorset National Landscape (formally known as an Area of Outstanding Natural Beauty or AONB) and serves as the Eastern Gateway to the Jurassic Coast World Heritage Site. The landscape is characterised by dramatic cliffs, rolling farmland, and protected natural habitats. Major landowners include the National Trust, Dorset Council (owner of Durlston Country Park), and the Scott family, historically associated with Encombe House near Kingston.

Looking to the future, this is an updated version of the 'Vision for the town' contained in the Swanage Local Plan, which was adopted in 2017 with the support of the Town Council. Although STC has no statutory powers to deliver this vision, it can use its influence wherever possible.

Swanage has a dual role as both a centre for local residents and a popular seaside resort. The town will be enhanced through the provision of a diverse range of facilities, services, shops, and employment opportunities, supporting both the resident population and the visitor economy.

Swanage will retain its status as one of Dorset's most self-contained settlements, while protecting and enhancing its historic character, its setting within the Dorset National Landscape (formally known as an Area of Outstanding Natural Beauty or AONB), and its role as the Eastern Gateway to the Jurassic Coast World Heritage Site.

The Town Council supports opportunities to strengthen service provision, including improvements to healthcare, education, and sports facilities. The delivery of new family housing, particularly affordable and extra care housing, remains a priority to ensure that local people can continue to live and work in Swanage.

A diverse, thriving and resilient economy will be supported through the promotion of a variety of business uses, including niche enterprises that reflect the town's unique character and culture. Expanding the business portfolio will help sustain the local economy beyond the traditional tourist season.

New development will be accompanied by green infrastructure, improving access to the countryside and reinforcing Swanage's natural setting. The town's role as a visitor destination will be enhanced through improved public spaces, particularly along the seafront, and the continued development of visitor facilities.

The reopening of the Swanage to Wareham railway line remains a long-term aspiration, offering improved access to employment, education, and services along the A351 corridor.

WHO DOES WHAT?

The Town Council is one of two tiers of local government. It is responsible for the following:

Allotments	Boat Park	Market Memorial benches and public seats
Bandstand	Bus shelters	Public conveniences
Bathing zone and procuring RNLI lifeguards	Car parks	Public gardens, green open spaces and playing fields
Beach Gardens Sports Park & Tea on the Green refreshment kiosk	CCTV	Skate Park
Main Beach and foreshore	Cemeteries	Swanage Information Centre
Beach Huts – Shore Rd and Spa	Children's play areas	Town Hall
	De Moulham Trust and grants	
	Festive Lights	
	Historic Monuments	

Dorset Council is the principal authority for Swanage and Purbeck, with responsibility for the following:

Council Tax collection and benefit administration	Environmental health	Refuse collection and recycling
Countryside services e.g. Durlston Country Park	Libraries and archives	Roads and footpaths
Economic development	On street parking	Social services
Education	Planning	Street sweeping
Emergency Planning	Public Health	Trading Standards
	Registration Service	

The Town Council works closely with Dorset Council on the following matters:

- Funding Bay Safety Patrol
- Providing a civil wedding/partnership venue at the Town Hall
- Supporting seafront waste collection
- Commenting on all planning applications
- Considering changes to traffic management and on-street parking, **working closely with community highways officers**
- Planning improvements to the town's sea defences

- Leasing land as part of Durlston Country Park
- Providing a safe school crossing at Swanage Primary School
- Working with Visit Dorset, especially in connection with the Visit Swanage website.

WORKING IN PARTNERSHIP

The Town Council continues to play an active role in furthering all aspects of the civic realm by working closely with a wide range of public sector partners and voluntary groups. A number have seats on Council Committees to provide advice and guidance, including Prospect Allotment Association, Swanage & Purbeck Chamber of Trade, Durlston Country Park and Swanage Railway. The Council's Coastal Change and Beach Management Advisory Committee is attended by a large range of stakeholders to consider matters relating to the beach and Swanage Bay more broadly. The Town Council also administers the Swanage Town and Community Partnership which brings together a wide range of voluntary organisations with Town Councillors to consider issues facing local people and encourage co-operation. The Council fully recognises the importance of helping other organisations to deliver their aims and objectives where they benefit the residents of Swanage and visitors to the town. The following list is not comprehensive, but gives some insight of the range of groups that the Council works alongside.

East Dorset & Purbeck Citizens' Advice	Swanage & Herston Football Club Swanage & District	St Mary's Primary School
Swanage & Purbeck Development Trust	Angling Club Swanage	Swanage Defibrillator Partnership
Swanage Regatta and Carnival Committee	Sea Rowing Club	Swanage Tennis Club
Swanage Folk Festival	Swanage Town Band	Swanage Bowling Club
Litter Free Purbeck	Dorset Coast Forum	Sustainable Swanage
Swanage Landers and Beach Buddies	Purbeck Transport Action Group	Purbeck Art Weeks
Greengage Community Garden	Swanage Community Housing Group	Swanage Arts Club
Swanage Pier Trust	Swanage Museum	Swanage Cricket Club
Mowlem Theatre	Swanage School	Swanage Rotary Club
		Swanage Royal British Legion
		National Trust

The Town Council also supports the local services provided by a range of countywide and national organisations. As well as Dorset Council, the Town Council works with NHS Dorset, Dorset Police, Maritime & Coastguard Agency, RNLI and National Coastwatch Institution. The Town Council seeks to lobby and influence decision making bodies to protect and enhance the quality of services provided to the local community, as it has done most recently in respect of the Swanage & Purbeck Ambulance Car. The Town Council also seeks to work

together with its neighbouring parishes, and those representing other coastal communities, to pursue matters of common interest.

WHAT HAVE WE ACHIEVED SINCE THE LAST CORPORATE PLAN?

- Increased public engagement, including through consultations for the Seafront Masterplan, the Green Seafront Scheme Options, the Greenspaces Strategy and the Neighbourhood Plan.
- Re-established a regular newsletter, highlighting the work of the council and community organisations
- Developed new and accessible Town Council and Visit Swanage websites
- Established a disability interest group, namely Accessible Swanage, and worked with partners to implement recommendations from the Swanage town centre accessibility report
- Completed Phase 1 of the Skatepark refurbishment project in partnership with the SSCP
- Installed accessible 'Changing Places' toilet facilities at North Beach Car Park
- Achieved Blue Flag Status for Swanage Main Beach for the 24th consecutive year
- Achieved the Green Flag award for Beach Gardens
- Worked with Dorset Council to implement a closure of the southern section of Shore Road
- Developed and delivered the first elements of the Carbon Neutral Plan, including installing solar panels on Council buildings and continuing the switchover of operations vehicles and equipment from diesel to electric.
- Secured more trees to plant in the Town
- Provided a new safe route to St Mary's Primary School via Journey's End and Day's Park
- Supported Swanage & Purbeck Development Trust's Wellbeing Project, including the transfer of the Day Centre and Children's Centre to community ownership
- Upgraded the tennis courts at Beach Gardens
- Opened an extension to Godlingston Cemetery
- Created new business opportunities at Shore Place
- Installed a new accessible public convenience in Godlingston cemetery
- Supported the transfer of land at Washpond Lane/Ulwell Road to Swanage Community Housing's development of affordable homes for local residents.

PRIORITIES FOR 2026-2030

1. Delivering Good Governance
2. Promoting Regenerative Tourism and Supporting the Local Economy
3. Encouraging Health and Wellbeing and Enhancing Community Safety
4. Planning for the Future and Preserving our Heritage
5. Protecting the Natural Environment and Addressing the Climate Crisis

DELIVERING GOOD GOVERNANCE

The Town Council will deliver good governance by:

- Monitoring spending and minimising waste
- Obtaining best value for the community from the Town Council's assets and investments
- Working in partnership with community groups and other public sector bodies
- Actively communicating, consulting and engaging with residents
- Ensuring transparency about its actions
- Positively representing the community
- Making best use of new technology
- Being an excellent employer
- Providing training for all staff and members of the Town Council
- Upholding the highest standards of conduct in public life and championing diversity, equality of opportunity and treatment

The Town council supports the delivery of good governance by:

- Ensuring comprehensive information about the Council's meetings, services and activities is available via its website www.swanage.gov.uk
- Providing a £10,000 budget each year for small grants to support community groups
- The Finance & Governance Committee meeting regularly to monitor Council budgets and investments
- Considering the views of local residents when making decisions. Councillors' contact details are available online and anyone is welcome to speak in public participation time, held at the start of all Town Council and Committee meetings.

Between 2026 and 2030, the Town Council will:

- Take steps to improve access to Council meetings
- Apply under NALC's Local Council Award Scheme for Quality Council status to drive improvement
- Utilise technology and ethical Artificial Intelligence to improve efficiency in Council administration
- Increase opportunities for members of the public to engage with the work of the Town Council
- Promote grant funding more widely

PROMOTING REGENERATIVE TOURISM AND SUPPORTING THE LOCAL ECONOMY

Regenerative Tourism refers to a form of tourism that goes beyond sustainability by actively improving and revitalising the places people visit. It aims to leave destinations better than they were found, by supporting local communities, restoring natural environments, and

fostering cultural resilience. Unlike traditional tourism, which can deplete resources, regenerative tourism encourages visitors and organisations to contribute positively to the long-term health of local ecosystems and economies.

The Town Council will promote regenerative tourism and support the local economy by:

- Encouraging visitors to the town outside the main summer season
- Ensuring Swanage is a high-quality visitor destination
- Supporting an environment in which businesses can thrive, which will consequently help with the provision of employment opportunities for young people
- Supporting ‘Sustainable Tourism’ initiatives, such as car-free travel
- Promoting the work of the Chamber of Commerce and supporting the organisers of local events to further enhance the cultural offering of the Town

The Town Council supports regenerative tourism and the local economy by:

- Operating a range of Visitor Services, including its award-winning Information Centre on Shore Road, Peveril Boat Park and beach huts
- Maintaining the Beach to Blue Flag standards and procuring the services of RNLI lifeguards
- Operating a number of long-stay and short-stay car parks, providing low-cost residents’ parking
- Operating Swanage Market
- Co-ordinating a programme of events throughout the year in its parks and open spaces
- Funding the town centre and seafront Festive Lights, organising a ‘Switch-On’ event and the Artisans on the Beach each Christmas

Between 2026 and 2030, the Town Council will:

- Continue to implement opportunities from the Seafront Masterplan
- Invest in the Green Seafront, thereby providing an enhanced event space, improving accessibility and preserving the town’s heritage.
- Work with local partners to create a sustainable tourism strategy for the Purbeck area
- Improve visitor information and wayfinding
- Consider proposals to improve access from the sea

ENCOURAGING HEALTH AND WELLBEING AND ENHANCING COMMUNITY SAFETY

The Town Council will encourage health and wellbeing, and enhance community safety by:

- Supporting the development of social housing for local people
- Encouraging participation in sporting and cultural activities
- Protecting and enhancing the delivery of public services in Swanage, particularly health services and the library

- Providing grant funding in support of educational, social and cultural activities
- Working with partners to enhance community safety
- Implementing measures to improve accessibility

The Town Council supports health and wellbeing and enhances community safety by:

- Providing a range of community services, including allotments, cemeteries, public conveniences and bus shelters
- Providing opportunities for sport and recreation for all ages, including children's play areas, a skate park, Beach Gardens sports park (tennis, bowls, putting and basketball), designated beach swimming zone and football pitches
- Providing financial support for the Citizens Advice Service
- Working with Accessible Swanage to implement actions from the accessibility audit
- Working with partner organisations to protect public services
- Funding a network of Town Centre CCTV cameras and Speed Indicator Devices
- Leasing the Town Hall Annexe to Dorset Police

Between 2026 and 2030, the Town Council will:

- Work with the Day's Park Charitable Incorporated Organisation to provide enhanced sporting and community facilities, including a new 3G sports pitch
- Seek future opportunities to enhance sports and wellbeing facilities across the Town
- Support the Swanage Community Housing Group in their efforts to deliver social housing for local people
- Seek opportunities to provide additional accessible public conveniences
- Continue future phases of the skatepark refurbishment alongside SSCP
- Promote the town's footpath network and work with partners to increase access to the countryside

PLANNING FOR THE FUTURE AND PRESERVING OUR HERITAGE

The Town Council will plan for the future and preserve our heritage by:

- Helping shape planning policy and commenting on planning applications
- Working with Dorset Council as the highway authority to consider proposals to improve traffic management
- Championing the protection of the Swanage and Herston conservation areas
- Preserving and promoting knowledge about the town's unique heritage

The Town Council supports planning for the future and preserving heritage by:

- Commenting on behalf of local residents on all planning applications in the parish lodged with Dorset Council
- Making recommendations to Dorset Council regarding proposed changes to parking restrictions and traffic flow

- Engaging with the Town's heritage attraction organisations (Swanage Pier, Swanage Railway and Swanage Museum)
- Maintaining the Town Hall with its ornate Grade II listed 17th century frontage
- Maintaining three closed burial grounds and several historic monuments and memorials (including the Albert Memorial, Alfred Monument, John Mowlem's Memorial, Trevor Chadwick Memorial, War Memorial and the Bandstand)

Between 2026 and 2030, the Town Council will:

- Deliver a Neighbourhood Plan containing policies to protect the character of the Town and ensure that future development delivers benefits for local residents
- Explore options for the preservation of the WW2 gun emplacement at Peveril Point
- Support public access to local history and heritage by working with Swanage Museum
- Work with Dorset Council to protect the existing Swanage and Herston conservation areas and explore the designation of additional such areas
- Work with Dorset Council and the Environment Agency to improve sea defences and public spaces between the Pier and the Mowlem Theatre

PROTECTING THE NATURAL ENVIRONMENT AND ADDRESSING THE CLIMATE CRISIS

The Town Council will protect the natural environment and address the climate crisis by:

- Remaining committed to reducing the Town Council's carbon footprint
- Implementing projects from the Swanage Green Infrastructure Strategy
- Ensuring that all new construction projects, including the proposed seafront enhancement scheme, have sustainability embedded within the design
- Managing its parks and open spaces to adapt to climate change and identify opportunities to increase biodiversity.
- Developing the Motion for the Ocean to protect Swanage's Blue Flag beach and Marine Protection Zone

The Town Council supports the protection of the natural environment and addresses the climate crisis by:

- Supporting local community environmental projects delivered by community groups
- Delivering on actions identified in the Environmental Action Plan, Motion for the Ocean Action plan and the Greenspace Strategy
- Requiring all events held on Town Council land to complete an Environmental Impact Assessment and prohibiting single use plastics
- Keeping the beach and seafront litter free and working with Dorset Council, Beach Buddies and Swanage Landers to achieve this
- Managing our green spaces to enhance biodiversity and seeking to obtain further Green Flag awards

Between 2026 and 2030, the Town Council will:

- Continue to work with Sustainable Swanage and other community organisations, e.g. Planet Purbeck
- Continue to review and deliver the elements of the Carbon Neutral Plan
- Explore options to reduce reliance on fossil fuels
- Continue its commitment to increase tree planting in Swanage and develop a tree warden scheme
- Increase the number and wattage of electric car charging points in its car parks
- Consider ways to increase active travel and accessibility across the town

Draft Communications and Engagement Plan for the Swanage Town Council Corporate Plan 2026–2030

1. Purpose

To ensure that residents, businesses and stakeholders are fully informed and actively engaged in shaping a Corporate Plan for the period 2026–2030, that recognises the community's priorities and aspirations.

2. Objectives

- Raise awareness of the draft Corporate Plan and its significance.
- Encourage broad and inclusive participation in the consultation process.
- Gather meaningful feedback to inform the final version of the plan.
- Build trust and transparency in Council decision-making.

3. Key Audiences

- Residents (including young people, families, retirees)
- Local businesses and traders
- Community and voluntary groups
- Partner organisations (e.g. Dorset Council, NHS, schools)
- Second-home owners (where relevant)
- Visitors (where relevant)

4. Key Messages

- Residents
 - Help shape the future of Swanage
 - Your voice matters – tell us what's important to you
 - This plan will guide Council priorities and spending until 2030
- Key Stakeholders (e.g. Dorset Council, local businesses, schools, emergency services)
 - Shared goals for Swanage
 - Opportunities for collaboration and funding
 - Strategic alignment with Dorset Council
- Voluntary & Community Groups
 - Supporting community-led change
 - Strengthening local networks
 - Inclusive and accessible planning
- Visitors & Tourism Sector
 - Enhancing visitor experience
 - Supporting the local economy
 - Sustainable tourism matters

5. Engagement Methods

Channel	Activity	Timing
Print	Hard copies of the consultation delivered to TIC, Library and key partners/local businesses	Early December 2025
Online	Dedicated webpage with downloadable draft plan, survey, and FAQs	Launch December 2025
Social Media	Regular posts on Facebook, and to include analysis of consultation in March	Dec 2025–May 2026
Public Events	Drop-in sessions at selected venues around the town (e.g. Market, Herston Hall etc.)	Early Dec 2025 and Jan-Feb 2026
Local Media	Press releases sent to Swanage News, Dorset Echo, Swanage and Wareham Advertiser and Purbeck Coast Radio	January–March 2026
Partner Networks	Share consultation through local organisations, mailing lists and attendance at meetings (e.g. Chamber of Trade, Purbeck Society etc.)	Ongoing

6. Feedback Mechanisms

- Online survey (via Survey Monkey)
- Paper surveys (available at key locations, market stall)
- Email and postal submissions
- Verbal feedback at events

7. Timeline

Phase	Activity	Dates
Launch	Begin consultation and publicity	Dec 2025
Engagement	Events, surveys, and outreach	Dec 2025-Jan 2026
Analysis	Review, summarise and publish feedback	February 2026
Adoption	Revise and adopt final plan	April–May 2026

8. Evaluation Measures

- Number of responses received
- Range of participants in terms of age and place of residence
- Engagement reach (e.g. social media statistics, event attendance)
- Relevance of feedback

Consultation
HAVE YOUR SAY!



Swanage Town Council DRAFT CORPORATE PLAN 2022-2025



Swanage Town Council wants to hear from you

Online survey available. Please visit www.swanage.gov.uk/consultations.aspx

DEADLINE TO RESPOND: 30TH NOVEMBER 2022

The Town Council would like to hear from residents, business owners, retailers, schools and community organisations to ensure that its priorities are supported by the wider community.

These priorities relate to the Town Council's areas of responsibility. A list of these can be found on the back page.

Why produce a Corporate Plan?

The Town Council has produced a corporate plan in order to:

- Give clear direction for financial planning and budget setting decisions;
- Assist in prioritising future capital projects;
- Promote transparency by being clear about what the Town Council's priorities are and what actions will be delivered over the plan period;
- Provide a basis for securing external funding;
- Guide discussions with the community and partner organisations;
- Aid in the assessment of grant requests from third parties.

Over the next few pages you will find the Council's five priorities, as listed in the draft plan, and further information setting out the actions that the Council will take, including specific planned projects for 2022-25.

Please take a few moments to let us know if you agree, or disagree, with the priorities and actions and we would welcome your comments to refine the Council's future plans.

*Please circle Yes or No
in the answer boxes
and we would welcome
additional comments*



Details of the next steps in developing the plan can be found on the back page.

Introduction

Swanage Town Council is the parish council for Swanage, Durlston, Herston and Ulwell. Its mission is to maintain and enhance Swanage for the well-being and prosperity of present and future generations.

Decisions of the Town Council are taken by 12 councillors who were elected for a five-year term in May 2019. There are two wards, Swanage North and South, each with 6 councillors. This plan covers the final 18 months of their term and the first year of the new Council to be elected in May 2024.

The Town Council delegates some of its decisions to its six standing committees: Finance & Governance, Planning & Consultation, Tourism & Local Economy, Community Services, Environment and Personnel.

The Town Council was established in 1974 as a successor to the former Swanage Urban District Council. Largely as a result of decisions taken at that time, the Council has a much wider range of assets and provides a broader range of services than most other town and parish councils. Its annual expenditure is in the order of £2¼ million per annum.

The Council's decisions are implemented by the Town Council's staff, headed by the Town Clerk. Four departmental managers lead the Town Council's finance and administration sections, operations department and visitor services.

Councillors and officers are united by a strong belief that Swanage is a very special place with a unique combination of beautiful natural surroundings, a fascinating heritage and an extremely active community with a remarkable record of volunteering.



Since its election in 2019 the current Town Council has achieved the following:

- Upgraded its three children's play areas
- Adopted an Environmental Action Plan and planted around 30 trees per annum
- Funded improvements to Day's Park football facilities
- Opened the former St Mark's School Playing Field as a public open space
- Installed water refill stations
- Taken on direct management of Swanage Market
- Completed restoration of the bandstand
- Replaced and upgraded the Festive Lights
- Commissioned a survey of the parish's footpaths
- Designated Peveril Point and The Downs as a Local Nature Reserve
- Worked with the community to protect the Swanage Ambulance Car
- Installed a new astro turf tennis court at Beach Gardens
- Established Swanage Community Housing Group as an independent CLT
- Provided new cycle storage around the town
- Funded a Sustainable Swanage support officer
- Acquired electric vehicles/installed new car charging points
- Agreed to renew the lease of Prospect Nursery to Greengage Community Garden Group



Online survey available. Please visit www.swanage.gov.uk/consultations.aspx

1 Priorities for the next three years

The five priorities for the Town Council over the next three years are

- Delivering Good Governance;
- Promoting Sustainable Tourism and Supporting the Local Economy;
- Providing Opportunities to Improve Health and Wellbeing;
- Planning for the Future and Preserving our Heritage;
- Protecting the Natural Environment and Addressing the Climate Crisis.

Do you agree with the priorities?

Yes No (please circle)

Comments:

2 Delivering Good Governance

The Town Council will deliver good governance by:

- Monitoring spending and minimising waste;
- Obtaining best value for the community from the Town Council's assets and investments;
- Working in partnership with community groups and other public sector bodies;
- Actively communicating, consulting and engaging with residents;
- Ensuring transparency about its actions;
- Positively representing the community;
- Making best use of new technology;
- Being an excellent employer;
- Upholding the highest standards of conduct in public life and championing equality of opportunity & treatment.

Do you agree with the priorities and actions?

Yes No (please circle)

Comments:

Between 2022 and 2025 the Town Council will:

- Increase opportunities for residents to engage with the Town Council;
- Take steps to improve remote access to Council meetings;
- Better promote the availability of grant funding to community groups;
- Apply under NALC's Local Council Award Scheme for Quality Council status to drive improvement;
- Deploy technology to improve efficiency in Council administration.



3

Promoting Sustainable Tourism and Supporting the Local Economy

The Town Council will promote sustainable tourism and support the local economy by:

- Encouraging visitors to the town outside the main summer season;
- Ensuring Swanage is a high-quality visitor destination;
- Exploring opportunities to improve access from the sea;
- Providing an environment in which businesses can thrive, particularly encouraging employment opportunities for young people;
- Supporting 'Green Tourism' initiatives, such as car-free travel.

Between 2022 and 2025 the Town Council will:

- Make a significant capital investment to enhance the Spa, Weather Station Field and Sandpit Field;
- Work with local businesses and accommodation providers to develop a marketing strategy for the town;
- Develop a Sustainable Tourism Vision;
- Improve the Town Council's website to provide a more interactive online presence;
- Develop an enhanced programme of events to attract visitors year-round;
- Undertake public consultation and publish a Seafront Masterplan to guide future development;
- Consider proposals to improve access from the sea.

Do you agree with the priorities and actions?

Yes No (please circle)

Comments:

4

Encouraging Health and Wellbeing and Enhancing Community Safety

The Town Council will encourage health and wellbeing and enhance community safety by:

- Supporting the development of social housing for local people;
- Encouraging participation in sporting and cultural activities;
- Protecting and enhancing the delivery of public services in Swanage, particularly health services and the library;
- Providing grant funding in support of educational, social and cultural activities;
- Working with partners to enhance community safety.

Between 2022 and 2025 the Town Council will:

- Provide a new safe route to St Mary's Primary School via Journey's End and Day's Park;
- Work with Swanage & Purbeck Development Trust and Swanage & Herston Football Club to provide enhanced sporting and community facilities at Day's Park;
- Support the Swanage Community Housing Group in their efforts to deliver social housing for local people;
- Promote the town's footpath network and work with partners to increase access to the countryside;
- Install 'Changing Places' toilet facilities at North Beach Car Park;
- Support Swanage & Purbeck Development Trust's Wellbeing Project, including the potential transfer of the Day Centre and Children's Centre to community ownership.

Do you agree with the priorities and actions?

Yes No (please circle)

Comments:

5

Planning for the Future and Preserving our Heritage

The Town Council will plan for the future and preserve our heritage by:

- Shaping planning policy and commenting on planning applications;
- Working with Dorset Council as the highway authority to consider proposals to improve traffic management;
- Championing the protection of the Swanage and Herston conservation areas;
- Preserving and promoting knowledge about the town's unique heritage.

Between 2022 and 2025 the Town Council will:

- Lead the preparation of a Neighbourhood Plan;
- Work with Dorset Council to implement a trial closure of the southern section of Shore Road and carry out a town-wide parking review;
- Explore options for the preservation of the WW2 gun emplacement at Peveril Point;
- Work with Dorset Council to protect the existing Swanage and Herston conservation areas and explore the designation of additional such areas;
- Work with Dorset Council and the Environment Agency to improve sea defences and public spaces between the Pier and the Mowlem Theatre.

Do you agree with the priorities and actions?

Yes No (please circle)

Comments:

6

Protecting the Natural Environment and Addressing the Climate Crisis

The Town Council will protect the natural environment and address the climate crisis by:

- Developing a Carbon Neutral Plan with the aim of ensuring that Council energy use is carbon neutral by 2030;
- Implementing projects from the Swanage Green Infrastructure Strategy;
- Ensuring that all new construction projects, including the proposed seafront enhancement scheme, have sustainability embedded within the design;
- Managing its parks and open spaces to adapt to climate change;
- Identifying opportunities to increase biodiversity.

Between 2022 and 2025 the Town Council will:

- Continue to support Sustainable Swanage;
- Develop and deliver the first elements of the Carbon Neutral Plan;
- Provide Climate Crisis training for all staff and councillors;
- Explore options to reduce reliance on fossil fuels;
- Continue its commitment to increase tree planting in Swanage;
- Increase the number of electric car charging points in its car parks;
- Consider ways to increase cycling and walking across the town.

Do you agree with the priorities and actions?

Yes No (please circle)

Comments:



Online survey available. Please visit www.swanage.gov.uk/consultations.aspx

Please use this space and additional pages, if required, for comments and suggestions regarding the Corporate Plan 2022-2025 (draft).

ADDITIONAL INFORMATION: Who does what?

The Town Council is one of two tiers of local government.
It is responsible for the following:

- Allotments • Bandstand • Bathing Zone and RNLI lifeguards
- Beach Gardens Sports Park • Tea on the Green refreshment kiosk
- Main beach and foreshore • Beach Huts Shore Road/Spa • Boat Park
- Bus shelters • Car parks • CCTV • Cemeteries • Children's play areas
- De Moulham Trust and Grants • Festive lights • Historic monuments
- Market • Memorial benches and public seats • Public conveniences
- Public gardens • Public help desk • Skate park • Swanage Information Centre
- Town Hall



Tel: 01929 423636 Email: admin@swanage.gov.uk Website: www.swanage.gov.uk

Dorset Council is the principal authority for Swanage and Purbeck, with responsibility for:

- Council Tax Collection • Benefit administration • Countryside services
- Economic development • Education • Emergency planning
- Environmental health • Libraries and archives • On-street parking
- Planning • Public Health • Registration Services • Refuse collection • Recycling
- Roads and Footpaths • Social Services • Street sweeping • Tracing Standards



Tel: 01305 221000 Website: www.dorsetcouncil.gov.uk

Next Steps

Thank you very much for taking the time to read this document and respond to the consultation.

Your comments and feedback will be assessed and an analysis will be presented to a Council meeting to consider later this year.

Recommended changes to the plan will be considered prior to the adoption of the final plan.

Please return completed forms to: Town Hall, High Street, Swanage, Dorset BH19 2NZ, no later than 30th November 2022.

To view a full copy of the draft Corporate plan please visit: www.swanage.gov.uk/consultations.aspx, email admin@swanage.gov.uk or contact the Town Hall on 01929 423636.

To request the document in large print, please ring 01929 423636.

Thank you.

Agenda Item 5 (a)

SWANAGE TOWN COUNCIL

Statement of Cash Balance as at 31st October 2025

	£ p	£ p
Balance in Hand at 01/04/2025		£73,888.50 Cr
As per reconciliation dated 30/09/2025	£6,543,928.61 Cr	
Income during October	£234,495.72 Cr	
Movement of Cash-Investment	£600,000.00 Cr	
Add - Outstanding receipts- September	£1,318.74 Cr	
Less - Outstanding receipts - October	<u>£1,309.88 Dr</u>	£7,378,433.19 Cr
Less payments made:		
As per Reconciliation dated 30/09/2025	£6,488,112.65 Dr	
Schedule 7	£316,745.53 Dr	
Movement of Cash-Investment	<u>£500,000.00 Dr</u>	£7,304,858.18 Dr
		<u><u>£147,463.51 Cr</u></u>
Balance at Bank		
Current Account		£74,834.00 Cr
Deposit Account		<u>£72,629.51 Cr</u>
		<u><u>£147,463.51 Cr</u></u>
Short Term Investments held by the Council		
CCLA Public Sector Deposit Fund (MMF)		£750,000.00
Abrdn (MMF)		£500,000.00
DMADF-Deposit		£575,000.00
DMADF-Deposit		£450,000.00
DMADF-Deposit		£500,000.00
DMADF-Deposit		<u>£500,000.00</u>
		<u><u>£3,275,000.00</u></u>

I confirm that to the best of my knowledge and belief this is a true and accurate Statement of the Town Council's Cash Balance as at 31st October 2025

Prepared by Alison Spencer

Dated: 7th November 2025

Certified by Martin Ayres

Dated: 7th November 2025

SWANAGE TOWN COUNCIL

Year Ending 31st March 2026

Payment schedule reported to Council - 17th November 2025

Schedule 7:

The following payments have been made in accordance with Regulations 5 and 6 of the Town Council's Financial Regulations, amounting in aggregate to:

**EIGHT HUNDRED AND SIXTEEN THOUSAND, SEVEN HUNDRED AND
FORTY FIVE POUNDS AND FIFTY THREE PENCE**

.....(£816,745.53).....

Swanage Town Council

Schedule of Payments - Month 7

Direct Debits & Standing Orders

Date	Name	Inv Ref	Inv Date	Details		Payment Total
15/10/2025	AIB Merchant Services	300925.09	30/09/2025	Merchant Serv charge		862.68
10/10/2025	Barclaycard Merchant	001884330925	30/09/2025	Bank charge		43.67
01/10/2025	Dorset Council	840014144	01/04/2025	NNDR 25/26		22,024.00
20/10/2025	Ecotricity Ltd	07494023	06/10/2025	Electricity - various sites	4,621.81	
24/10/2025		07539221	10/10/2025	Electricity - various sites	105.39	
27/10/2025		07556965	13/10/2025	Electricity - various sites	1,506.94	
31/10/2025		07539247	10/10/2025	Electricity - various sites	648.07	6,882.21
14/10/2025	First Data	520334510615636	30/09/2025	Monthly charge		173.30
13/10/2025	Lloyds Bank PLC	467624943	11/09/2025	Bank charge	123.38	
27/10/2025		468371628	07/10/2025	Bank charge	90.50	213.88
10/10/2025	Paytek Admin Services	MI/4859163/03	01/10/2025	Monthly charge	128.35	
10/10/2025		MI/481303315	01/10/2025	Monthly charge	72.00	200.35
03/10/2025	Pitney Bowes Finance	20064357	30/09/2025	Meter Refill		210.50
16/10/2025	Sage (UK) Ltd	INV21516113	01/10/2025	Monthly charge		606.60
02/10/2025	SEFE Energy Limited	INV03973513	16/09/2025	Town Hall- Office	220.82	
02/10/2025		CN00545178	16/09/2025	Annexe	(157.72)	
02/10/2025		INV03972709	16/09/2025	Depot	39.71	
02/10/2025		INV03973290	16/09/2025	TIC	82.33	
31/10/2025		INV04001280	16/10/2025	Town Hall- Annexe	57.55	
31/10/2025		INV04007268	16/10/2025	Town Hall- Office	77.93	
31/10/2025		INV04007304	16/10/2025	Depot	50.77	
31/10/2025		INV04007187	16/10/2025	TIC	63.13	434.52
01/10/2025	water2business	6068877751	28/08/2025	De Moulham Road BG- H1	491.20	
01/10/2025		6068887703	01/09/2025	Beach gardens	3,277.38	
01/10/2025		6068887688	01/09/2025	Beach gardens	238.22	
01/10/2025		6068887697	01/09/2025	Beach gardens	169.71	
01/10/2025		6068887712	01/09/2025	Battlegate Toilets H1	1,439.26	
01/10/2025		6098895906	01/09/2025	Burlington Toilets Aug	681.19	
01/10/2025		6068933281	02/09/2025	Shore Road Toilets	6,117.14	
01/10/2025		6068929385	02/09/2025	Mermond Toilets	1,641.21	
01/10/2025		6068929394	02/09/2025	Heritage Toilets	1,751.76	
01/10/2025		6068956783	04/09/2025	Sandpipe 2 - H1	37.48	
01/10/2025		6068968997	05/09/2025	Sandpipe 1 - H1	291.98	
01/10/2025		6069003759	15/09/2025	Nursery- H1	247.96	
01/10/2025		6069013498	16/09/2025	Depot H1	591.28	
01/10/2025		6069016091	16/09/2025	Prospect Allotments H1	1,788.14	
01/10/2025		6069013489	16/09/2025	Depot - H1	94.26	18,858.17
Total of Direct Debit & Standing Orders						50,509.88

Lloyds Chargecard

Date	Name	Inv Ref	Inv Date	Details		Payment Total
27/10/2025	Dorset Council	715-67223	27/10/2025	PPA	220.00	
27/10/2025	Natural Solutions	#1290	27/10/2025	Algae Cleaner	186.00	
27/10/2025	McAllisters	078807	27/10/2025	Catering	194.65	600.65
Total of Chargecard payments						600.65

BACS /CHAPS

Date	Name	Inv Ref	Inv Date	Details		Payment Total
31/10/2025	123 Send Limited	000229880	01/10/2025	A920Pro axept with SIM		158.36
31/10/2025	4C Managed Service L	69223	03/10/2025	IT Services	96.00	
31/10/2025		69271	10/10/2025	TH IT	781.92	
31/10/2025		69269	10/10/2025	Depot IT/phone	379.56	
31/10/2025		69270	10/10/2025	TIC IT	483.26	
31/10/2025		69270	10/10/2025	BG phone	42.00	
31/10/2025		69271	10/10/2025	TH phone	42.00	
31/10/2025		69271	10/10/2025	Project Plan x3	106.74	
31/10/2025		69265	10/10/2025	Depot -Internal channel Licence	396.00	
31/10/2025		69280	12/10/2025	Councillors laptops subscription	360.00	
31/10/2025		69355	21/10/2025	Domain Hosting	38.40	2,725.88
31/10/2025	Ace Office Environme	01159089	26/09/2025	Stationery	42.73	
31/10/2025		01158423	30/09/2025	Stationery	34.22	
31/10/2025		01160356	10/10/2025	Stationery	4.54	
31/10/2025		01160214	10/10/2025	Stationery	121.13	
31/10/2025		01161330	17/10/2025	Stationery	149.91	352.53
31/10/2025	Aish Electro Mechanica	121613	26/09/2025	Service of pump Burlington Chine		2,046.00
31/10/2025	Amazon	GB57D77EXAEUI	25/09/2025	Phone charger	5.78	
31/10/2025		GB5003B7ID58LI	25/09/2025	Phone-case	11.03	16.81
31/10/2025	Apogee Corporation Lt	1547016	26/09/2025	Monthly rent charge	528.04	
31/10/2025		1547016	26/09/2025	Toner	93.16	
31/10/2025		CN92293	26/09/2025	Monthly rent charge TIC	(345.34)	
31/10/2025		1546734	26/09/2025	Depot toner	14.88	
31/10/2025		1550441	20/10/2025	Monthly rent	575.56	866.30
31/10/2025	AquAid (Southcoast)	510514	30/09/2025	Depot Water		95.68
31/10/2025	Arlingclose Ltd.	ACF4219	29/10/2025	Treasury Management Advisory Service		15,375.00
31/10/2025	Brian Beech ADI	1582004	23/10/2025	Driving lessons		400.00
31/10/2025	Blue Level Media Ltd	SI-30468	30/09/2025	Hosting Beach Hut booking system		1,440.00
31/10/2025	Canon (Uk) Ltd	2508800153753	08/10/2025	Canon Printer	414.17	
31/10/2025		2508800166687	15/10/2025	Toner	101.48	515.65
31/10/2025	Complete Asbestos So	2430	13/10/2025	Asbestos re inspection report		258.00
31/10/2025	Card Geotechnics Ltd	INV024700	18/09/2025	Sept 2025 Monitoring		1,848.00
31/10/2025	C G Ltd	Q2	30/09/2025	Management Account Settlement Q2		29,703.89
31/10/2025	Darkin Miller Ltd	1010	22/10/2025	Internal Audit visit 1 of 6		998.12
31/10/2025	Simon Darrington	BR102025.04	24/10/2025	Blues Festival -wrisbands sold		2,790.00
31/10/2025	Dorset County Pension	Payroll M7	20/10/2025	Payroll M7- Pension	23,001.73	
31/10/2025		Payroll M7	20/10/2025	Payroll M7- CAYS	120.51	23,122.24
31/10/2025	From Dorset with Love	INV-7505	06/10/2025	TIC - jams for retail	219.00	
31/10/2025		INV-7549	16/10/2025	TIC - jams and chutnies for retail	121.20	340.20
31/10/2025	Dorset Council	2800466933	25/09/2025	Signage	299.42	
31/10/2025		1801542659	08/10/2025	Visit Swanage management fees	6,840.00	
31/10/2025		2800470764	13/10/2025	Project Management 25/26 Q2	9,192.00	
31/10/2025		1801543171	15/10/2025	Occ Health	162.00	
31/10/2025		2800470839	16/10/2025	Dorset Coast Forum	200.00	16,693.42
31/10/2025	David R White Building	DRW24063	25/10/2025	Recreation Ground Path repairs		9,087.24
31/10/2025	Dorset Waste Partners	2800468538	03/10/2025	Recycling		71.14
31/10/2025	The Festive Lighting C	INV-2025-06-000008	01/10/2025	Year 2 of annual festive hire scheme		5,271.22
31/10/2025	Fireline Ltd	INV-97864	16/09/2025	Annual Fire Extinguishers Servicing	697.50	
31/10/2025		INV-98344	17/10/2025	Fire risk Assesments	1,590.00	2,287.50
31/10/2025	The Flag Shop Ltd	#1000115786	07/10/2025	TIC - flags for retail		172.70
31/10/2025	Flowbird Smart City U	UI00020828	22/10/2025	WebOffice incl Airtime	264.67	
31/10/2025		UI00020828	22/10/2025	Gateway Transaction charge	1,154.20	1,418.87
31/10/2025	GH Print Management	INV-8089	09/10/2025	Vinyl posters		96.00
31/10/2025	Glasdon UK Limited	SI923117	14/10/2025	Fido 25 dog bins	292.63	
31/10/2025		SI923215	15/10/2025	Delineator Posts	600.11	892.74
31/10/2025	Greenham Trading Ltd	04/529573	29/09/2025	Materials & equipment	687.86	
31/10/2025		04/532310	16/10/2025	Uniform	152.36	
31/10/2025		04/534149	22/10/2025	Materials & equipment	166.51	
31/10/2025		04/534789	23/10/2025	Uniform	126.00	1,132.73
31/10/2025	A.R. Harris & Son	36444	05/10/2025	Electrical services	196.24	
31/10/2025		36514	21/10/2025	Electrical services	66.00	
31/10/2025		36544	24/10/2025	EICR Battlegate WC	270.00	532.24
31/10/2025	HMRC	Payroll M7	20/10/2025	Payroll M7- PAYE/NI		22,622.73

31/10/2025	Hunt's Foodservice Ltd	510-615717	29/09/2025	Beach Gardens - cleaning materials	45.93	
31/10/2025		510-615717	29/09/2025	Beach Gardens - cakes	64.21	110.14
31/10/2025	Inst. of Cemetery & C	20245	17/10/2025	Training		162.00
31/10/2025	ICTHUS Event Solution	0878	09/10/2025	Festive lighting installation and removal		3,660.00
31/10/2025	J&P Cleaning Services	INV-0025	07/10/2025	Beach Huts- cleaning	883.20	
31/10/2025		INV-0025	07/10/2025	TIC- cleaning	345.00	1,228.20
31/10/2025	J.D. Facilities Ltd	INV-1990	01/10/2025	Depot - cleaning	197.59	
31/10/2025		INV-1991	01/10/2025	Depot - deep clean staff area	230.62	
31/10/2025		INV-1989	01/10/2025	TH-cleaning	589.98	
31/10/2025		INV-1992	01/10/2025	Public Toilet- cleaning	7,958.09	8,976.28
31/10/2025	JSR Tree Care and Ga	932-PO36500	30/09/2025	Days Park tree works	1,836.00	
31/10/2025		937	22/10/2025	Tree works	894.00	2,730.00
31/10/2025	Knoll Gardens Ltd	2025343	29/09/2025	Perennials order Autumn 2025		524.99
31/10/2025	LC Ecological Services	2208422	06/10/2025	ECI and BNG assessment Green Seafront		828.00
31/10/2025	The Little Map Co & Fe	2746	09/09/2025	TIC - maps for retail	26.25	
31/10/2025		2746	09/09/2025	TIC - souvenirs for retail	134.16	
31/10/2025		2787	18/09/2025	TIC - maps for retail	81.25	241.66
31/10/2025	Lewis-Manning Hospic	Grant	29/10/2025	Grant		793.50
31/10/2025	Marchants Nursery	030897	01/10/2025	Trees	936.00	
31/10/2025		030991	29/10/2025	Trees	84.00	1,020.00
31/10/2025	Mark Comms Limited	23915	23/10/2025	Batteries		261.60
31/10/2025	Metric Group Ltd.	2526	01/10/2025	Quarterly maintenance charge		915.01
31/10/2025	Mosaic-Supporting Be	Grant	29/10/2025	Grant		300.00
31/10/2025	National Express	AREXT/00246934	30/09/2025	Sept Agency Tickets		47.54
31/10/2025	Natsol Limited	SI-523	22/09/2025	Composter toilet - deposit		3,405.60
31/10/2025	Nixons Hardware Ltd	125102	25/09/2025	Feltguard		26.85
31/10/2025	P.J. Notley Ltd.	6973	15/10/2025	Window cleaning		264.00
31/10/2025	NSALG	S2821A25-26	02/10/2025	NAS-Annual Membership fees		84.00
31/10/2025	Octopress Printers Ltd	INV-007855	25/09/2025	2000 Artisan leaflets	139.00	
31/10/2025		INV-007856	25/09/2025	5000 Christmas Leaflets	242.00	
31/10/2025		INV-007869	03/10/2025	5000 Christmas Leaflets	242.00	623.00
31/10/2025	Outstanding Map Distr	4069344	14/10/2025	TIC - books for retail		226.17
31/10/2025	Origin Amenity Solutio	OASI0169109	29/09/2025	Materials & equipment		121.20
20/10/2025	Swanage Town Council	Month 7 Payroll	20/10/2025	Net Wages - Month 7		69,406.30
31/10/2025	Planet Merchant Serv	PP4000681IE2509	30/09/2025	Gateway fees		288.19
31/10/2025	Pod Point Ltd	ADF-22497	08/10/2025	Admin Fees - MB Sept	28.62	
31/10/2025		ADF-22592	08/10/2025	Admin Fees - Mermond Sept	14.22	42.84
31/10/2025	The Swanage School	SI-2431	01/10/2025	Room Hire		115.00
31/10/2025	SECURITY PLUS LIMIT	1128216	30/09/2025	Cash Processing	213.52	
31/10/2025		1127628	30/09/2025	Cash Collection	996.53	1,210.05
31/10/2025	Swanage Library Frien	Grant	29/10/2025	Swanage Library Friends- Grant		425.00
31/10/2025	Swanage Town & Her	Grant Q2	21/10/2025	Football Club Grant Q2		1,312.50
31/10/2025	Sportshall Markings Lt	14270	06/10/2025	Wheelstopper lining		474.00
31/10/2025	Society of Local Council	MEM255204-3	23/10/2025	Membership Fees	480.00	
31/10/2025		BK223633-1	28/10/2025	Training	42.00	
31/10/2025		BK223634-1	28/10/2025	Training	84.00	606.00
31/10/2025	Swanage Literary Fest	Grant	29/10/2025	Grant		500.00
31/10/2025	Swanage Museum & H	Grant	29/10/2025	Grant		500.00
31/10/2025	DWG Smith	26031	30/09/2025	Grade Beach, Seaweed cleaning		13,080.00
31/10/2025	Spaldings (UK) Ltd.	SI-3072066	03/10/2025	Materials & equipment	168.60	
31/10/2025		SI-3072066	03/10/2025	Materials & equipment	337.32	
31/10/2025		SI-3075347	17/10/2025	Materials & equipment	144.00	649.92
31/10/2025	St. Michaels Garage	4671	30/09/2025	Diesel	369.71	
31/10/2025		S 32219	22/10/2025	Service and MOT	402.97	
31/10/2025		S 32244	24/10/2025	service and MOT	253.31	1,025.99
31/10/2025	Suez Recycling & Rec	33763886	30/09/2025	Skip exchange 35yd RoRo		1,570.52
31/10/2025	Sutcliffe Play (South V	7614	24/09/2025	Replacement parts for playground	357.72	
31/10/2025		7627	02/10/2025	Replacement parts for playground	703.44	1,061.16
31/10/2025	Swanage News	1284	27/09/2025	Newspaper Sept		37.60
31/10/2025	Swanage Tyres and T	39164	24/10/2025	Tyres		254.28
31/10/2025	Telefonica O2	40479923	24/10/2025	SIM Charges		216.19

31/10/2025	Travis Perkins	1030267665	30/09/2025	Materials & equipment	63.68	
31/10/2025		1030275933	30/09/2025	Materials & equipment	26.33	
31/10/2025		1030387875	01/10/2025	Materials & equipment	33.86	
31/10/2025		1030549863	04/10/2025	Materials & equipment	15.24	
31/10/2025		1030669873	07/10/2025	Materials & equipment	56.40	
31/10/2025		1030669874	07/10/2025	Materials & equipment	122.98	
31/10/2025		1030823107	08/10/2025	Materials & equipment	53.64	
31/10/2025		1030823106	08/10/2025	Materials & equipment	7.44	
31/10/2025		1030814429	08/10/2025	Materials & equipment	467.30	
31/10/2025		1030922887	10/10/2025	Materials & equipment	69.08	
31/10/2025		1030922886	10/10/2025	Materials & equipment	53.21	
31/10/2025		1030922888	10/10/2025	Materials & equipment	35.18	
31/10/2025		1031007692	10/10/2025	Materials & equipment	3.82	
31/10/2025		1031579080	21/10/2025	Materials & equipment	133.07	
31/10/2025		1031733072	22/10/2025	Materials & equipment	30.00	
31/10/2025		1031832879	24/10/2025	Materials & equipment	24.01	1,195.24
31/10/2025	Third Parties	Payroll M7	20/10/2025	Payroll M7- Third Party Deductions		328.72
31/10/2025	Watson Fuels	36491	26/09/2025	Diesel		1,056.31
31/10/2025	Westmade Ltd	1015336	06/10/2025	Plumbing services		352.66
31/10/2025	XL Displays Ltd	276102	20/10/2025	TIC - replacement branded parasol		45.60
Total of BACS/CHAPS Payments						265,635.00

BACS payroll payment issued 20th October 2025

69,406.30

BACS supplier payments issued 30th September 2025

196,228.70

265,635.00

Total of Payments

316,745.53

Investments - Cash Movements

<u>Date</u>	<u>Name</u>	<u>Inv Ref</u>	<u>Inv Date</u>	<u>Details</u>	<u>Payment Total</u>
31/10/2025	DMADF	transfer	31/10/2025	DMADF	500,000.00
Total of Investments					500,000.00

Total of Payments & Investments

816,745.53

Green Seafront Engagement Report – To receive and note content

Dorset Coast Forum (DCF) were appointed by the Council in November 2024 to undertake public engagement in respect of design options for the Swanage Green Seafront and Shore Road highways options (see Minute No. 138c of the Extraordinary Council meeting held on 27th November 2024).

This report relates to the Green Seafront Stabilisation and Enhancement scheme only and sets out a summary and analysis of the survey responses including details of the background to the scheme, what engagement took place, the number of people who took part in the engagement process and a summary and analysis of the results.

The Council will use the feedback from the survey to continue to evaluate both the essential and new options and inform potential changes to the designs. This work got underway at the meeting of the Seafront Masterplan Working Party held on 12th November 2025, which will be the subject of an update to be provided under Agenda Item 11(c).

Action required

To formally note receipt of the Green Seafront Engagement Report and note its content.

Martin Ayres
Town Clerk

November 2025

SWANAGE GREEN SEAFRONT STABILISATION AND SHORE ROAD ENHANCEMENT SCHEME



GREEN SEAFRONT ENGAGEMENT REPORT NOVEMBER 2025



Swanage Green Seafront Stabilisation & Enhancement Scheme

- Engagement Summary

Contents

Overview	4
Background	4
Key findings from Engagement Round One:.....	4
Evolution of the project.....	5
Engagement Round Two.....	6
Aims of the Engagement.....	6
Engagement Overview.....	7
Online Survey	9
Our Reach in Numbers	9
Section One - Survey Results	13
Who answered the Survey?	13
Key Findings.....	16
Green Seafront Option Preference	16
The New Option	17
The Essential Option.....	18
Results – Other Survey Questions	20
Walrond Road.....	20
Primary Event Space.....	21
Secondary Event Space	22
Greenspaces and Planting	25
Seafront Plaza	26
Seating	28
Access and Accessibility	30

Points of Interest	31
Spa Beach Hut Area	32
Key Findings.....	34
Preference.....	34
Recurring themes: Access and Accessibility	34
Recurring themes: Budgets and Cost	35
Recurring themes: Design Features.....	36
Recurring themes: Alternative Ideas and Suggestions.....	37
More Information	37
Appendix 1.....	39
Survey Anomalies	39
Appendix 2.....	45
Who's who?	45
Appendix 3.....	46
Swanage Green Seafront and Shore Road Survey 2025.....	46

Overview

This report sets out a summary and analysis of the results for Swanage Green Seafront Stabilisation and Enhancement proposals only. This is a report aimed at supporting Swanage Town Council with their discussions on next steps. It includes details of the background to the scheme, what engagement took place, the numbers of people that took part the engagement process and the summary and analysis of the results. It does not include results and analysis relating to feedback on Shore Road proposals, which will be presented in a separate report. A final summary report will then be shared online in an accessible format, for everyone to view.

Background

In late 2023 an initial round of engagement for the Green Seafront took place (Round 1) based on the need for stabilisation and improvements to Sandpit Field, Weather Station Field and the Spa.

Key findings from Engagement Round One:

In Round 1 we asked about an essential scheme and an enhanced scheme.

- Survey results showed that the enhanced scheme was slightly more popular with 51.1% of respondents to the survey preferring it with 43.6% choosing the essential scheme.
- The 'opportunity' presented by the stabilisation works to enhance and invest in the area was the most common theme of respondents' answers when explaining why they selected the enhanced scheme as their preferred option (40% of respondents who selected enhanced scheme).
- Conversely the cost of the enhanced scheme was the most common theme of respondents' answers when they explained why they selected the essential scheme as their preferred option (40% of respondents who selected essential scheme).

- 76% of all respondents agreed that it was a good opportunity to enhance the area if work was going to take place anyway.
- The integration of improved traffic management was consistently cited through the survey. Of those who felt there was something missing from the enhanced scheme – ‘the pedestrianisation of Shore Road’ and ‘traffic management’ were the most popular themes of respondents’ answers. There were also over 100 mentions of ‘Shore Road’ in all the comments.

The enhanced scheme was not taken forward by the Council as an option due to affordability. See the Round 1 Engagement report here >>

<https://www.dorsetcoasthaveyoursay.co.uk/26164/widgets/75344/documents/51805>

Evolution of the project

- Swanage Town Council then took the feedback from the first round of engagement, using this to put together a new scheme that maintained the benefits of the enhanced scheme while minimising cost.

Inclusion of DC Highways

- Dorset Council became involved with the project based on the feedback received in the first round of engagement concerning pedestrian safety and accessibility on Shore Road. They then prepared options for Shore Road.

Inclusion of Dorset Coast Forum (DCF)

- DCF were once again appointed to undertake engagement with those who live and work in Swanage along with other stakeholders, presenting the new option for the Green Seafront alongside the essential option and together with options for Shore Road.

Engagement Round Two

Aims of the Engagement

- To present the background and evolution of the Swanage Green Seafront Project.
- To present the new option considered by Swanage Town Council alongside the essential option and to give the community a way of sharing their views and comments on the design options.
- To present potential options for improvements to Shore Road, produced by Dorset Council.
- To present concept designs and collect feedback.
- To collect the views and comments of residents, businesses and stakeholders with regards to the works needed at Swanage Green Seafront and options for Shore Road, identifying suggestions, concerns and questions from residents and members of the public.
- To gain specific personal/organisational views and data to ensure local knowledge of relevant issues are reflected within the proposals.
- To gather information via a combination of face to face, online and written engagement methods allowing accessibility and time for consideration and to maximise participation.

Engagement Overview

Name of event	Location	Date and time	Number attended	Notes
Online Meeting	Zoom	15 th May 6.00pm – 7.00pm	6	Aimed at invited local stakeholders from Swanage. It included a short presentation and was followed by a Q&A session.
Launch Pop-Up	Swanage Seafront, Shore Place	22 nd May 11.00am – 2.00pm	35 (estimated)	Pop-up event run by Swanage Town Council on the seafront.
St Aldhelms Court Residents Coffee Meeting	St Aldhelms Court, De Moulham Road	29 th May 10.00am – 11.30am	25 (estimated)	A presentation and Q&A session provided to residents by the project team
Swanage Market Pop-Up	Swanage Market	30 th May 8.00am – 12.00pm	96	A pop-up stall at the market attracted almost 100 visitors. DCF provided key displays and directed people to come along to a drop in event or webpage to find out more.
Co-op Pop-Up	Outside Co-op Supermarket	30 th May 12.30pm – 2.30pm	33	A pop-up outside the Co-op gathering views of local shoppers and encouraging them to attend drop-in events. DCF distributed leaflets telling people about the webpage.
Public Drop-in	Focus Centre	3 rd June 10.00am	37	DCF public drop-in included displays on the Green Seafront and Shore

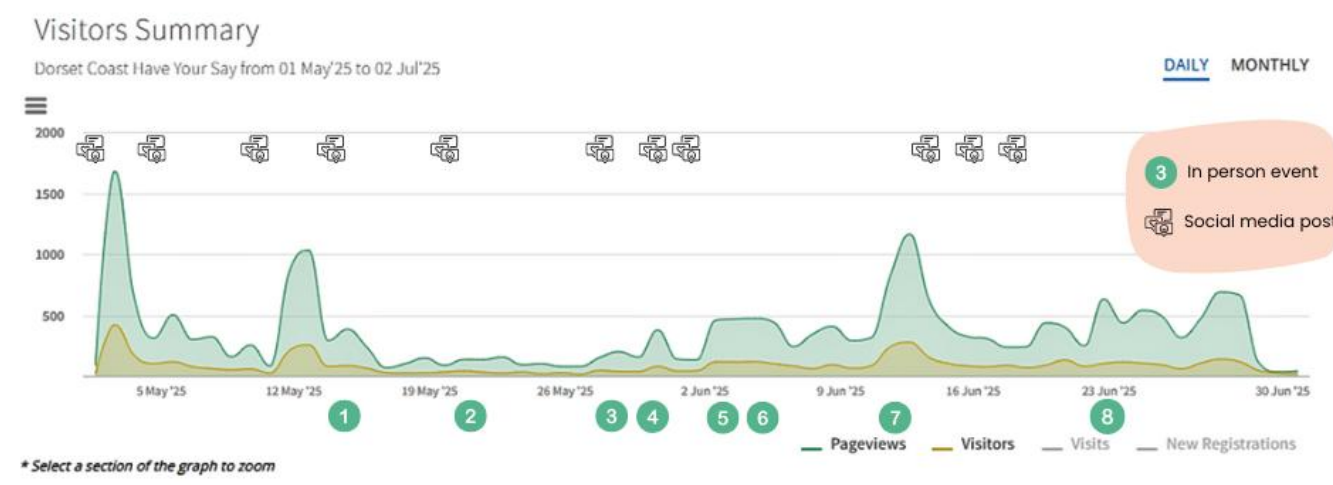
		– 2.00pm		Road Schemes and allowed people to chat with members of the project team as well as town councillors and the DCF team.
Public Drop-in	Mowlem Theatre	4 th June 3.30pm – 7.30pm	158	DCF public drop-in included displays on the Green Seafront and Shore Road Schemes and allowed people to chat with members of the project team as well as town councillors and the DCF team.
Swanage Chamber of Trade Meeting	Grand Hotel	10 th June 7.00pm – 9.00pm	30	A presentation on the scheme and the engagement process followed by an opportunity for Q&A
Additional Public Drop in	Emmanuel Baptist Church Hall	24 th June 3.00pm – 6.00pm	40 (estimated)	Swanage Town Council organised an additional public drop in event to enable people to chat with members of the project team.

In addition to the above, representatives of the project team and Swanage Town Council met with one of the immediate neighbours of the Green Seafront scheme to make them aware of the proposals and encourage their participation in the survey and wider engagement.

At public engagement events people could indicate a preference using coloured dots on paper to respond to certain questions. The aim of this activity was to open up discussion and the information was not used in the interpretation of the results.

Online Survey

The Dorset Coast Have Your Say webpage has a dedicated area for information and engagement related to the Swanage Green Seafront Stabilisation and Shore Road Enhancement project. Between 1st May and 29th June 2025 there were 6,660 visits to the webpage. The graph below shows the number of webpage visits, the timings of in person and online events and social media posts. Please note there were two events on the 30th May.



Our Reach in Numbers

DCF tracked engagement using the following methods:

- In person attendance at events
- Social media posts and interactions
- Webpage visits
- Survey completions

Overview of total engagement	Number of people engaged
People engaged with at in person or online events	460
Survey Responses	1,469
Have Your Say website visits	6,600
Visits from social media link	1,237
Facebook post reach (number of unique individuals reached)	30,194
Facebook post engagements (e.g. likes, comments and shares)	727
Instagram post reach	1,338
Instagram post engagements	34

- **Social media:** The events and survey were advertised widely on social media, originally being posted on the DCF pages, then shared by Swanage Town Council, Dorset Council, Swanage Matters, Swanage Carnival, Swanage Information Centre and many more.
- **Press:** An article was published in Swanage News at the launch of the project and mid-way through, an interview was broadcast on Purbeck Sounds and there were articles in the Bournemouth Echo, Dorset Echo, BBC Dorset, Purbeck Gazette and Swanage Advertiser, among others.
- **Local stakeholder groups:** The events and survey were shared with key local groups and stakeholders.
- **DCF E-News:** Shared with 650 DCF recipients.
- **Posters and banners:** Banners and posters were displayed across Swanage and information boards were put up around the Green Seafront itself as well as along Shore Road.
- **Flyers:** Flyers were delivered to all properties on De Moulham Road, Shore Road and Seaward Road as well as the lower section of Ulwell Road (from the Crow's Nest Inn, south) and distributed at in person events.
- **Display of materials:** The Swanage Information Centre held reference copies of the schemes and displayed the options throughout the engagement. They also provided a collection and drop off point for paper surveys as well as Swanage Town Hall.

Images of our events and media coverage can be seen on the following pages.

Event Images



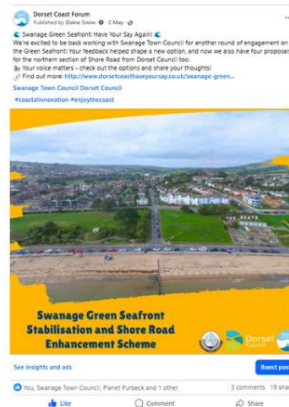
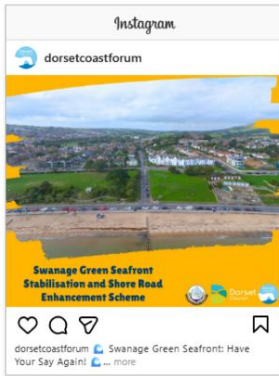
Top: Pop up event at Swanage Market and outside the Co-op

Middle: Drop-in event at the Focus Centre (former Children's Centre)

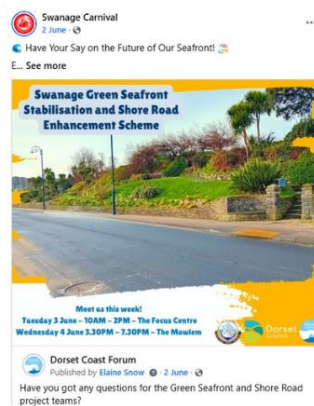
Bottom: Drop-in event at The Mowlem



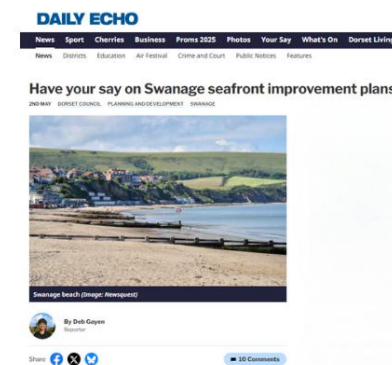
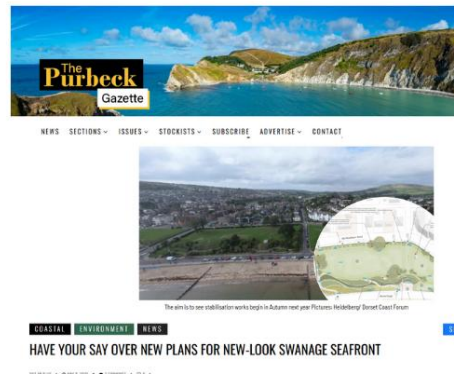
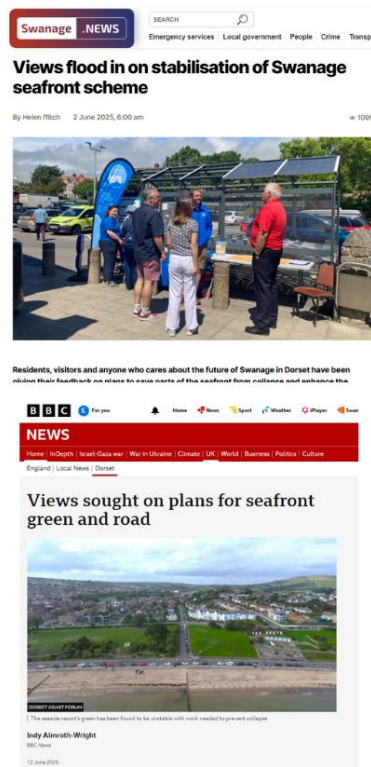
Media Coverage



Top (left and centre): Project launch social media posts
Below (right): Purbeck Sounds Facebook post



Far left: Dorset Council social post
Centre: Swanage Carnival Facebook post share
Above: Project video cover



Above right: Event poster and flyer
Above left and centre: Swanage News and Purbeck Gazette articles
Below left: BBC and Daily Echo articles
Below centre: Dorset Council Facebook post

Section One – Survey Results

The survey was hosted online, with paper versions also available at the Visitor Information Centre and at our events. It was open from 1st May until 29th June 2025 offering an eight-week engagement window. It contained a total of 43 questions covering all aspects of the Green Seafront and Shore Road schemes. Not all 43 questions had to be answered, and there were opportunities for respondents to skip questions or whole sections if they did not wish to respond to certain elements. Each section included questions about various features of the schemes, along with key mandatory questions.

In the Green Seafront section, respondents were asked their views on the Essential and New options. Questions focused on features such as planting, toilets, accessibility, and beach huts. Respondents were then asked to indicate their preferred option.

The Shore Road section followed and asked respondents to rank their preferences for the four proposed options. This was followed by a series of questions about additional features, including bus routes and a proposed 20mph speed limit. Results of this will be presented in a separate report.

Throughout the survey, a combination of open and closed questions was used to gather both preferences and detailed feedback on specific areas and ideas. This approach provided a dataset that includes clear statistical insights as well as space for respondents to share comments and suggestions.

A copy of the survey questions are available in the appendices.

Who answered the Survey?

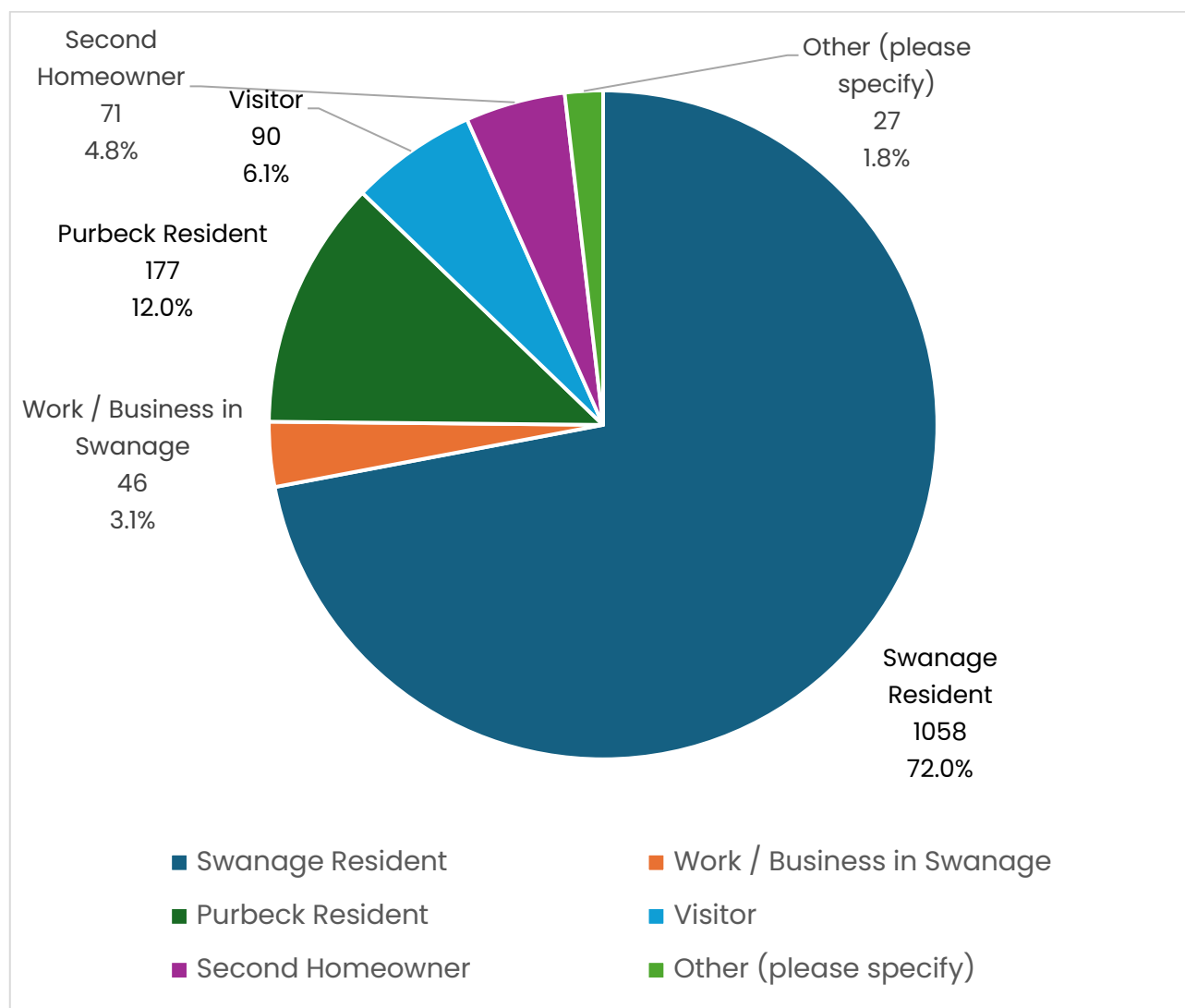
In total 1469 people responded to the survey. Of these approximately 100 were submitted on paper and the rest online.

The overall survey results show the following:

- 72% of respondents stated they are Swanage residents.
- 12% were from the wider Purbeck area. 6.1% of respondents were visitors.
- Answers in the other category include having friends or family in Swanage or owning a caravan in Swanage.
- 51.5% of respondents were aged 60 or over. 68% of respondents are aged fifty or over.
- 81.4% of respondents do not consider themselves to have a disability.

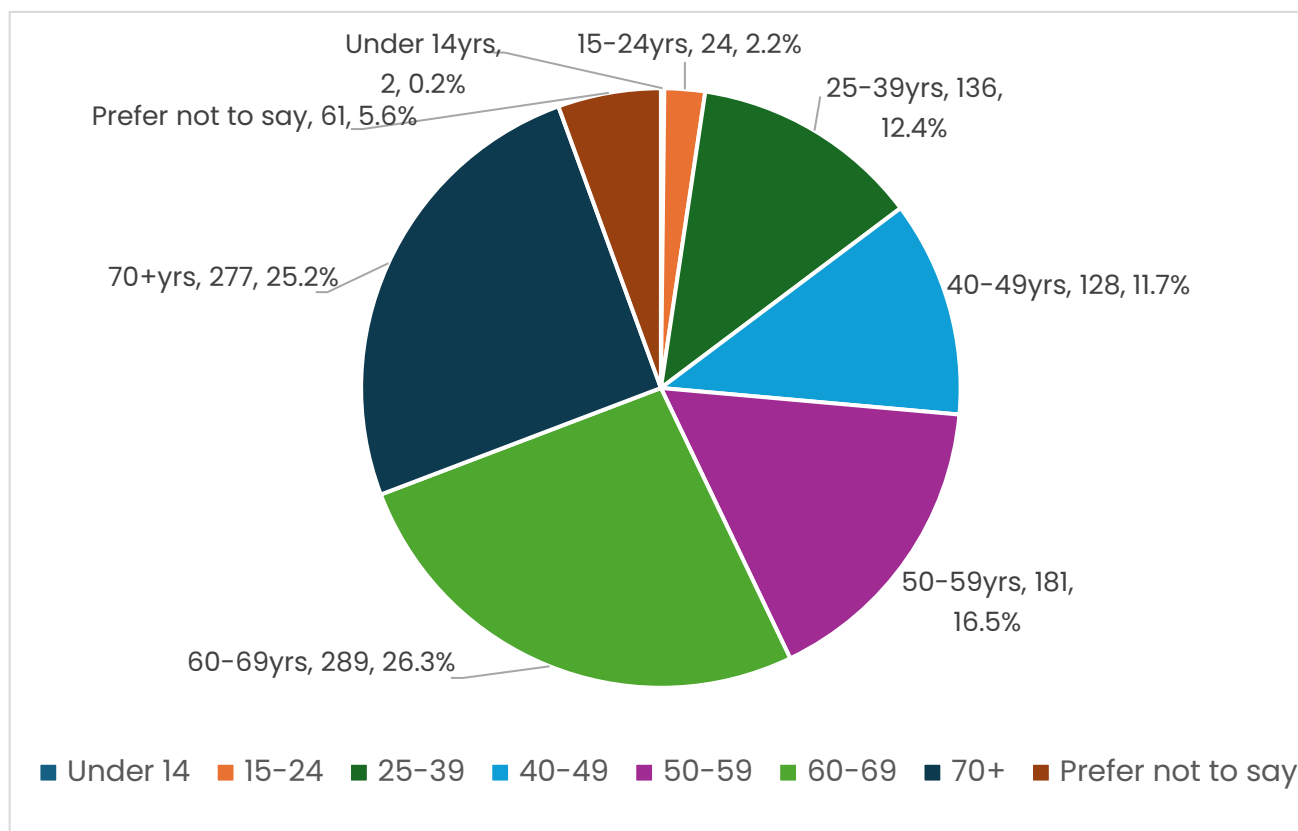
Further youth engagement was undertaken by working with a local Brownie and Guide unit and asking them to complete the activity “My Dream Green.” Images of the responses can be seen later in this report.

Question 1: What is your connection to Swanage?



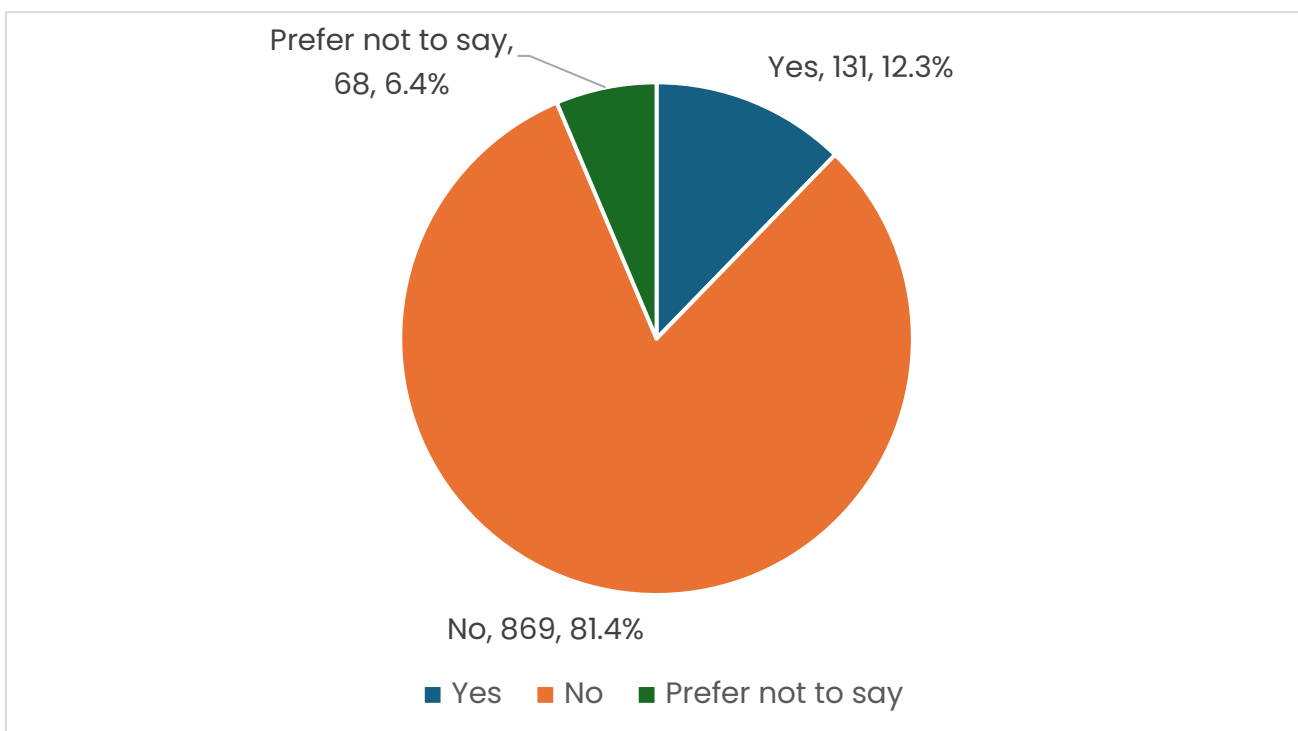
Mandatory Question – 1469 responses

Question 41: What is your age group?



1098 responses, 371 skipped

Question 42: Do you consider yourself to have a disability?

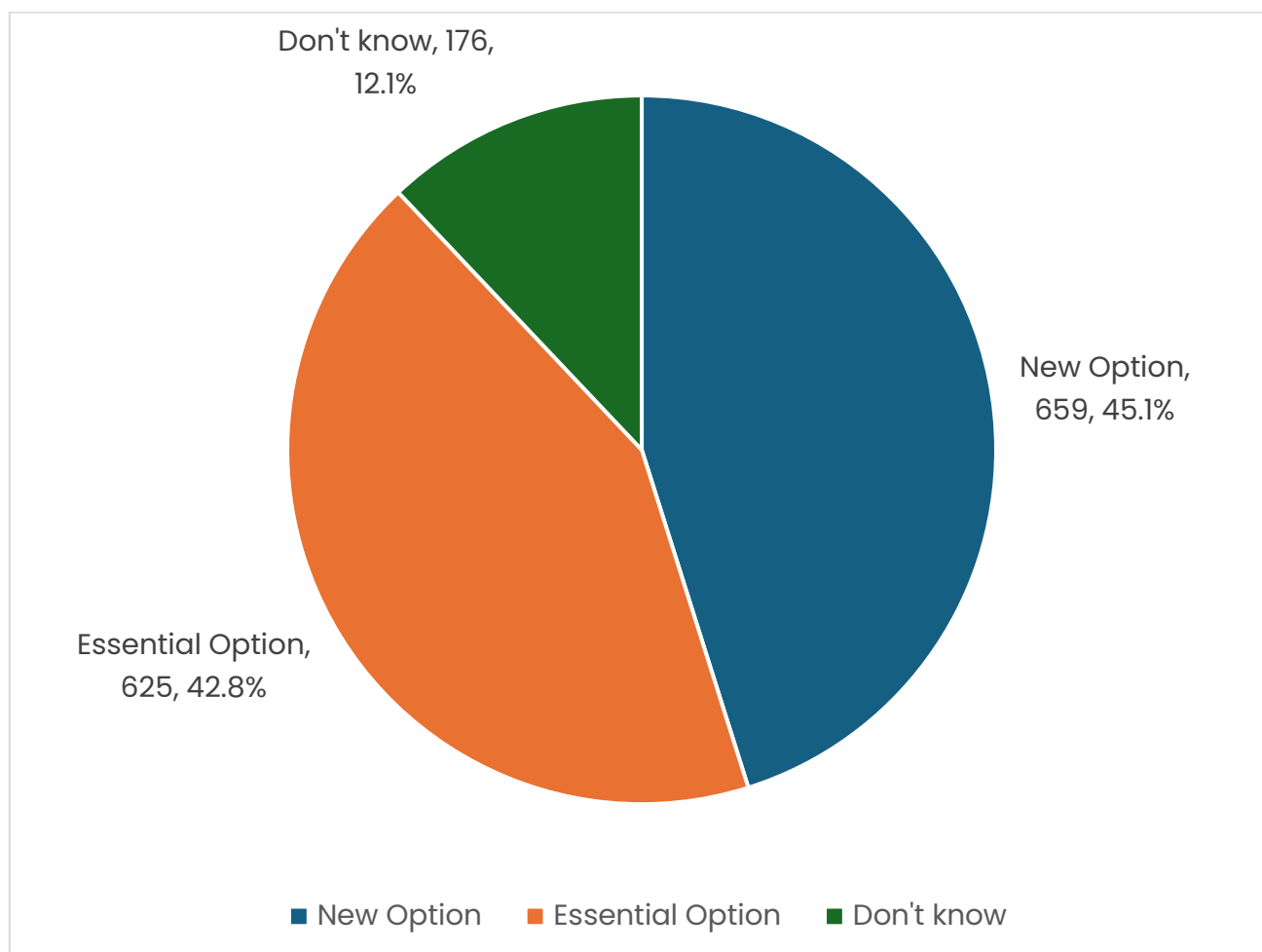


1068 responses, 401 skipped

Key Findings

Green Seafront Option Preference

Question 28: Given the two options presented, at this stage, which option would be your preferred scheme?



1460 responses, 9 skipped (skipped responses were from paper surveys)

The results for this preference question show 45.1% of respondents selecting the new option and 42.8% of respondents selecting the essential option.

We asked for comments on each of the options, details are below.

The New Option

313 respondents had comments to make on the new option. When asked **which category the comments related to** costs and funding was the most selected (161) followed by changes to Walrond Road (104) and the look and feel of the scheme (74).

Of those who preferred the new option, in summary it is seen as a transformative chance to reshape Swanage's seafront and create a unique space for future generations. The proposal is seen as a way to modernise Swanage, making it more attractive to visitors and enhancing its visibility from both land and sea. It was felt that local businesses are expected to benefit from increased footfall along the seafront, and the development is framed as a way to showcase Swanage's potential and boost its appeal.

Others described it as *"a once in a lifetime opportunity to significantly enhance the seafront"* and it was considered *"worth the investment to bring the area into the 21st century while respecting its heritage."* Comments emphasised the long-term benefits, with the belief that future generations will feel the impact. There's a strong sentiment that this is an opportunity not to be missed, especially given the potential improvements to green space. One comment suggests the extra £2 million for the enhanced option would be recouped through additional revenue generated by the improvements.

Comments included:

"It would be a huge, missed opportunity for Swanage if only the Essential option goes ahead."

"Having one larger area provides more scope for a comprehensive and attractive scheme capable of various sizes of activities."

"It's essential that it goes ahead to future proof the seafront for several decades to come."

The Essential Option

210 respondents made comments on the essential option. When asked which category these comments fitted in the following were the top categories:

- Costs and funding (106)
- Look and feel of the scheme (70)

People who commented felt the Essential Option was more cost-effective and a responsible use of public money, quicker to deliver, and better suited to Swanage's character. They saw it as a practical solution that addresses ground stability and preserves the town's charm and functionality. Comments mention that the essential option is adequate for both residents and visitors and keeps open space for play and recreation and is realistic and deliverable.

Further points raised included:

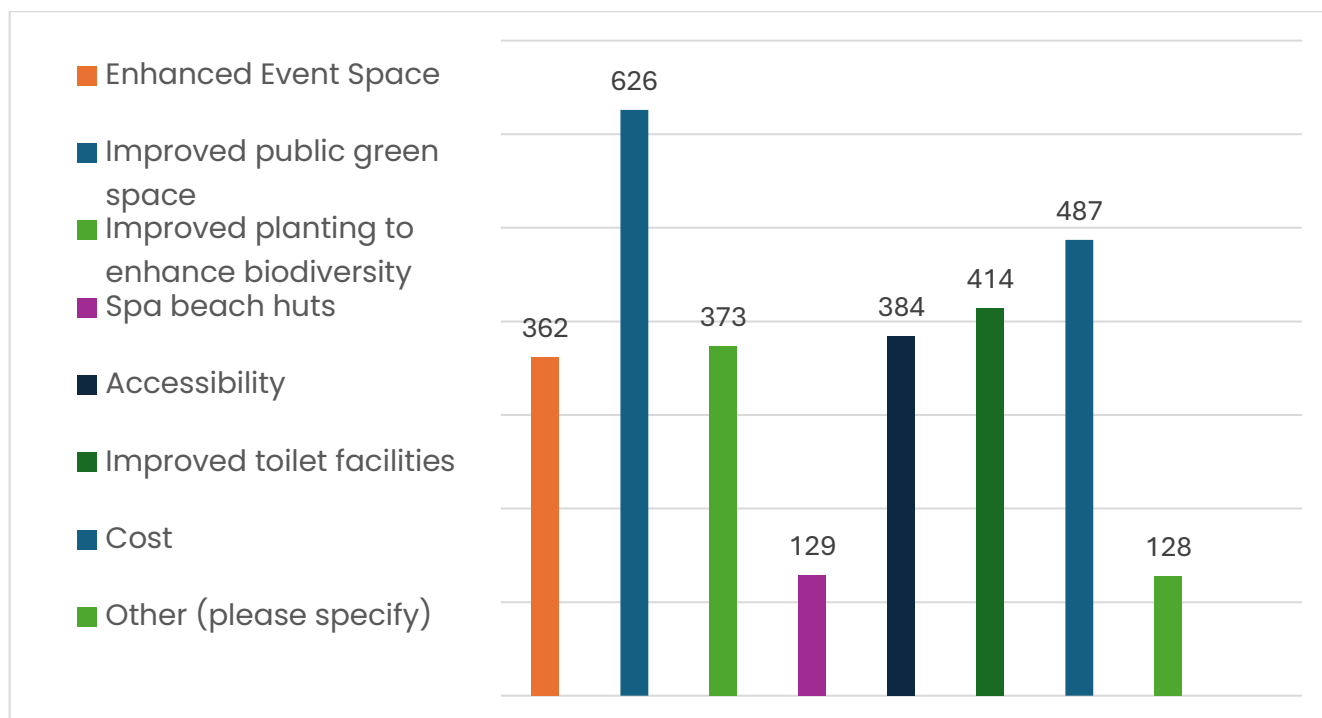
"The essential option solves the problem with ground stability, is most cost effective and perfectly adequate."

"The Essential Option maintains the unique look and feel of The Green Seafront, don't spoil it. Keep the current planting where possible and do not add extra trees along De Moulham Road. Retain the character and the undulating design of the walkway along the East / Shore Road side of Sandpit Field, with its excellent sea views."

"It keeps the same look and feel of the area and the real reason people come to Swanage."

In both options there were comments expressing concern for the costs and where the finances would come from in order to afford the works. Some respondents feel the £6.5 million cost of the new option is excessive. Several comments suggest the essential option (at £4.5 million) is more reasonable and sufficient to address the core issues. There is concern that the project will go over budget. However, there is also some aspiration that the project offers opportunity for further investment in the town.

Question 29: When making the final decision as to what option to deliver, what are the most important factors that you think the Town Council should take into consideration?



1135 responses, 334 skipped

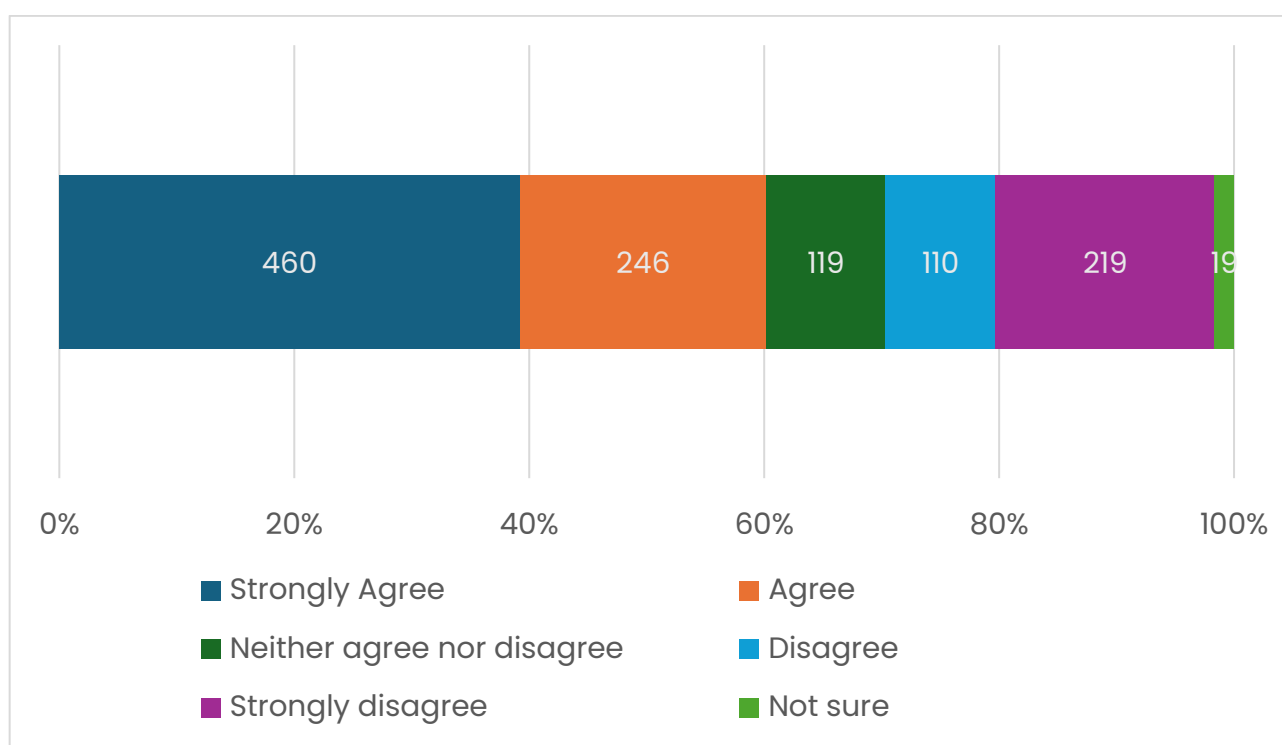
The priorities for respondents are improved public green spaces, the cost of the project, improved toilet facilities and accessibility. In the other comments there was also significant interest in improving community and cultural activities and a desire for better recreational and natural areas.

Results – Other Survey Questions

Walrond Road

Question 4: For the new option to facilitate the expanded event space, Walrond Road will need to be filled in, while retaining a pedestrian route from De Moulham Road to the seafront. Do you agree with the filling in of Walrond Road?

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not sure
460 (39.2%)	246 (21%)	119 (10.1%)	110 (9.4%)	219 (18.7%)	19 (1.6%)



1173 responses, 296 skipped

Support for the proposal of filling in Walrond Road is relatively strong, with 60.2% of respondents either agreeing or strongly agreeing. Opposition is also notable, with 28.1% expressing disagreement (either strongly or somewhat). A small portion (10.1%) remain neutral, and only 1.6% are unsure.

358 people also **wrote a comment related to the proposed filling in of Walrond Road**. 69 respondents expressed strong support for filling in Walrond Road with details including to improve pedestrian access, safety, and event space, citing its underuse by vehicles and potential benefits for accessibility, environmental impact, and community activities. Additional benefits mentioned for filling in Walrond Road include improved pedestrian access, enhanced safety, better use of space for community activities, reduced traffic, cost savings on maintenance, and creating a more attractive and accessible seafront for residents and visitors.

22 respondents expressed strong opposition in comments to infilling Walrond Road, citing its importance for parking, vehicle access, and maintaining separation between quiet and event spaces. Concerns included loss of historical character, reduced accessibility for disabled users, and negative impacts on traffic flow, local identity, and scenic views.

Primary Event Space

Focussing on the New Option in this instance, respondents were asked for **any comments on the enhancements to the primary events space in the proposal**. This includes increased accessibility, a larger flatter event area plus electric and water points.

314 people responded to this question. Comments were categorised by the Dorset Coast Forum team to allow the contents to be summarised.

The most popular categories or 'tags' were:

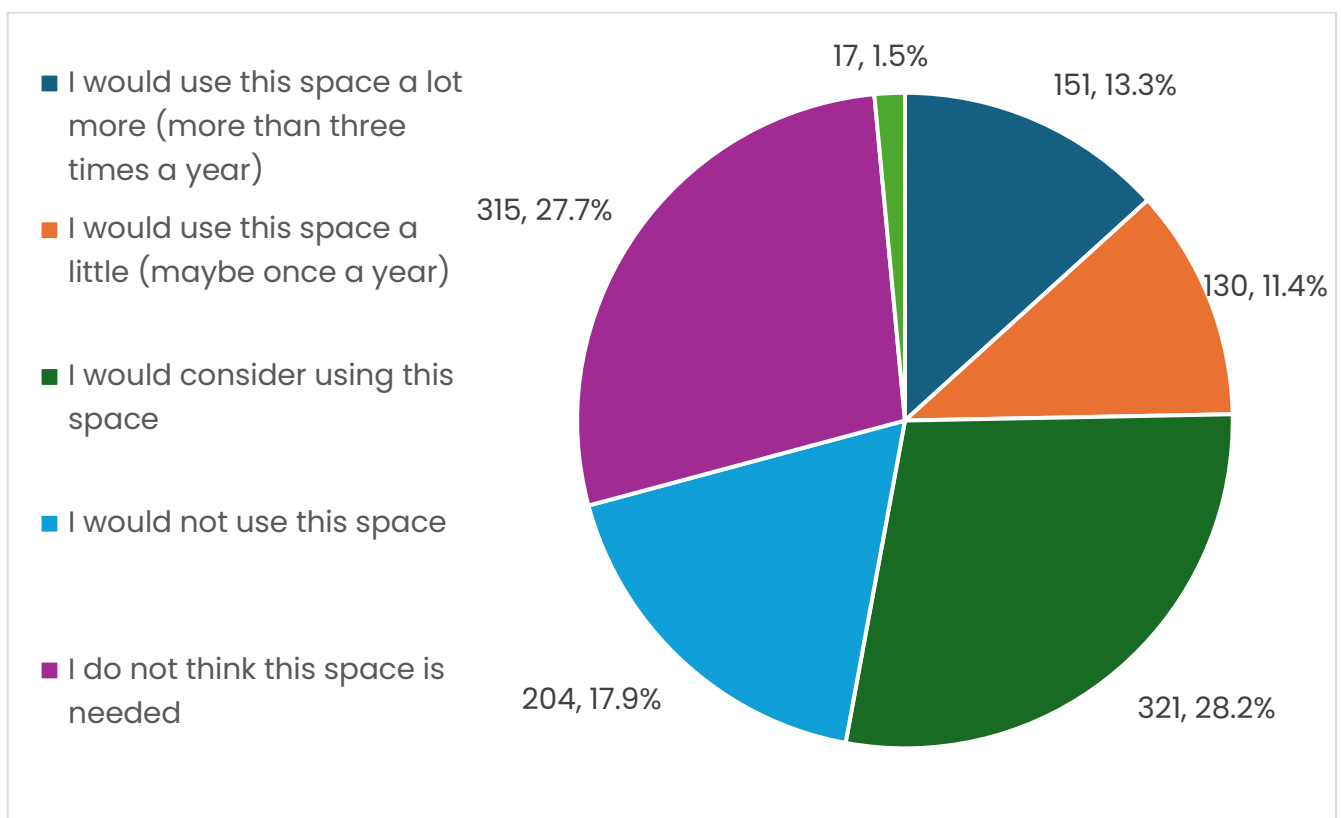
- Not needed / Unnecessary (57)
 - Many respondents feel that expanding or modifying the event space is unnecessary, as current facilities are sufficient and further changes would be costly, disruptive, and offer no clear benefit.
- Accessibility (30)
 - Respondents strongly support improving accessibility through measures like levelling paths, widening walkways, adding access points, and enhancing facilities, while ensuring changes are inclusive,

low-maintenance, and considerate of local character and congestion.

- Alternative idea / suggestion (29)
 - Residents proposed a range of improvements including sports facilities, nature play areas, and enhanced infrastructure such as water points, and showers. Suggestions also focused on keeping spaces open for community use, supporting youth facilities, and ensuring any changes benefit Swanage directly while preserving its natural and visual character.

Secondary Event Space

Question 6: To what extent do you feel you would make use of the secondary event space?



1138 responses, 331 skipped

Question 7: Please add here any further thoughts or comments you may have about the secondary event space.

The most popular categories or 'tags' were:

- Not needed / Unnecessary (104)
 - Views suggested existing venues like Prince Albert Gardens and the bandstand already meet local event needs and therefore an additional space could be seen as not needed.
- Keep public access (54)
 - Several comments highlight that the area is already well-used by locals and visitors for informal recreation and converting it into an event space would reduce its accessibility and enjoyment.
- Support improved event space (53)
 - Respondents commented on the potential for greater use across the community if the space is improved or designated.

Comments included:

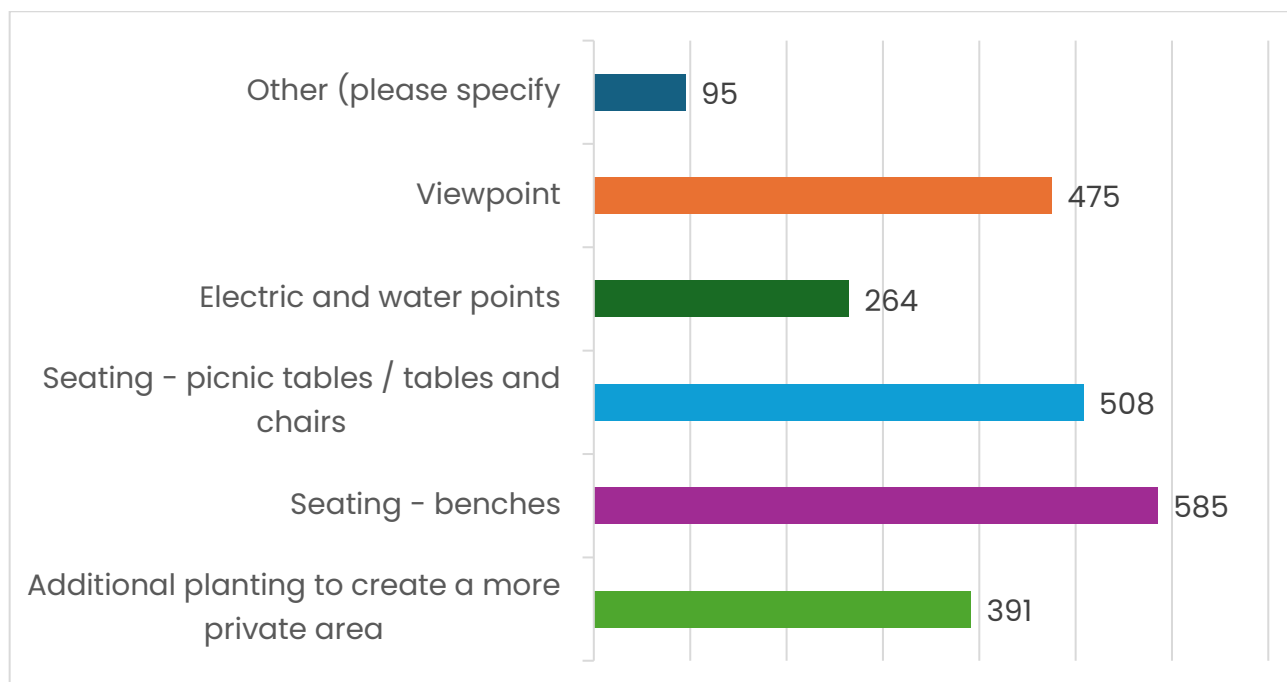
"This area is used by many people to sit and enjoy the views over the bay. There is plenty of room in Prince Albert Gardens and St George's without altering this area."

"It's a lovely idea - as long as there are constraints against noisy and late parties."

"I think many community groups would be able to use this space."

"This should remain a full free public access green space and costly enhancements are not needed. It's unclear how members of the public be excluded from private events in this area."

Questions 8: Please help us to think about the future of the secondary event space. If any of the following features were added, would you make use of them?



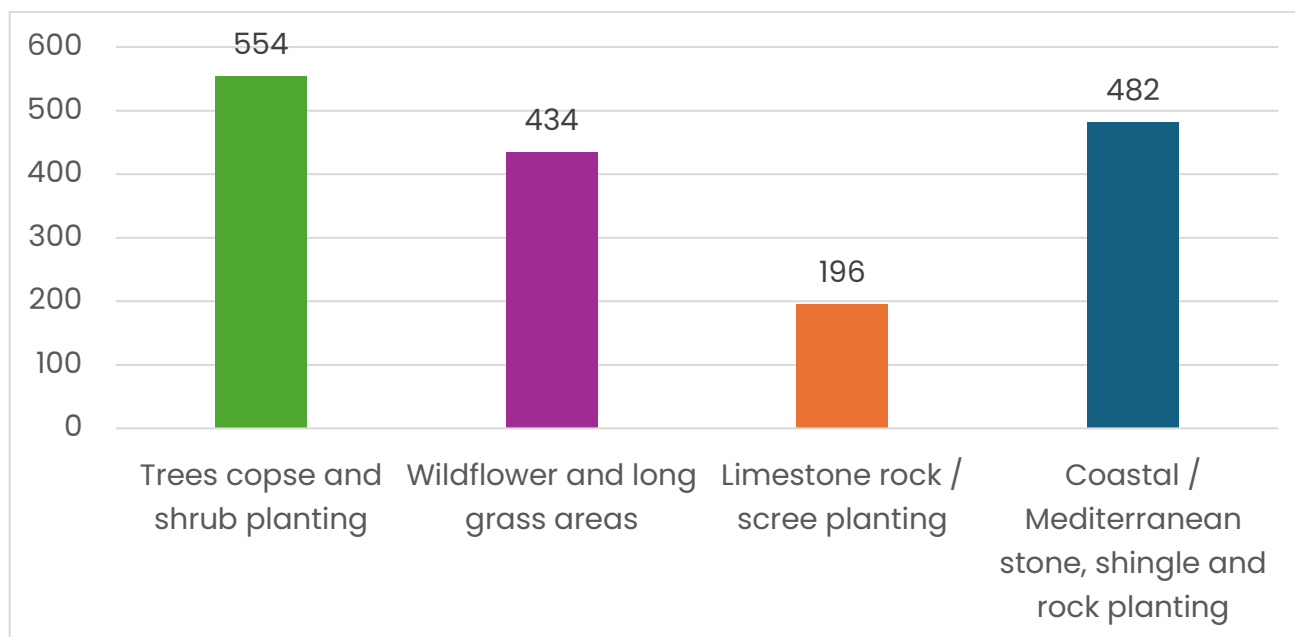
893 responses, 576 skipped

The most chosen response was seating – benches followed by picnic tables / tables and chairs and the viewpoint. Other responses include BBQ's, play areas, bins and rentable binoculars.

Additionally, types of seating mentioned in the comments for use across the site and not just in this secondary event space includes some with backs and hand rails to help people sit down and get up, those with space for a wheelchair to pull up alongside, seating in shade, some to take in the views and some which can be used for eating and drinking at.

Greenspaces and Planting

We asked respondents **to take a look at mood boards for the type of planting schemes that could be included on the Green Seafront**. All of them could be included in the options but **respondents were asked to select their top two preferences**.



973 responses, 496 skipped

Based on the chart, "Trees, copse and shrub planting" received the highest number of responses (554), indicating it is the most preferred option among respondents, while "Limestone rock / scree planting" was the least selected (196), suggesting lower interest in that approach.

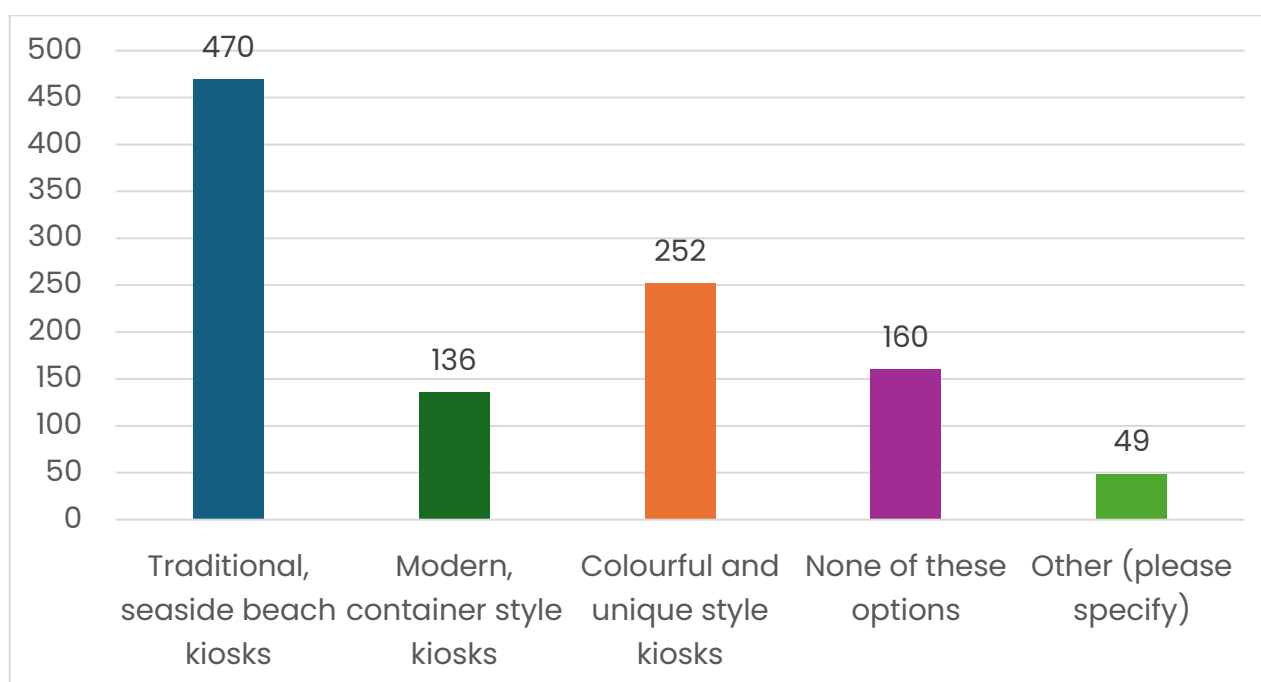
We then asked for **any further thoughts or comments regarding the planting schemes**.

The top tags within the comments were "low maintenance," (33) "avoid blocking views," (28) and "natural planting" (25). Respondents consistently advocate for planting schemes that are sustainable, climate resilient, and cost effective, favouring native species, shrubs, and trees that require minimal watering and upkeep, while expressing concern about the impracticality and short-lived appeal of high-maintenance options like wildflowers and bedding plants. Planting for fragrance and shade were also mentioned throughout comments.

Seafront Plaza

The seafront plaza is an element of the Green Seafront which was highlighted in the first round of consultation as appealing. In the new option it includes a kiosk café, outdoor seating as well as new accessible toilets.

Question 11: Taking into consideration the example design images on the project webpage or the project pack at Swanage Information Centre, please select which style of kiosk café you would prefer in terms of its look and feel?

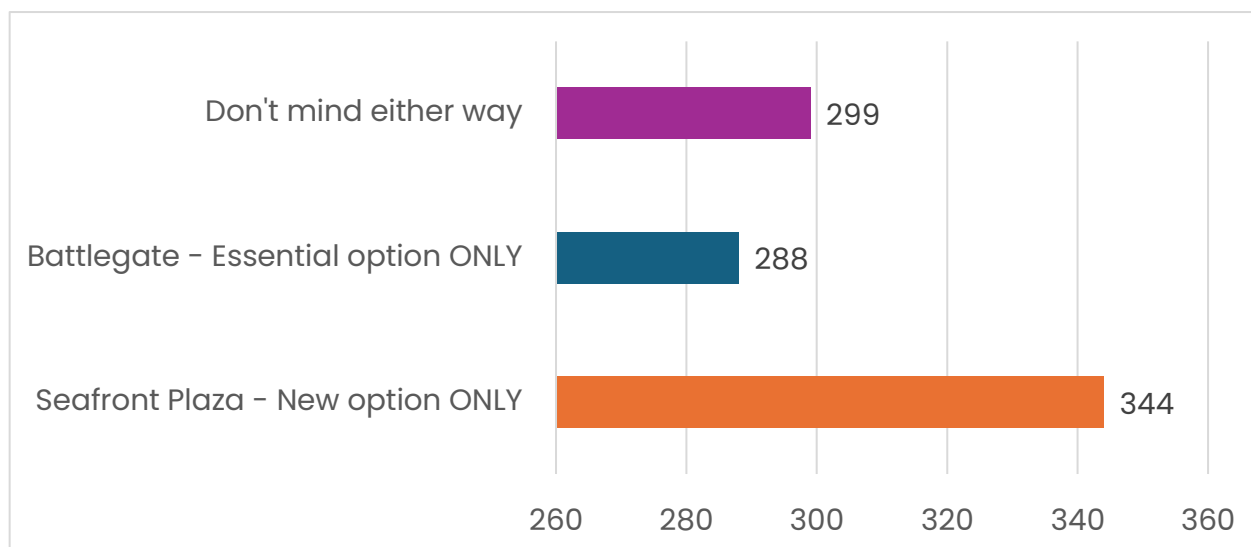


944 responses, 525 skipped

The most popular response is the traditional, seaside beach kiosks (470) followed by colourful and unique style kiosks (252). Comments welcoming the inclusion of accessible toilets and ideas for sustainable design and solar panels also feature. Whilst others felt this is not necessary and needs are met by existing facilities.

Next the survey asked about the location of toilets as this would be different depending on the options pursued. The essential option retains and improves toilets at Battlegate, whereas the new option would close these and install new accessible toilets at the seafront kiosk.

Question 12: Where do you feel would be the best location for the toilets?



931 responses, 538 skipped

Whilst the seafront plaza was the most selected option (344), the difference between the other options is not hugely significant with Battlegate (288) and “don’t mind either way” (299).

Comments regarding the proposed toilets at the Seafront Plaza were generally supportive, with some respondents highlighting their usefulness during events on Sandpit Field, their accessibility and their potential to enhance the visitor experience along the promenade.

“When events are taking place on Sandpit field the Seafront loos would be a great addition.”

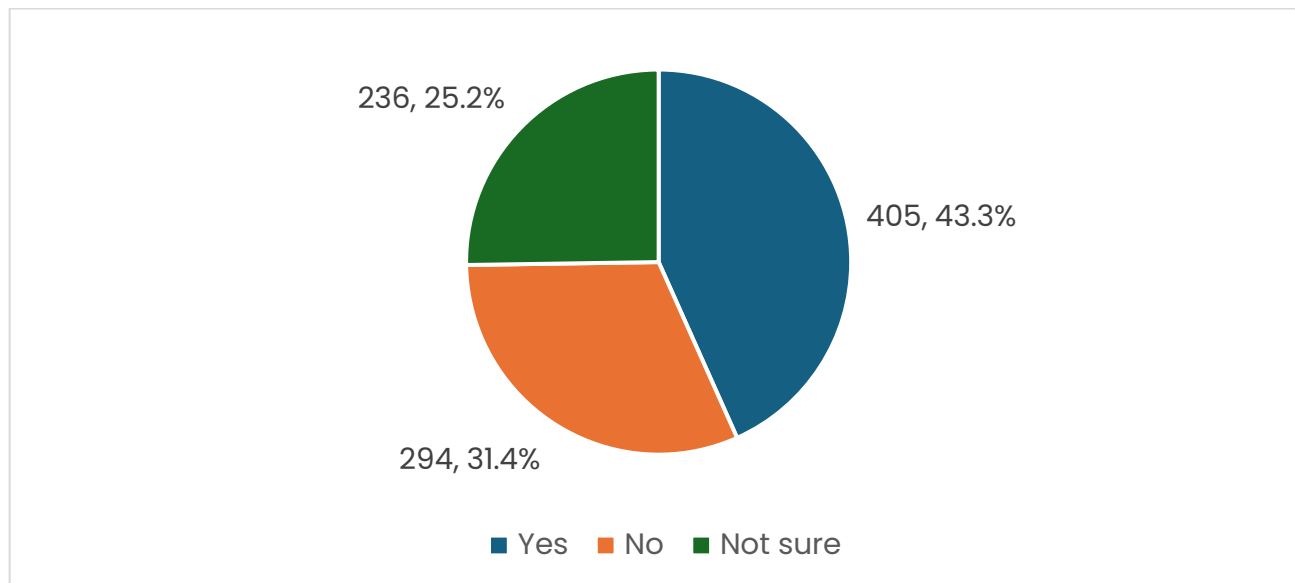
“I think it is essential to have the toilet facilities – the kiosk will just add to the charm of the walk.”

“Accessible toilets are a must. The Steps at Battlegate might as well be a barricade for those of us with mobility issues.”

A notable portion of feedback (56 out of 282 comments) expressed concern about the potential closure of the Battlegate toilets. These comments emphasized the importance of maintaining convenient facilities for families, and visitors.

Seating

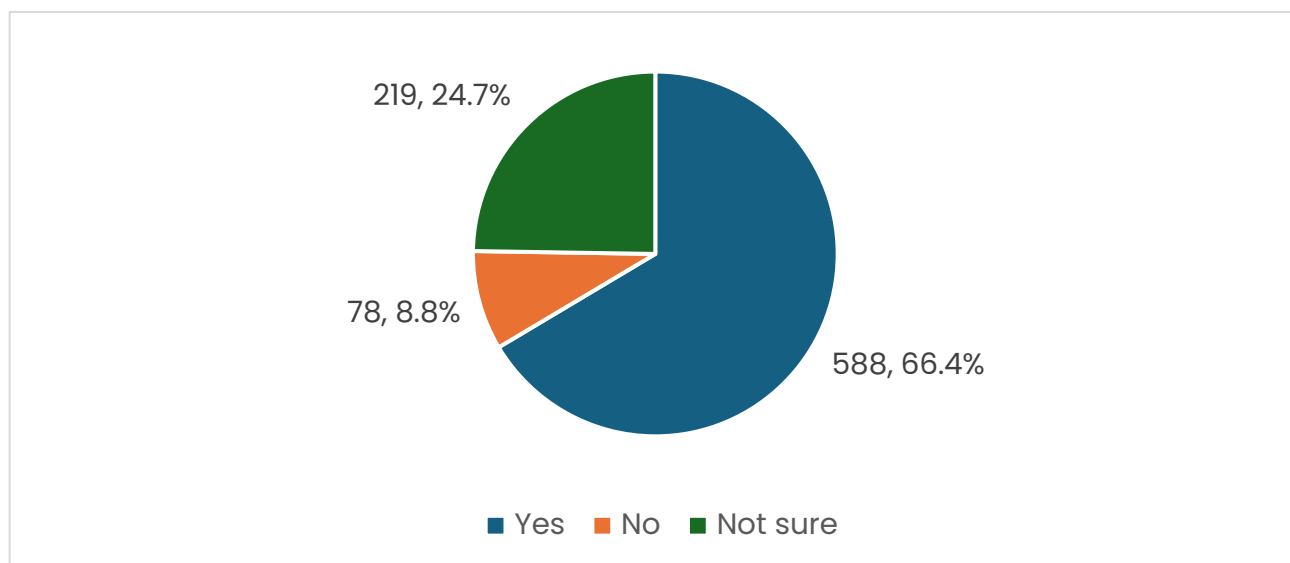
Question 14: Do you feel the amount of seating incorporated into the essential option design is sufficient? (a similar amount as there is currently)



935 responses, 534 skipped

405 or 43.3% of people felt there is sufficient seating in the Essential Option whereas 294 or 31.4% felt there was not. Around a quarter of people (25.2%) were not sure.

Question 15: Do you feel the amount of seating incorporated into the new option design is sufficient? (approx. 30 benches)



885 responses, 584 skipped

With the introduction of the new option, there was a notable increase in the number of people who felt there was sufficient seating (66.4%), up 23.1% from the essential option, representing 183 more responses. In contrast, only 8.8% responded "no" to the new option, a significant drop. The proportion of respondents who were "not sure" remained relatively consistent at 24.7%.

When asked for **any further comments on the seating** respondents strongly favour traditional seating styles such as "wooden or stone benches with backs" over modern designs, citing durability, low maintenance, accessibility for elderly and disabled users including those with areas for wheelchairs to pull up alongside them, and the importance of preserving Swanage's character and heritage as a traditional seaside town. There were mixed comments on the wavy seating design suggested in the new option.

"I think additional seating is important. Not everyone wants to or is able to access the sandy beach easily and this would make the space an attractive option."

"Plenty of seating will encourage people to stay and use the areas for longer. For those without gardens like elderly it will be encouraging."

"Really like the architectural wavy style – it's a more communal way of seating and appreciating a view."

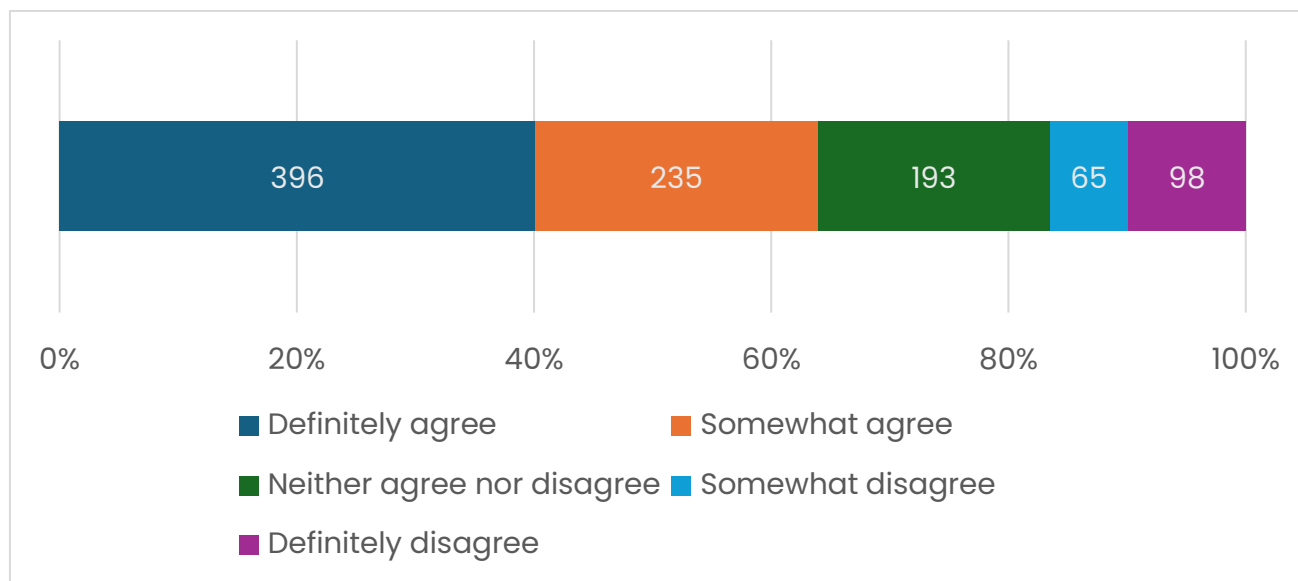
"The wavy seating area is attractive and mirrors Prince Albert gardens in a more modern way. However, importantly not useful for elderly and disabled people so traditional style benches are still key."

"Seats need to be comfortable, not trendy, and must be hard wearing to last."

Access and Accessibility

Question 17: To what extent do you agree with the following statement: “The new option design proposals improve overall access to the Green Seafront.”

Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree
396 (40.1%)	235 (23.8%)	193 (19.6%)	65 (6.6%)	98 (9.9%)



987 responses, 482 skipped

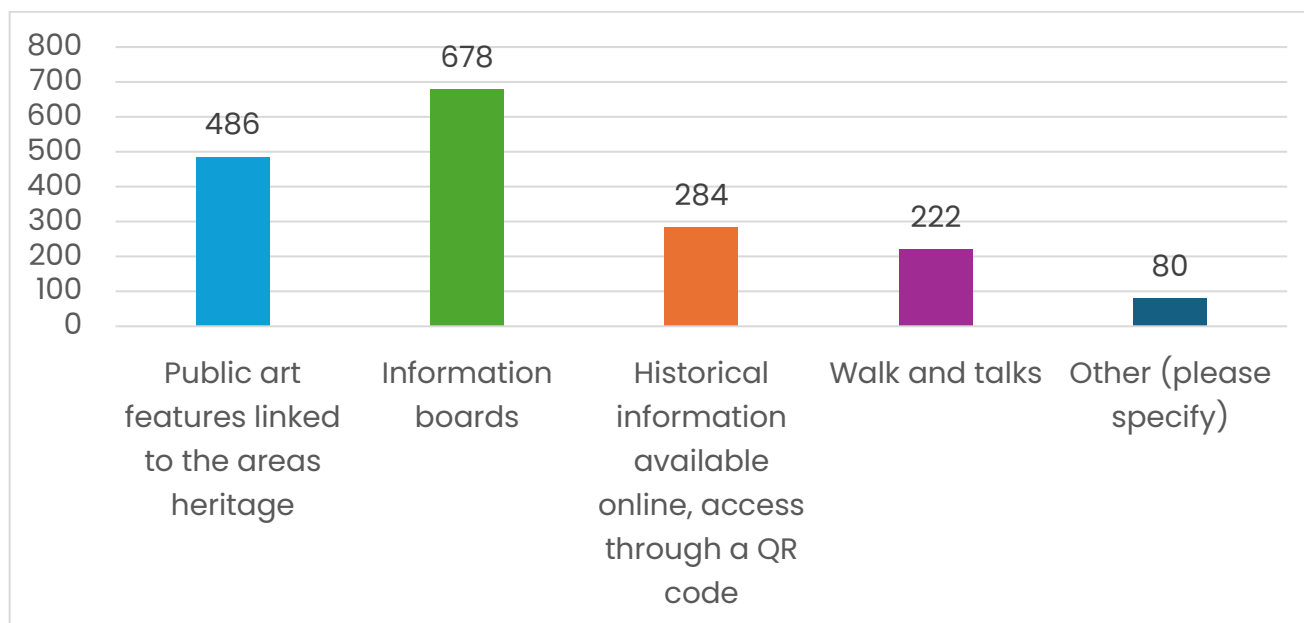
A majority of respondents felt that the new option design proposals improve overall access to the Green Seafront, with 631 people (63.9%) either definitely or somewhat agreeing. In contrast, only 163 respondents (16.5%) expressed disagreement to some extent, while 193 (19.6%) remained neutral. 175 people chose to **leave a comment on the proposed access improvements**. The most comments (27) on access were tagged with “alternative idea / suggestion.”

Examples from these included:

- Hard-surfaced paths and circular walking routes around fields.
- Improved toilet facilities, including Changing Places facilities for youth and adults with specific needs.
- Better vehicle access management for events, with designated unloading zones.
- A direct pedestrian route from Shore Road to De Moulham Road without steps.

Points of Interest

Question 19: To enhance visitor experience and understanding of the Green Seafront's history and landscape, we are considering adding informational and interpretive elements. Please tick which of the following you would find most beneficial.



1006 responses, 463 skipped

Responses in the "other" section included a volunteer outdoor steward scheme, an art trail and a flag mast to see the wind direction. There were also comments on information boards being unobtrusive and low level with fun information on them, but some responses also expressed concern about cluttering the area.

Spa Beach Hut Area

Question 20: Taking into consideration the beach hut examples that are available to view on the project webpage or in the project pack at Swanage Information Centre. Please select which types of beach huts are your preference for the Spa Beach Hut area.



Respondents were then asked for **any further comments on the spa beach hut area**. 213 comments were received.

Overall comments reflect a strong preference for preserving Swanage's traditional seaside character and concern that modern or oversized huts may detract from that. Most used tags were "traditional," (28) "no more huts," (27) and "colour," (22).

Design preferences mentioned include:

- Colourful but tasteful (e.g., pastel tones, not garish).
- Low-profile to preserve views from De Moulham Road.
- Matching existing huts near the Mowlem or Shore Road for cohesion.

Reasons for opposition to the huts include potential for a negative impact on the greenspace and views and increased pressure on parking and other infrastructure in the vicinity.

Youth Engagement

We asked a local Swanage Brownie Unit to take part in My Dream Green. Participants were aged 7 - 14. They were given the following instructions:

You have an open green field to spend time in. Please draw all the things you would like to have in the field. This can be nature or plants, things to do and see or places to relax.

Images of their creations are shown below.

Play equipment

Trees and plants

Stage / performance space

Yoga and workout area



Clear pathways

Cafes and food outlets

BBQ's

Flowers

Bike hire

Swimming or paddling pools

Sandpit

Ice Cream Kiosk

Nature Reserve

Entertainment and event space

Swings

Pond



Key Findings

Preference

The survey results show a higher preference for the new option, with a 2.3% difference (equivalent to 34 votes) compared to the essential option. While comments reflected both support and opposition for each option.

It should be noted that a significant number of people that voted against changes to Shore Road, also voted against the new option. This reflects a concern that the proposals were linked and therefore the results of either could influence the other. However, despite being presented at the same time, the two proposals are independent of one another and not conditional on the results.

Also, 176 (12.1%) people responded with “don’t know” indicating neither preference.

Recurring themes: Access and Accessibility

Access and accessibility were significantly highlighted within the responses to the survey, examples include:

- **Widespread Support for Improved Access:** 63.9% of respondents agreed to some extent that the proposed new option would enhance overall access to the Green Seafront.
- **Site-Wide Accessibility Enhancements:** Suggestions such as levelling the event space through land stabilisation were seen as effective ways to improve accessibility for all users.
- **Infrastructure Adjustments:** Proposals like filling in Walrond Road were supported to improve connectivity across the site, though it is important to balance this with concerns about potential impacts on beach access for walkers and vehicles.

- **Community Prioritisation:** Access was listed among the top three priorities by 384 respondents, just outside the overall top three, demonstrating its importance to a large portion of the community.
- **Support for Inclusive Design:** Respondents highlighted the need for wider walkways, level paths, and additional access points, particularly in relation to the Primary Event Space.

It is also important to note that "access" was interpreted in multiple ways by respondents; as physical infrastructure to aid movement, as inclusive design for diverse user groups, and as the number and quality of entry points to the site. This breadth of interpretation underscores the need for a comprehensive approach to accessibility that considers physical, social, and experiential needs.

Recurring themes: Budgets and Cost

Budget and cost considerations were among the most frequently mentioned themes in the survey, indicating that the cost of the project is a key concern for the community. Respondents expressed a range of views, from cautious spending to support for strategic investment and requested more detailed information is shared on the financial elements of the project before decisions are made.

Key insights include:

- **High Frequency of Budget-Related Comments:** Cost and budget were the most commonly tagged themes in open responses for both the new and essential options.
- **Cost-Saving Suggestions:** Filling in Walrond Road was identified by some as a potential cost-saving measure along with reusing infrastructure that already exists on the site.
- **Concerns About Long Term Costs:** Respondents raised questions about ongoing maintenance and the sources of funding for future upkeep.

- **Preference for Low-Maintenance Design:** There was support for cost-effective planting and infrastructure that would reduce future maintenance needs.
- **Diverging Views on Investment:** While some felt current facilities were adequate and questioned further spending, others saw this as a unique opportunity to invest in the town's future.

Recurring themes: Design Features

Survey responses revealed strong preferences for specific design features that enhance both the functionality and character of the Green Seafront. These preferences reflect a desire for thoughtful, inclusive, and aesthetically appropriate improvements as well as including the features that encapsulate the beauty and history of Swanage.

Key insights include:

- **Support for Filling Walrond Road:** A majority (60.2%) of respondents to this question supported this feature, indicating broad approval for its inclusion in future plans.
- **Inclusive and Varied Seating Options:** Respondents requested a range of seating types, including benches with backs and handrails for comfort and accessibility, picnic benches and talking benches to encourage social interaction, seating integrated into retaining walls and alcoves for gathering as well as seating where wheelchairs or pushchairs can be pulled up alongside. There was support for wavy seating incorporated into the New Option design.
- **Low-Maintenance, Natural Planting:** Both general survey participants and youth engagement groups expressed a preference for natural planting and trees that require minimal upkeep.
- **Architectural Character:** Buildings should reflect traditional seaside styles to preserve the unique charm and heritage of Swanage.

- **Educational and Enjoyable Information Boards:** Respondents supported unobtrusive signage that offers a mix of fun and educational content without detracting from the natural beauty of the site.

Recurring themes: Alternative Ideas and Suggestions

In addition to feedback on proposed design features, many respondents offered alternative ideas and suggestions that reflect how the community currently uses and envisions the Green Seafront. These ideas emphasise sustainability, accessibility, and preserving the unique character of Swanage.

Ideas included:

- **Sustainable Infrastructure:** Proposals such as solar panels for beach huts and kiosks highlight a desire for renewable energy solutions that reduce environmental impact and operational costs.
- **Water Refill Stations:** These were suggested to support sustainability and convenience for visitors, aligning with broader environmental goals.
- **Community-Oriented Facilities:** Ideas included recreational equipment, used for sports or play, and spaces that encourage daily use and social interaction as well as shaded areas and suggested viewpoints to take in the surroundings.
- **Event-Specific Improvements:** Some suggestions focused on enhancing infrastructure to better support community events and seasonal activities.

More Information

Throughout the engagement process, it became clear that many participants were seeking detailed and locally relevant information about the project. This was reflected both in the volume of questions asked and the strong attendance at in-person events, indicating a high level of public interest and emotional investment in the future of the Green Seafront.

Participants shared how they use the space regularly, such as for dog walking, sitting, and socialising, as well as during larger events, highlighting attachment

to specific features and routines. They highlighted how any plans needed to allow for all activities that currently take place should continue and any disruption or modifications should be well publicised.

Many questions focused on details that are either undecided or highly specific to individual areas of the site, showing a need for clear communication around what is known, what is being considered, and what remains to be decided. It is apparent that as the project evolves the community wishes to be involved and included in decisions and to be informed of the process throughout.

For more details visit:

<https://www.dorsetcoasthaveyoursay.co.uk/swanage-green-seafront-stabilisation>

or contact Dorset Coast Forum on
dorset.coast@dorsetcouncil.gov.uk

Appendix 1

Survey Anomalies

Overview

Dorset Coast Forum (DCF) noted that there were changes in submission patterns during the course of the survey. Between the survey opening date of 1st May and early June there was a fairly steady rate of submissions (an average of 16, per day), with most respondents completing the questions fully and only skipping a few. Whilst we would expect an increase in submissions as an engagement period is open, and gain momentum from our events and publications, there were some trends in this engagement which were unexpected.

The following trends were noted from 9th June:

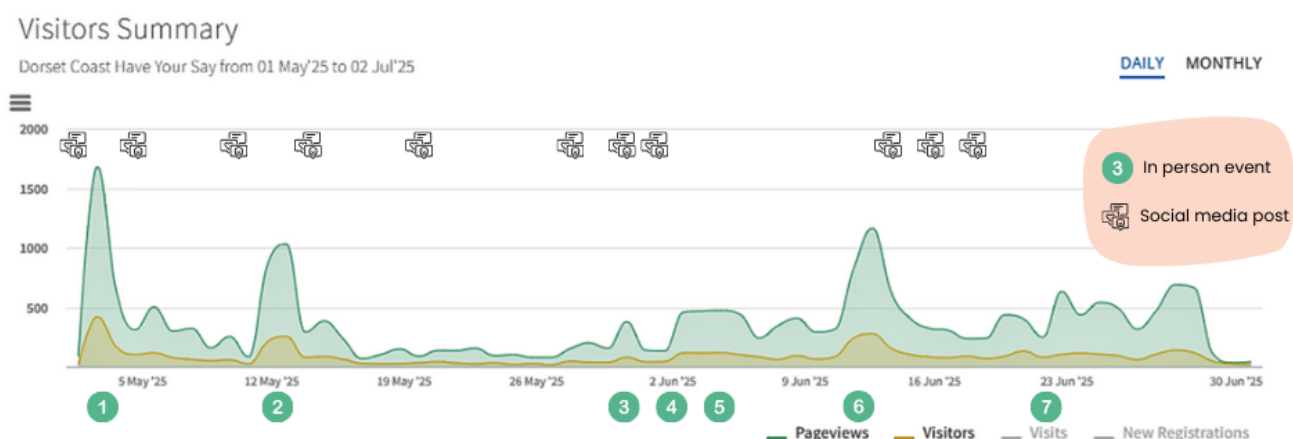
- An increased submission rate (an average of 34, per day)
- A high number of submissions in quick succession (208 from the 10th – 14th June)
- Submissions through the night at regular intervals (See table below)

11 th – 12 th June	12 th – 13 th June
Jun 11 25 10:46:05 pm	Jun 12 25 10:15:54 pm
Jun 11 25 10:53:50 pm	Jun 12 25 10:19:24 pm
Jun 11 25 11:06:24 pm	Jun 12 25 10:20:17 pm
Jun 11 25 11:50:18 pm	Jun 12 25 10:47:46 pm
Jun 12 25 12:05:17 am	Jun 12 25 11:34:00 pm
Jun 12 25 12:17:40 am	Jun 13 25 12:41:04 am
Jun 12 25 12:26:15 am	Jun 13 25 12:42:24 am
Jun 12 25 12:31:58 am	Jun 13 25 12:43:01 am
Jun 12 25 12:57:32 am	Jun 13 25 12:52:06 am
Jun 12 25 04:54:19 am	Jun 13 25 06:34:56 am
Jun 12 25 05:34:11 am	
Jun 12 25 05:42:28 am	
Jun 12 25 06:54:16 am	

This table shows the submission times overnight.

- Accelerated skipping of questions (for example, 16 submissions between 4.10pm and 5.10pm on 23rd June, with only mandatory questions answered)

We note that this pattern continued to some degree until the end of the engagement period. If we look again at the visitor summary chart, we can also see a peak just after the 9th June and further subsequent peaks until the end of the engagement period.



We have therefore separated these results out to investigate whether there are any changes in results. The two segments are surveys submitted from 1st May – 9th June (segment 1) and then 10th June – 29th June (segment 2).

It is important to note that the results from both segments **are** included in the overall data analysis, so have been considered, but we need to compare the data from this set of submissions with the remaining submissions to gain an understanding of the differences.

It should also be noted that:

- The total number of submissions which answered **only** the required questions was 27
- There are 346 submissions which have been traced by survey host Granicus as only visiting the survey and not the main webpage. 139 of these were submitted in segment 1 and 207 in segment 2

However, for the purposes of this report we are focussing on the changes between the dates.

Our Concerns

Some submissions appear to have come from an external source, possibly the website mentioned below.

The website was set up independently and without consultation with Dorset Coast Forum or other project partners. Within it was an embedded link direct to the DCF survey and not to the supporting information. The main issues with this website were:

- It told people what questions to answer in order to complete the survey
- There were no links to the supporting information to be considered before completing the survey
- A colour code system was used to direct answers on the key Shore Road ranking preferences. This 'traffic light' colour coded system indicated a colour for each option, which were very leading
- There were external additional comments added to each of the Shore Road options, which again were very leading
- The website was focussed on the Shore Road elements of the survey but will have implications on the Green Seafront preference which must also be answered in order to complete the survey
- We were also informed of a door knocking campaign where those who answered were encouraged to participate in the engagement but via the NSTC website and not directly visiting the Have Your Say webpage

Why is it important that individuals complete the surveys without influence from others?

Dorset Coast Forum deliver engagement with various statutory and non-statutory organisations in order to provide a neutral and informative experience. We are independent and aim to reach the views of communities along the Dorset Coast.

We share information via our webpages and at our engagement events to give as much information to the community in order for them to take part and make

informed decisions regarding their views, preferences and feedback. We aim to engage with all viewpoints, stakeholders and groups who are linked to our projects regardless of their views on the scheme.

DCF are not part of the decision-making process, but we do share details of a community response to decision makers, and this response has influence over decisions that are made. It is therefore important to DCF that everyone has their say and that no-one is persuaded to respond in a certain way. Everyone should be treated fairly and with respect and be able to give their own point of view without being influenced by others.

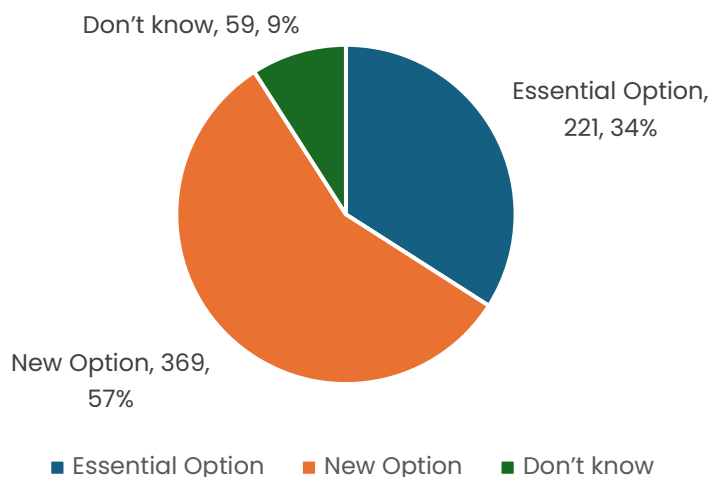
Segmented Results

Green Seafront Preferred Option

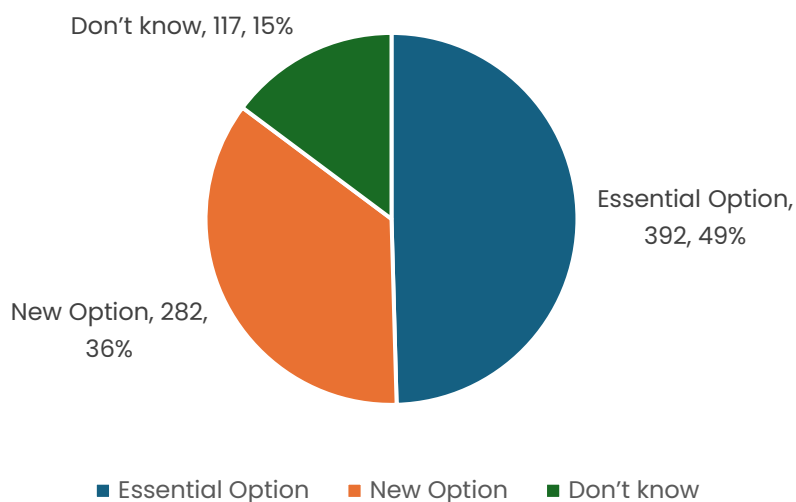
The two segments are surveys submitted from 1st May – 9th June (segment 1) and then 10th June – 29th June (segment 2).

Question 17: Given the two options presented, at this stage, which option would be your preferred scheme?

Segment 1 – 1st May to 9th June
Green Seafront Preference – 649 responses



Segment 2 – 10th to 29th June
Green Seafront Preference – 791 responses



Differences between the two sets of data

In segment 2, the **Essential Option** saw a notable increase from 34% to 49% indicating a stronger preference compared to segment 1. Meanwhile, the **New Option** dropped significantly from 57% to 35%, suggesting it was viewed as less appealing over time. Additionally, uncertainty rose, with **Don't know** responses increasing by over 5%.

Impacts of these Anomalies

Decision Making

All views will be taken into consideration; however, it will be recognised that some of the data from segment two may not have come from a secure source.

Both Swanage Town Council and Dorset Council Highways have been made aware and will take into consideration those who feel they are most impacted by any future changes.

It is clear that some people connected to Swanage have major concerns on the proposals related to Shore Road, and that some of the responses to the survey may have had implications on the results for the Green Seafront elements. All this information needs to be observed as part of the decision-making process.

Next steps

- Ensuring future surveys are more secure to protect submissions made by all those involved, through:
 1. Enabling ReCAPTCHA on all surveys hosted on the Dorset coast Have Your Say website. ReCAPTCHA is used to protect websites from abuse
 2. Allowing only "Registered single participation type" on our future surveys
 3. Setting up the registration page on Have Your Say so that future surveys require users to create an account in order to participate
 4. Detailing on paper surveys that if required questions are unanswered, this would invalidate the response.

Appendix 2

Who's who?

Swanage Town Council is the project lead for the Green Seafront Stabilisation Scheme covering Sandpit Field and Weather Station Field and the Spa. It presented options for the project in 2023 and upon review returned with a revised option in this engagement.

Dorset Council is the project lead for the Shore Road scheme. It became involved with the project based on the feedback received in the first round of Green Seafront engagement in 2023 concerning pedestrian safety and accessibility on Shore Road. It then prepared options for Shore Road which were presented in this round.

Dorset Coast Forum (DCF) is the Stakeholder Engagement Lead. This involves managing the stakeholder and community engagement, delivering engagement events, presentations, consultations, surveys, schoolwork and community group talks. DCF also act as a neutral body, facilitating meetings and workshops between partners, stakeholders and the community.

Appendix 3

Swanage Green Seafront and Shore Road Survey 2025

Having looked at the options and all of the information provided on the project webpage (<https://www.dorsetcoasthaveyoursay.co.uk/swanage-green-seafront-stabilisation>) or the project pack held at Swanage Information Centre, we invite you to participate in our survey to share your thoughts.

Your feedback is important in guiding the Town Council's decisions for the future of the Green Seafront and Shore Road area.

Thank you for taking your time to complete the survey, it will take about 20-30 minutes to complete. You can skip questions if you do not have an answer, however, some questions are mandatory.

Please return your completed paper survey to Swanage Information Centre, or post to Dorset Council, County Hall (address at the end of this survey).

The survey will close on Sunday 29th June.

1. What is your connection to Swanage?

***This is a mandatory question**

Swanage Resident		Visitor	
Work/Business in Swanage		Second Homeowner	
Purbeck Resident		Other (please specify)	

Other.....

2. Please provide the first half of your postcode

.....

Event Spaces

Primary Event Space

The event space on Sandpit Field is a key driver for the local economy, attracting visitors to Swanage each year for a wide range of events including the Swanage Carnival. To enhance and preserve this vital space, the **new option** offers a slightly larger and flatter event area than currently available.



Information on the new option is available on the project webpage or at the Swanage Information Centre.

Other key improvements include:

- **Enhanced electric and water points** installed at various suitable locations.
- **Increased access points** to the event space.

3. Please add here any suggestions or comments you may have about the enhancements to the events space.

Leave blank if you do not have any comments to add.

For the **new option** to facilitate the expanded event space, Walrond Road will need to be filled in, while retaining a pedestrian route from De Moulham Road to the seafront. This approach not only creates a larger event field but also provides a cost-effective solution for disposing of construction spoil, reducing the costs and environmental impact of transporting waste off-site.

4. Do you agree with the filling in of Walrond Road?

Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Not sure

5. Please add here any further thoughts or comments you may have about the proposal to fill in Walrond Road.

Leave blank if you do not have any comments to add.

Secondary Event Space

The new option incorporates a secondary event space next to the spa beach hut area which could be booked for use by families or groups for small events and daytime celebrations such as, weddings and birthdays. This offers a natural space with a small shelter, views of the seafront and access from De Moulham Road.

6. To what extent do you feel you would make use of the secondary event space?

I would use this space a lot (more than 3 times a year)		I would not use this space	
I would use this space a little (maybe once a year)		I do not think this space is needed	
I would consider using this space		Other (please specify)	

Other.....

7. Please add here any further thoughts or comments you may have about the secondary event space.

Leave blank if you do not have any comments to add.

**8. Please help us to think about the future of the secondary event space.
If any of the following features were added, would you make use of them?**

Tick features that are of interest to you. Please note that elements may not be immediately added to the space in the first instance, allowing the space to evolve over time.

Additional planting to create a more private area		Electric and water points	
Seating - Benches		Viewpoint	
Seating – Picnic tables /Tables and chairs		Other (please specify)	

Other.....

Green Space and Planting

The **new option** contains significant additional planting to benefit nature and enhance the landscape. The essential option will provide some additional planting in certain locations with replacement planting where necessary due to the stabilisation works.

In the first round of consultation, enhanced planting for nature and biodiversity was highlighted as important by the community, with 53% of respondents strongly agreeing that "Improving the green space through increasing the range of planting to significantly improve biodiversity, increase natural shade, attractiveness, and interest" was a key feature of a new Green Seafront scheme.

The **new option** includes significant enhancements to the green spaces. Please see examples of planting themes featured on the project webpage or project pack at Swanage Information Centre, which can be incorporated into the final design.

9. Please pick your top two planting schemes from those listed below.

Trees, copse and shrub planting		Limestone rock / scree planting	
Wildflower and long grass areas		Coastal / Mediterranean stone, shingle and rock planting	

10. Please add here any further thoughts or comments you may have about the planting schemes.

Leave blank if you do not have any comments to add.

Seafront Plaza

In the first round of consultation, 59% of respondents said a Seafront Plaza and café would be an important feature of the Green Seafront scheme. This has been incorporated into the new option with a kiosk café, outdoor seating and paved area. 53% of respondents also strongly agreed that accessible public toilets and shower facilities were an important feature of a new Green Seafront scheme.

The **new option** has a new toilet block incorporated into the design. This block would be located in the plaza area, alongside the new kiosk café and include four unisex toilets in total, two of which would be accessible. The current toilets at Battlegate (northern end of Shore Road) would close.

The **essential option** would not have any new facilities and instead there would be improvements made to the Battlegate toilets. However, it is not possible to add accessible facilities at Battlegate.

11. Taking into consideration the example design images on the project webpage or the project pack at Swanage Information Centre, please select which style of kiosk café you would prefer in terms of its look and feel?

Traditional, seaside beach kiosks		None of these	
Modern, container style kiosks		Other (please specify)	
Colourful and unique style kiosks			

Other.....

12. Where do you feel would be the best location for the toilets?

Seafront Plaza (NEW OPTION only)		Battlegate (ESSENTIAL OPTION only)		Do not mind either way	
----------------------------------	--	------------------------------------	--	------------------------	--

13. Please add here any further thoughts or comments you have about the proposed seafront plaza area.

Leave blank if you do not have any comments to add.

--

Seating

In the previous consultation, many respondents emphasised the importance of additional benches and seating. In both options, existing benches on the Green Seafront will be retained, although their locations may move slightly.

The **new option** will incorporate approx. 30 benches. It also incorporates architectural wavy-style seating at the bottom of Weather Station Field. An example of the wavy-style seating is available to view on the project webpage or the project pack held at Swanage Information Centre.

The **essential option** incorporates approx. 25 benches, the same number of benches that there is currently.

14. Do you feel the amount of seating incorporated into the **ESSENTIAL OPTION** design is sufficient? (a similar amount as there is currently)

Yes		No		Not sure	
-----	--	----	--	----------	--

15. Do you feel the amount of seating incorporated into the **NEW OPTION** design is sufficient? (approx. 30 benches)

Yes		No		Not sure	
-----	--	----	--	----------	--

16. Do you have any comments in relation to the style, amount and location of the seating? Please add your comments here.

Leave blank if you do not have any comments to add.

--

Access and Accessibility

In the last consultation accessibility to the site was an important feature highlighted by the community with 76% of respondents stating it was an important aspect of any Green Seafront scheme.

The **new option** provides improvements to accessibility such as:

- **An accessible seafront plaza including two accessible toilets**
- **A new accessible footpath from Shore Road to Sandpit Field**
- **More access points to the Green Seafront from De Moulham Road**
- **A pathway around the Green Seafront**
- **11 new accessible beach chalets and an accessible toilet for use by beach chalet users**

17. To what extent do you agree with the following statement:

The new option design proposals improve overall access to the Green Seafront

Definitely agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Definitely disagree

18. Please add here any further thoughts or comments you may have about the proposed access improvements.

Leave blank if you do not have any comments to add.

Points of Interest

The Green Seafront currently features the Weather Station and the World War II Gun Emplacement. While the Weather Station will remain, the Gun Emplacement will be removed and digitally documented.

19. To enhance visitor experience and understanding of the Green Seafront's history and landscape, we are considering adding informational and interpretive elements.

Please tick which of the following you would find most beneficial.

Public art features linked to the area's heritage		Walks and talks	
Information boards		Other (please specify)	
Historical information available online, accessed through a QR code			

Other.....

Spa Beach Huts and Chalets

The **new option** proposals include changes to the Spa Beach Hut area to enhance accessibility in some locations and optimise the use of space.

Key features include:

- **46 beach huts** in total, including 23 beach chalets
- **A new accessible toilet** and washing up area exclusively for chalet users
- **Two types of beach huts are proposed** (neither includes overnight accommodation):
 - Larger, better-equipped chalets located in the upper half of the area
 - Smaller, simpler beach huts situated closer to the beach
- **Accessibility: Eleven of the chalets will be accessible**
- **Improved layout:** The design maximizes space in front of each beach hut and chalet for user convenience
- **Enhanced aesthetics:** The area will be upgraded to improve its overall look and feel

In the **essential option** 35 beach huts will be provided, similar to those currently at the Spa Beach Hut area.

- 20. Taking into consideration the beach hut examples that are available to view on the project webpage or in the project pack at Swanage Information Centre.**

Please select which types of beach huts are your preference for the Spa Beach Hut area.

Traditional Style		Modern Style	
Colourful Style		Other (please specify)	

Other.....

21. Please add here any further thoughts or comments you may have about the Spa Beach Hut area.

Leave blank if you do not have any comments to add.

The Proposed Green Seafront Options

THE NEW OPTION

The cost of the New Option is estimated at £6.5 million.

PROPOSED GENERAL ARRANGEMENT PLAN (with annotations)



The **new option** details are available to view on the project webpage or in the project pack at Swanage Information centre.

22. Do you have any further thoughts or comments to make on the **new option** as a whole? **If no, please go to question 25**

YES		NO	
-----	--	----	--

23. To which category or categories below does your comment relate?

Select all that apply.

Look and feel of the scheme		Seafront Plaza area	
Access and Accessibility		Cost and funding	
Green space and planting		Changes to Walrond Road	
Beach huts		Other (please specify)	

Other.....

24. Please detail your thoughts or comments on the **NEW OPTION**.

25. THE ESSENTIAL OPTION

The estimated cost of the essential option is £4.5 million.



The **essential option** details are available to view on the project webpage or in the project pack at Swanage Information centre.

Do you have any further thoughts or comments to make on the **essential option** as a whole?

If no, please go to question 28

YES		NO	
------------	--	-----------	--

26. To which category or categories below does your comment relate?

Select all that apply.

Look and feel of the scheme		Green space and planting	
Access and Accessibility		Cost and funding	
Beach huts		Other (please specify)	

Other.....

27. Please detail your thoughts or comments on the ESSENTIAL OPTION.

--

28. Your Preferred Option

Given all the two options presented, at this stage, which option would be your preferred scheme?

New Option		Essential Option		Don't Know	
------------	--	------------------	--	------------	--

29. When making the final decision as to which option to deliver, what are the most important factors that you think the Town Council should take into consideration?

Please select your top 3 most important factors.

Enhanced events space		Accessibility	
Improved public green space		Cost	
Improved planting to enhance biodiversity		Improved toilet facilities	
Spa beach huts		Other (please specify)	

Other.....



Shore Road Highway Improvement Options

During the Swanage Seafront Masterplan engagement in 2023, when asked to what extent do you agree or disagree with the statement, 85% of respondents agreed to the opportunity to ‘Explore traffic management improvements on Shore Road and the potential to widen the promenade’.

The Green Seafront proposals can take place without the implementation of the highway improvement scheme. It will, however, be more cost effective and minimise disruption by delivering both schemes at the same time. However, this is dependent on funding.

Dorset Council has made £500k available for design and construction but there remains a significant shortfall. Dorset and Swanage Town Councils are seeking to secure the additional funding required. If this is not successful, it is possible that the Green Seafront scheme will be delivered first with the preferred Highway Improvement option implemented when funding becomes available.

The following questions are in relation to the highway options for Shore Road and, although should be considered alongside the Green Seafront, please answer with reference to the Highway Improvement proposals only.

There are four highway improvement options proposed which are defined by the changes to traffic movements on Shore Road:

1. Full closure of Shore Road
2. A one-way system on Shore Road
3. Two-way traffic on Shore Road with removal of parking
4. Do nothing / keep Shore Road as it is

Details of the options and supporting information can be found on the project webpage or in the project pack at the Swanage Information Centre.

30. Traffic Movement Options Preference

Please can you rank the options for Shore Road in order of preference, with 1 being your most preferred option.

	Tick one box only in each column			
	1	2	3	4
Full closure of Shore Road				
A one-way system on Shore Road				
Two-way traffic on Shore Road with removal of parking				
Do nothing / Keep Shore Road as it is				

31. Do you have any further thoughts or comments to make on the traffic movement options for Shore Road? If no, go to Question 34

YES		NO	
-----	--	----	--

32. To which category or categories below does your comment relate?
Tick all that apply.

Traffic Movements		Convenience	
Parking options		Public transport	
Safety		Other (please specify)	
Accessibility			

Other.....

33. Please detail your thoughts or comments.

You can also specify here if there are any features from an option (even if it's not your preferred choice) that you would like to see included in the final option for Shore Road.

Urban Design

All options for Shore Road highway proposals include urban design / place making elements. Place making elements can include different types of surfacing materials, benches, seating, planters, cycle stands, public art and information / interpretation boards.

34. What features would you like to see as part of a new design for Shore Road?
Please pick your TOP 3.

Benches or seating		Public art	
Planters		Information / Interpretation boards	
Cycle stands		Other (please specify)	

Other.....

35. Existing Features

Thinking about Swanage as a whole and how we can create visual links around the town; there is an opportunity for existing features of Swanage to be replicated in the design elements on Shore Road. An example of this could be the ammonite surfacing pattern at Prince Albert Gardens.

Are there any features within the wider town that you would like incorporated within the design?

Leave blank if you do not have any comments to add.

Bus Route Changes

The full closure and one-way options necessitate changes to bus routes that use Shore Road.

- The full closure would require removal of bus routes along Shore Road.
- The one-way closure would mean that the buses would need to travel one way on Shore Road.

Whilst the Council is consulting the bus companies alongside this engagement, it is anticipated that bus services will move to De Moulham Road.

36. To what extent will you be affected by the changes to bus routes and stops proposed in the designs?

Not affected at all		Affected a lot	
Somewhat affected		Not sure	

37. If bus routes are to be changed, are there any other locations on the diverted route that would benefit from a bus stop?

Leave blank if you do not have any comments to add.

38. Do you have any further thoughts or comments to make on the possible changes to bus routes in the options? Leave blank if you do not have any comments to add.

39. Speed Limits

Increasing pedestrian safety is a key objective of the highway proposals. A good way of achieving this within options where vehicles remain on Shore Road, would be to consider a 20mph speed limit between Clifton Road and the junction of Victoria Avenue with De Moulham Road.

What do you think to introducing a 20mph speed limit on Shore Road?

Definitely agree	Somewhat Agree	Neither agree or disagree	Somewhat disagree	Definitely disagree

40. Do you have any further comments on the highway proposals presented for Shore Road?
Leave blank if you do not have any comments to add.

Please turn over for the last section.

About You

41. What is your age group?

Under 14		50 - 59	
15 - 24		60 - 69	
25 - 39		70 +	
40 - 49		Prefer not to say	

42. Do you consider yourself to have a disability?

Yes		No		Prefer not to say	
-----	--	----	--	-------------------	--

43. Please add your email address below if you would like to join the mailing list for the Swanage Green Seafront project and receive further updates?

.....

Privacy notice

This information is being collected by Dorset Coast Forum (a coastal partnership hosted by Dorset Council) on behalf of Swanage Town Council and Dorset Council. All information you provide is treated in confidence and in accordance with the Data Protection Act 2018. The responses from this survey will only ever be used for the statistical and monitoring purposes of this project and will be shared with Swanage Town Council and Dorset Council. You may apply for your responses to be deleted from our database at any time.

For more information contact dorsetcoast@dorsetcouncil.co.uk

Thank you for taking the time to complete this survey

Please return your completed survey by 29th June 2025 in the following ways:

- Scan and email to dorset.coast@dorsetcouncil.gov.uk
- Return to the Swanage Information Centre
- Post/deliver to: Dorset Coast Forum, c/o Dorset Council, County Hall, Colliton Park, Dorchester, DT1 1XJ.

To consider grant request from the Mowlem Theatre for match funding for ‘Raise the Roof’ Project

Representatives of the Mowlem Theatre met with the Sport, Leisure and Wellbeing Party on 5th November 2025, to present the case for the Town Council to contribute towards the costs of repairing the theatre roof. Details of the grant request are set out below.

The working party recommended approval of a sum of money to supplement that raised via the theatre’s crowd funding campaign. The sum requested below is £12,753 although a request for an additional contingency of £1,275 has also been made.

If full council supports the working party’s recommendation this can be funded from within existing budgets, most likely from the reallocation of the £15,000 budget for the unsuccessful Town of Culture bid.

Decision required

To determine whether to accept the recommendation of the Sport, Leisure and Wellbeing working party to award a grant to the Mowlem Theatre towards the cost of roof repairs and if so to determine the size of the grant.

Martin Ayres
Town Clerk
November 2025

Mowlem Institute Roof Restoration: Application to Swanage Town Council for Financial Support

Background and Rationale for Roof Repairs

The Mowlem Institute is seeking financial support to carry out essential repairs and restoration works on its roof, which is at risk of collapse due to persistent water ingress. Constructed in 1967, the roof reflects the technological standards of the era, comprising wood wool and cement panels overlaid with a thin screed and finished with roofing felt. Remarkably, this structure has endured for sixty years, far exceeding its expected lifespan.

In recent years, the roof has developed multiple leaks, which have required emergency patching to maintain watertightness. These leaks have become increasingly frequent, posing a significant risk to the integrity of the woodwool and cement panels. If these panels become saturated, they lose their structural strength, and a complete failure of the roof could occur. Such an event would have very- serious consequences, possibly resulting in the closure of the Theatre and Studio, with subsequent effects on the Show Bar and potentially the shops and Cellar Bar located below. The gravity of this risk was first raised by one of our Trustees, Ashley Nicholson who is a qualified Surveyor and conducted his own survey (Appendix 1)

Condition Survey and Cost Estimates

A condition survey from Whitefox has confirmed the roof’s deteriorated state. Photographs included in the survey clearly illustrate the extent of the damage. The survey estimates that

replacing the roof with a modern, properly insulated equivalent, in line with the requirements of Building Regulations, would cost £338,712 excluding VAT and a contingency. This figure reflects one part of the anticipated expenditure required to bring the entire building up to contemporary standards.

Alternatively, a quotation has been obtained from Warner Construction for recovering the roof using its existing construction. This approach would extend the roof's life by five to ten years, providing the Institute with time to plan for a long-term solution, not just for the roof but for the entire building. The cost for this interim measure is £23,174 exclusive of VAT

In response to this urgent repair the Institute has launched a Crowd funding campaign which has had a strong and wonderful response and puts us in a position where we can afford to contribute £10,422 to this cost, leaving us with a further £12,753 to raise excluding VAT and a contingency. We are therefore applying to Swanage Town Council for a grant to cover this additional cost. Ideally we would like to add a 10% contingency of £2,317 to this cost and would be grateful if the Council could contribute £1275 towards this if it became necessary during the work, giving a total of £14,028

Naturally we feel strongly that this is a small price to pay to avoid a potential closing of the Mowlem and the impact that would have on the community. We do hope that you will be able to help us avoid this and carry on the work to which we have been so committed in recent years.

Appendix 1: Roof Survey by Ashley Nicholson to Trustees

The roof comprises a flat construction on a steel frame, partially encased in concrete with a 75 mm wood wool substrate beneath the covering. The covering itself, likely original, consists of asphalt and mineral felt, which has undergone numerous patch repairs over the years. The roof is bordered by masonry parapets and steel frameworks supporting both redundant and operational ventilation equipment. There are several vertical pipes, though some are blocked by previous repair work, suggesting limited ventilation functionality.

Significant areas of the roof experience ponding and are covered in seagull guano, which is corrosive and contributes to a sulphur-rich environment. This can lead to carbonation and debonding of the wood wool substrate, which is also vulnerable to weakening from water ingress. The roof has a history of repairs, but evidence of current leaks remains. Flashings around the roof plant have inadequate height, allowing wind-driven rain to penetrate the building.

GAP engineers and Whitefox surveyors have inspected the roof, noting its poor condition and the associated risks to the wood wool substrate from both water ingress and environmental factors. Whitefox surveyors have confirmed the roof is beyond its economic life and requires replacement. The substrate supports the roof surface, and its failure would result in structural collapse. Whitefox's recommendation is to overlay new mineral felt onto the existing roof, following thorough cleaning, as a temporary measure to protect the substrate. This solution is expected to provide protection for approximately five years, potentially longer, but is unlikely to include a warranty.

Town Hall Annexe – To determine whether to accept insertion of break clause in new lease to Dorset Police

At the Town Council Meeting held on 11th July 2022 (Minute No. 59 refers) it was agreed that the Town Council should enter into a renewal lease of the Town Hall Annexe with Dorset Police for a five-year term from 1st October 2022, subject to the successful negotiation of a revised rent.

At the Town Council Meeting held on 21st October 2024 (Minute No. 113 (c) refers) the Town Council gave consideration to a request from Dorset Police that the lease should have a rolling 3-month break clause inserted in it. All other terms had been agreed by this point, including a revised rent of £8,500 p.a. (see Minute No. 148 (c) of the Council Meeting held on 30th January 2023). Members considered that this was an unsatisfactory situation as it would enable the police presence in Swanage to be withdrawn at short notice. Council resolved to refuse the requested break clause and to write to the Police and Crime Commissioner (PCC) accordingly.

In correspondence the DP estates department refused to remove the break clause but did agree to extend the notice period to 6 months. At the Council Meeting held on 18th November 2024 (see Minute No. 133 (d)) it was reported that ‘at the recent meeting held between the Town Mayor, Town Clerk and the local Police Inspector concerns over the future police presence in Swanage had been raised and reassurance had been received’. Nevertheless, concerns over the requested insertion of a break clause in the draft lease of the Town Hall Annexe remained and it was agreed that these would be put in writing to the Dorset Police and Crime Commissioner accordingly.

Subsequently a meeting was arranged between the Town Mayor, Deputy Mayor, Town Clerk and PCC at which this matter was raised. During the discussion the possibility of deferring consideration of the break clause until negotiations around the next renewal of the lease in 2027 was suggested. However, in an e-mail dated 17th February 2025, the PCC provided the following statement: ‘Regarding the lease situation – I had hoped that it would be possible to reach a situation where the break clause could be applied for the next lease. Unfortunately, despite reassurance that there are no plans to move from Swanage, Dorset Police feel that operational flexibility in the current financial environment is a paramount consideration, and it would be unfair to make an exception as this is being applied to all leases going forward. This is an operational decision and therefore not within my gift to affect beyond the discussions I have had’.

Having sought further reassurance prior to bringing this matter back before the Town Council, the following response has been received from the Police and Crime Commissioner, set out in an e-mail dated 28th October 2025: ‘I can affirm my original response in February regarding Swanage Police Station - that there are currently no plans to change the current arrangements where Neighbourhood Policing Team (NPT) PCSOs and officers deploy from the Swanage office. It is helpful to also remind you and your members of the ongoing opportunities to meet with the NPT locally, the details of which are continually updated on the relevant webpages. I enclose a link here for ease of reference which shows the upcoming opportunities to meet the NPT at Community Contact Points and the Mobile Police Station in Swanage: [Purbeck South | Your area | Dorset Police](#)’.

In light of the above assurances, and that no attempt has been made to withdraw this service since the matter of a break clause was first raised in October 2024, Council is asked to consider agreeing to the inclusion of a 6-month rolling break clause in the new lease, which will expire in October 2027.

Decision Required:

To determine whether the Town Council agrees to the inclusion of a 6-month rolling break clause in the new lease of the Town Hall Annexe to Dorset Police.

Martin Ayres
Town Clerk

November 2025

Request for landlord's consent from Co-op for installation of an EV charger in rear delivery bay at 52 Kings Road West

The Co-op Property Team contacted the Council in October 2025 requesting permission to install an electric vehicle (EV) charger in the rear delivery bay of the Swanage store in accordance with the terms of their lease. A copy of the request is appended to this report.

A full specification for the charger, product datasheet, risk management document and fire risk documentation was also provided. Upon enquiry it has been determined that the EV charger is proposed for use of Co-op fleet vehicles only.

Decision required

To consider providing consent to the Co-operative Group to install an electric vehicle charger in the rear delivery bay at 52 Kings Road West, subject to any legal fees incurred being paid by the Co-Op.

Gail Percival Assets & Compliance Manager
Martin Ayres, Town Clerk

November 2025

Town Council of Swanage

03 October 2025

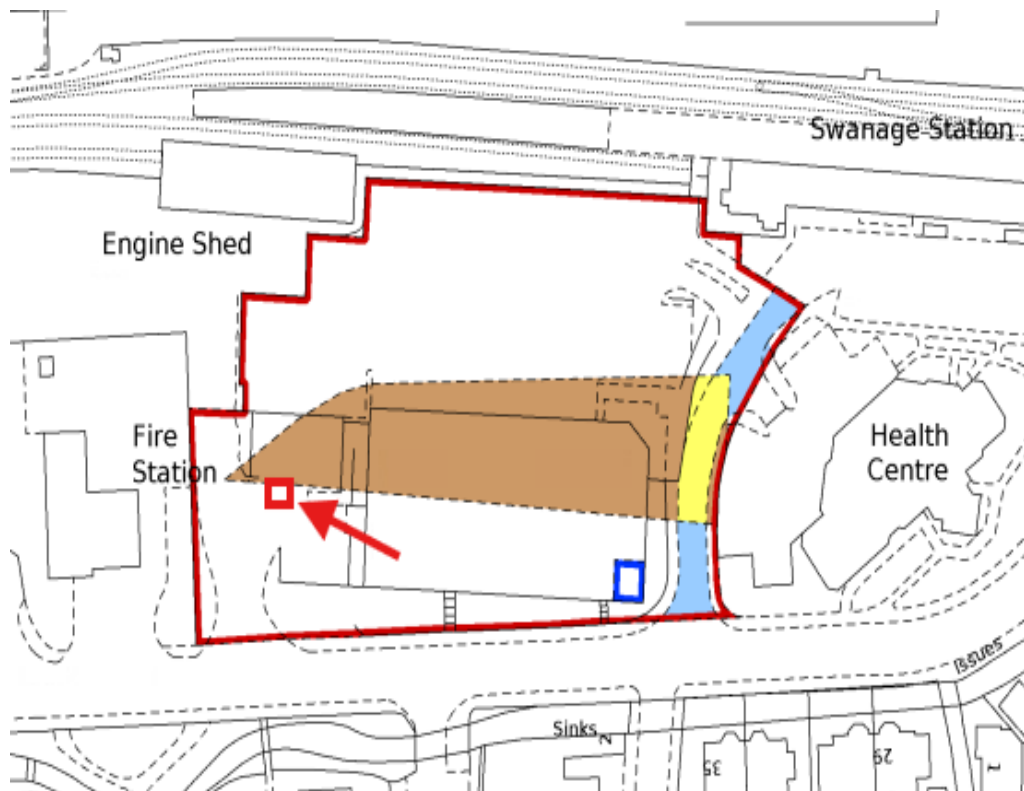
By Email only: admin@swanage.gov.uk

Landlord's Consent Application for installation of an EV charger at Co-op Food, 52 Kings Road W, Swanage BH19 1HP.

To whom it may concern,

On behalf of Co-op Food, we are looking to carry out some works at the above store. There are no structural works planned. These works will entail:

- Installation of EV charger (please see below image of proposed location).



The following documents are enclosed, and we will be working in line with all of them:

- Electrical vehicle charging equipment specification
- Electric and Hybrid Vehicle Charging Property Risk Management Guidance
- EO Genius 2 Datasheet
- RC59

If you have any comments or queries regarding the proposal, please return these within the next 14 days via the email address consents.team@coop.co.uk.

Yours sincerely

Dionne Bestley
Consents Manager