

Minutes of the Meeting of the Swanage Town Council  
held at The Town Hall, High Street, Swanage on  
**MONDAY, 15<sup>th</sup> DECEMBER 2025** at 7.00 p.m.

PRESENT:-

Councillor M. Bonfield – Chairman

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

In addition to Members of the Council and officers, 10 members of the public and two members of the local press attended the Meeting.

**Public Participation Time**

The following matters were raised during Public Participation Time:-

- **Minute No. 131 (a) of the Council Meeting held on 17<sup>th</sup> November 2025** - A question was raised as to whether Council had received best value in regard to the commissioning of professional services to support the submission of planning applications for the essential and new Green Seafront scheme options.

Rev. Ian Bird offered a short prayer before the commencement of the Meeting.

The Chairman opened the Council Meeting at 7.05 p.m.

136. **Apologies**

There were no apologies to report.

137. **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. 8** - Councillor Tomes declared a disclosable non-pecuniary interest by reason of a family connection to the farmer of Herston Fields.

138. **Minutes**

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

That the Minutes of the Council Meeting held on 17<sup>th</sup> November 2025 be approved as a correct record and signed.

(b) Proposed by Councillor Foster, seconded by Councillor Sutton and RESOLVED UNANIMOUSLY:-

That the Minutes of the Extraordinary Council Meeting held on 24<sup>th</sup> November 2025 be approved as a correct record and signed.

139. **Tourism and Local Economy Committee**

(a) Proposed by Councillor Tomes and seconded by Councillor Dorrington:-  
That the Minutes of the Tourism and Local Economy Committee Meeting held on 12<sup>th</sup> November 2025 be approved as a correct record and signed.

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

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

6) **Dorset Inclusive Blue Spaces Project Plan**

It was proposed by Councillor Tomes, seconded by Councillor Coward and RESOLVED UNANIMOUSLY:-  
That the Town Council supports the proposal and strategy of the Dorset Inclusive Blue Spaces Project Plan.

7a) **Events 2026**

It was proposed by Councillor Tomes, seconded by Councillor Dorrington and RESOLVED UNANIMOUSLY:-  
That the events for 2026 be agreed.

9) **Cultural Purbeck**

It was proposed by Councillor Tomes, seconded by Councillor Foster and RESOLVED UNANIMOUSLY:-  
That the Council expresses support and endorses the ambitions of Cultural Purbeck.

140. **Planning and Consultation Committee**

Prior to consideration of the Minutes, the Chairman of the Committee wished to thank all councillors who were appointed to the committee for their regular attendance and input at the monthly meetings.

(a) Proposed by Councillor Foster, seconded by Councillor Lejeune and RESOLVED UNANIMOUSLY:-  
That the Minutes of the Planning and Consultation Committee Meeting held on 1<sup>st</sup> December 2025 be approved as a correct record and signed.

141. **Statement of Cash Balance**

(a) A Statement of Cash Balance as at 30<sup>th</sup> November 2025 was submitted for information (a copy attached at the end of these Minutes).

142. **Payment of Accounts**

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

- Payment Schedule 8, amounting to £792,273.30.

143. **Chairman's Announcements**

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

- Dorset Coast Forum conference
- Artisans on the Beach
- Yuletide Express
- Switch on Swanage
- Dorset Council Chief Executive lunch with other representatives from local parish councils
- Chamber of Trade centenary celebrations at the Grand Hotel
- James Smith Funeral Directors Christmas networking event at Kingston Courtyard.

Further to his declaration under Minute No. 137, Councillor Tomes left the meeting prior to consideration of the following item.

144. **Herston Fields Village Green – To consider concerns regarding restricted access, advice from the Open Spaces Society, and potential membership**

Further to Minute No. 15 (a) of the Meeting of the Environment and Green Spaces Committee held on 8<sup>th</sup> October 2025, Members considered the contents of a briefing paper outlining concerns regarding restricted access to Herston Fields, together with advice received from the Open Spaces Society. It was suggested that, as a first step, the Town Council could write a letter to the landowner, the Scott Estate, in order for the concerns raised by residents to be brought to their attention.

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

That the Town Council write a letter to the landowner, the Scott Estate, to draw to their attention the concerns of local residents about restricted access to Herston Fields.

Councillor Tomes rejoined the meeting.

Members noted that in order to receive further advice from the Open Spaces Society it would need to become a corporate member at a cost of £45 per annum. The benefits of the support and assistance in protecting common land, town and village greens, open spaces and public rights of way was noted. It was, therefore, proposed by Councillor Vile, seconded by Councillor Dorrington and RESOLVED UNANIMOUSLY:-

That the Town Council should become a corporate member of the Open Spaces Society at a cost of £45 per annum.

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

(a) **Aster Housing Task & Finish Group held on 21<sup>st</sup> November**

It was noted that a report of discussions at the recent Task and Finish Group would be given under the report from Dorset Councillors.

(b) **Museum Task & Finish Group held on 1<sup>st</sup> December**

Further to the meeting of the Community Services Committee, the Task & Finish Group had completed a review of several matters, including the renewal of the Heritage Centre lease, the Museum's plans for a sustainable future, and the potential relocation of a small granite globe (from the Burt family home in Beaulieu), possibly to Prince Albert Gardens. It was noted that a feasibility study regarding the possible use of the Town Hall building by the Museum would be

commissioned by the County Museum Advisor, and that the Council would not incur any costs for the study. An update would be provided to a future meeting.

(c) **Events Working Party held on 8<sup>th</sup> December**

The working party had considered the following matters:

- The organisers of the Boxing Day Swim had made a request to provide alcoholic drinks on the seafront. Members had felt this was not a suitable location, however Dorset Council had approved the use of Shore Road.
- The Jazz Festival had submitted a request to hold a New Orleans-themed event. It was noted that Members would invite the organisers to a future meeting to provide further details, after which the Council would consider whether to grant approval for the use of Council facilities.
- It was anticipated that the Purbeck Marathon would proceed in 2026.
- The VSBDM had negotiated a fee for the use of King George's Field with the organisers of Trek 26.
- A reduction in the proposed fee for the holding of commercial events from £1,000 p.a. to £750 p.a. had been recommended to the Finance and Governance Committee for consideration through the budget setting process.

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

There were no reports on this occasion.

147. **Report from Dorset Councillors**

The following updates were provided by Councillors Suttle and Tomes:

- Visit Dorset Designated Management Plan – It was reported that a meeting had been held on 27<sup>th</sup> November to consider the potential development of a Dorset-wide visitor management plan, focusing on sustainable tourism and opportunities to extend the visitor season. Members noted that Swanage's strong programme of events, many of which are organised and delivered by volunteers, is a testament to the town's community engagement and commitment.
- Devolution – It was reported that proposals for Wessex devolution were continuing to progress, although Swindon Council had decided not to participate in discussions. It was noted that the initial proposal had been rejected by central government, however, further work was being progressed by Dorset Council in partnership with Bournemouth, Christchurch and Poole Council, Somerset Council and Wiltshire Council.
- Aster Housing – It was noted that the loss of homes in Swanage and Weymouth was of concern, with 35 homes lost over the past two years. It was agreed that Councillor Taylor, Dorset Council portfolio holder for housing, would be invited to attend a meeting with members of the Task & Finish Group and the Community Land Trust to discuss opportunities for joint working. Thanks were expressed to Councillors Suttle and Vile for their continued efforts in raising this issue.
- Streetlighting – It was reported that a meeting had been held with a local resident and that the Corporate Director for Strategy, Performance and Sustainability (Dorset Council) had been contacted regarding streetlighting and the brightness of lamps.

148. **Reporting of delegated matters**

(a) **To note award of contract to Ecotricity for electricity supply to Shore Place, 2025-27**

It was reported that, in order to avoid out of contract charges, the contract for the supply of electricity to Shore Place had been awarded to the Council's existing supplier, Ecotricity, under Financial Regulation 4.8. This had been authorised by the Town Clerk and Finance Manager in consultation with the Mayor and Deputy

Mayor at an estimated cost of £7,700 per annum. It was noted that a two-year contract had been agreed in order that Shore Place could be included in the next tender exercise for electricity provision across the Town Council's premises.

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

There were no matters raised.

150. **Green Seafront Scheme**

(a) **To note receipt of review of engineering methodology**

Members noted the receipt of a technical note from Heidelberg Materials Contracting, commissioned following the Extraordinary Council meeting held on 4<sup>th</sup> August 2025, Minute No. 71(b) refers, that set out a review of the engineering methodology for the long-term stabilisation of the Green Seafront. The note, which addressed questions raised during public engagement regarding the use of soil nailing, had been made publicly available on the Council's website.

(b) **To approve project governance structure**

Members considered the draft project governance structure for the Green Seafront Stabilisation Scheme and concluded that it provided a clear framework for decision-making, oversight, and delivery, with defined roles for Council, the Seafront Masterplan Working Party, and officers.

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

That the project governance structure for the Green Seafront Stabilisation Scheme be approved.

**EXCLUSION OF PRESS AND PUBLIC**

It was proposed by Councillor Coward, seconded by Councillor Moreton 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 items 15, 16 and 17 (due to legal and commercial confidentiality).

**ADJOURNMENT OF MEETING**

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

That, under Standing Order No. 12 a) xviii), the Council Meeting be temporarily adjourned to allow councillors to reconvene in the downstairs meeting area to consider the confidential agenda items.

The Chairman invited members of the public present to participate in seasonal refreshments in the Council Chamber.

The meeting reconvened in the lower ground floor meeting room at 7.35 p.m.

151. **Property Related Legal Matters**

(a) **Beach Hire Concession – To consider outcome of tender process**

Further to Minute No. 130 (a) of the Council Meeting held on 17<sup>th</sup> November 2025, Members considered the contents of a briefing paper. It was noted that the Beach Hire Concession Task & Finish Group had reviewed the submissions and, due to each tender failing to comply fully with the tender requirements, had recommended the re-

issue of the tender, specifying the requirement for a full five-year financial plan. The Task and Finish group had also recommended that the same advertising approach as previously used should be applied, and that the tender return date be set for 16<sup>th</sup> January 2026, with a report to be presented to the Council meeting on 26<sup>th</sup> January 2026 for final consideration. It was, therefore, proposed by the Town Mayor, seconded by Councillor Foster and RESOLVED UNANIMOUSLY:-

That the tender for the Beach Hire Concession be re-released as detailed in the briefing paper.

(b) **Marsh Way Boundary Wall – Update and consideration of legal advice**

Further to Minute No. 90 (b) of the Council Meeting held on 15<sup>th</sup> September 2025, consideration was given to a briefing paper which set out the actions taken to obtain quotations for professional advice regarding potential repair works to the boundary wall at Victoria Terrace / Land at Marsh Way. It was noted that three compliant submissions had been received, with Crickmay Stark Architects providing the most competitive tender.

The Council noted that, following a site inspection which had identified significant movement and potential for further deterioration, the Town Clerk had authorised urgent expenditure of £5,500 to Crickmay Stark Architects under delegated powers in accordance with Financial Regulation 4.8. This expenditure was limited to initial professional services and was approved pending consideration of legal advice and the conclusion of negotiations with the owner of the adjoining property regarding liability for the repairs and associated professional fees.

The briefing note also explained further investigations that had been undertaken to establish responsibility for the repairs to the wall. Following research into its history, counsel's opinion had been commissioned and was awaited at the time of the meeting.

Members agreed that if there was a requirement to consider this matter in detail then it could be brought to the Capital Projects Sub-Committee, in accordance with Minute No. 90 (b) of the Council Meeting held on 15<sup>th</sup> September 2025.

152. **Charitable Trust Review – Consideration of legal advice and determination of next steps**

Further to Minute No. 86 of the Council Meeting held on 24<sup>th</sup> July 2023 and Minute No. 228 of the Council Meeting held on 28<sup>th</sup> April 2025, consideration was given to a briefing paper regarding next steps in the Town Council's acquisition of the outright ownership of Sandpit Field and Weather Station Field, which are currently held by the Council in its capacity as corporate trustee of the Mowlem Land (De Moulham) Trust and the Gift of Public Pleasure Grounds Trust. It was noted that the Trusts had established a joint independent advisory committee, which had concluded that legal advice should be obtained regarding the best means by which the transfer of ownership could be achieved. Members were mindful of the need to avoid any delay in this matter. Consequently, it was proposed by Councillor Vile, seconded by Councillor Dorrington and RESOLVED UNANIMOUSLY:-

That specialist legal advice be instructed, at the sole expense of the Town Council, regarding the best means by which the Council can acquire the outright ownership of Sandpit Field and the Weather Station Field in order to undertake the ground stabilisation works required.

153. **Procurement**

(a) **Green Seafront Scheme – To consider awarding contract extension for ecological impact and biodiversity net gain (BNG) assessment.**

Further to Minute No. 215 (a) of the Council Meeting held on 24<sup>th</sup> March 2025, Members considered a briefing paper which set out a proposal to extend the existing contract with LC Ecological Services in relation to the Green Seafront Stabilisation Scheme. It was noted that following submission of the Preliminary Ecological Appraisal, Dorset Council's Natural Environment Team had identified the need for additional ecological work to support the planning application, including bat activity surveys, a Landscape Ecological Management Plan and a Construction Environmental Management Plan.

Given the work already undertaken by LC Ecological Services and the low value of the extension, it was proposed by Councillor Tomes, seconded by Councillor Lejeune and RESOLVED UNANIMOUSLY:-

That, in accordance with Financial Regulation 11.1.e., the Council agree to extend the contract by £3,195, increasing the total contract value to £5,526.

**(b) Designated Bathing Area – To award contract for installation and maintenance**

Further to Minute No. 193 (b) of the Council Meeting held on 24<sup>th</sup> February 2025, consideration was given to a briefing paper which outlined the steps taken to advertise the tender for the future provision of the installation, maintenance and storage of the designated bathing area marker buoys at Swanage Main Beach, following the expiry of a one-year contract extension. It was noted that an invitation for expressions of interest had been advertised locally, resulting in one compliant submission from Swanage Sea Fishing Ltd. The Council further noted the requirement to suspend Financial Regulation 11.11 due to the absence of three quotations.

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

That Financial Regulation 11.11 be suspended in order to award a contract to Swanage Sea Fishing Ltd for three years at the sum of £6,050 per season (£18,150 for the period of the contract), to undertake the installation, maintenance and storage of designated bathing area marker buoys at Swanage Main Beach.

The Meeting closed at 7.50 p.m.

Minutes of the **SPECIAL MEETING** of the Council held  
at the Town Hall, Swanage on **MONDAY, 12<sup>th</sup> JANUARY**  
**2026** at **7.00 p.m.**

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

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

Also in attendance:-

Dr M. Ayres – Town Clerk/RFO  
Mr C. Milmer – Visitor Services & Business Development Manager  
Ms G. Percival – Assets & Compliance Manager  
Miss A. Spencer – Finance Manager

In addition to Members of the Council and officers, one member of the local press attended the Meeting.

154. **Apologies**

There were no apologies to report.

155. **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. 4 (a)** – Councillor Bonfield declared a non-pecuniary interest in the scale of charges under the Code of Conduct by reason of being employed as a taxi driver and hiring a grid space in the boat park.

**Agenda Item No. 4 (a)** – Councillor Tomes declared a non-pecuniary interest in the scale of charges under the Code of Conduct by reason of close family members being private beach hut site licensees.

Consideration was given to applications received from two newly elected Town Councillors, for a Grant of Dispensation until May 2029 in respect of setting the Council Tax Precept. It was explained that the dispensation was being sought as Councillors may have a disclosable pecuniary interest under the Code of Conduct by reason of being residents of properties in Swanage, and if that was determined to be the case the dispensation would be required to enable them to participate in any decisions made regarding this matter. It was noted that this dispensation had been previously granted to nine other Councillors resident in Swanage.

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

That a dispensation be granted to Councillors Bishop and Burridge to participate in the setting of the Town Council's precept, such dispensation to be valid until May 2029.

156. **Minutes of the Finance and Governance Committee, 17<sup>th</sup> December 2025**

Proposed by Councillor Sutton, seconded by Councillor Foster and RESOLVED UNANIMOUSLY:

That the Minutes of the Finance and Governance Committee Meeting held on 17<sup>th</sup> December 2025 be approved as a correct record and signed.

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

**6) IT Policy – Draft for Consideration**

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

That the Town Council adopts the draft IT Policy.

It was noted that all other recommendations would be dealt with under Minute No's 157, 158 and 159.

157. **Estimates 2026/27**

(a) **Scale of Fees and Charges**

Further to the recommendation made by the Finance & Governance Committee at its meeting held on 17<sup>th</sup> December 2025, contained in Minute No. 5 (a) i, Members considered the Scale of Fees & Charges for the 2026/27 financial year, Appendix G to the Budget Report 2026/27. Given councillor declarations under Minute No. 155 above, these were considered in three instalments.

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

That the Scale of Fees and Charges for 2026/27, excluding the fees for Taxi Permits, Boat Park Fees and Private Site Licence fees, be approved and adopted.

Further to his declaration of interest the Chairman left the meeting. As Deputy Chairman, Councillor Tomes assumed the chair.

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

That the Scale of Fees and Charges for 2026/27, in respect of the annual taxi permits and boat park charges be approved and adopted.

Councillor Bonfield re-entered the meeting and assumed the chair.

Further to his declaration of interest Councillor Tomes left the meeting.

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

That the Scale of Fees and Charges for 2026/27, in  
respect of the Private Sites licence fee be approved and  
adopted.

Councillor Tomes re-entered the meeting.

(b) **Revenue Budget, Capital Programme and Precept**

The Town Clerk introduced the Budget Report 2026/27, stating that it was the culmination of the work of task and finish groups, committee meetings and a councillor workshop that had been held over the last four months. Attention was drawn to the council's proposed contributions to third parties contained within the draft budget, giving budget approval for the continuation of funding for the crossing patrol at Swanage Primary School, an increase in grant funding to the Citizens Advice Bureau and continuation of an annual grant of £5,250 per annum to the Swanage & Herston Football Club until resolution of an ongoing rent review with Vodafone.

It was noted that a preliminary budget report had been received and reviewed by the Finance & Governance Committee on 17<sup>th</sup> December 2025, and its recommendations had been incorporated into the final budget report. These primarily related to movements on reserves, specifically an increased appropriation from the general reserve to the Green Seafront Scheme reserve and an allocation of funding for the scheme from the Asset Management Plan Reserve in 2028/29.

It was reported that the tax base for 2026/27 had increased by 4.72% from 2025/26 as a result of both the second homes premium and new housing development. The degree of uncertainty that underlies the tax base calculation in the medium to long term was highlighted. The proposed budget included a precept of £1,159,000 for 2026/27, an increase of £74,000 on the current year. It was noted that this would result in an increase of 2.01% / £3.79 on a Band D property.

Members considered the draft revenue and capital budgets for 2026/27, the financial projections for the next three financial years and the level of precept to levy for 2026/27, given the need to maintain an adequate level of reserves. Further to the recommendations made by the Finance & Governance Committee at its meeting held on 17<sup>th</sup> December 2025, contained within Minute Nos 5 (a) ii, iii and iv, it was proposed by Councillor Coward, seconded by Councillor Bishop and RESOLVED UNANIMOUSLY:-

That the Council approves and adopts the Budget Report 2026/27, incorporating estimates for revenue and capital expenditure and contributions to reserves, with the precept to be levied at £1,159,000 for the 2026/27 financial year, equivalent to a Band D bill of £192.64, an increase of 2.01% / £3.79 on the current year's charge.

158. **Reserves Policy**

The Finance Manager presented the revised Reserves Policy and drew attention to the principal changes made to the document since last year, being the merger of two reserves that had been held for King Georges Field and the introduction of a Grants Reserve.

Further to the recommendation contained in Minute No. 5 (b) of the Finance & Governance Committee Meeting held on 17<sup>th</sup> December 2025, it was proposed by Councillor Sutton seconded by Councillor Foster and RESOLVED UNANIMOUSLY:-

That the revised Reserves Policy be approved and adopted.

159. **Treasury Management and Investment Strategy Statement 2026/27**

Further to the recommendation contained in Minute No. 5 (c) of the Finance & Governance Committee Meeting held on 17<sup>th</sup> December 2025, Members considered the contents of the Treasury Management and Investment Strategy Statement 2026/27. It was proposed by Councillor Bishop seconded by Councillor Dorrington and RESOLVED UNANIMOUSLY:-

That the Treasury Management and Investment Strategy Statement 2026/27 be approved and adopted.

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

In light of the likely inclusion of an item on the agenda for the next Council meeting to be held on 26<sup>th</sup> January 2026 concerning the publication of the Dorset Coast Forum Engagement Report regarding Shore Road Options, and given the probable high level of public interest in the matter, the Town Clerk asked Members if they would like to consider moving the meeting to an alternative venue to accommodate a larger attendance. Given recent concerns regarding the personal safety of Members and Officers, Members' preferred option was that the meeting should be held at the Town Hall as scheduled.

**EXCLUSION OF PRESS AND PUBLIC**

Proposed by the Chairman, seconded by Councillor Coward and AGREED:-

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 8 for reasons of legal and commercial confidentiality.

161. **Boundary Wall at Marsh Way/Victoria Terrace**

(a) **Consideration of next steps following receipt of legal advice**

Further to Minute No. 90 (b) of the Council Meeting held on 15<sup>th</sup> September 2025 and Minute No. 151 (b) of the Council Meeting held on 15<sup>th</sup> December 2025, Members considered a briefing note outlining counsel's opinion regarding liability for maintenance of the boundary wall. In light of the advice received it was agreed that officers should meet with the property owner to continue negotiations. It was proposed by Councillor Lejeune seconded by Councillor Foster and RESOLVED UNANIMOUSLY:-

That the Council's solicitor be instructed to compose a letter summarising the legal advice received to be shared with the adjoining property owner to inform ongoing negotiations.

(b) **Procurement of specialist advice from structural engineer**

Further to Minute No. 151 (b) of the Council Meeting held on 15<sup>th</sup> December 2025, Members considered quotes for structural engineering services, assessed by Crickmay Stark Architects. It was noted that two quotes had been received and that under Financial Regulation 11.1 b., the procurement of specialist services is exempt from the requirement to

obtain three quotes. Members reiterated the Council's position that any agreement to engage these professional services would not represent an admission of liability for undertaking the repair works, which was the subject of ongoing discussions with the adjoining property owner.

Following a discussion, during which consideration was given to the different methodologies that could be deployed to assess the foundations to the wall, it was proposed by Councillor Sutton seconded by Councillor Vile and RESOLVED UNANIMOUSLY:-

That Dencher Consulting Engineers be appointed to provide structural engineering services, up to a maximum of £4,500.

The meeting closed at 7.35 p.m.

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Draft Minutes of the Meeting of the **PLANNING AND CONSULTATION COMMITTEE** held at the Town Hall, Swanage on **MONDAY, 5<sup>th</sup> JANUARY 2026** at **7.00 p.m.**

Chairman: -  
Councillor T Foster

## Swanage Town Council

Present: -

Councillor M Bonfield  
Councillor P Burridge  
Councillor J Lejeune  
Councillor C Sutton  
Councillor C Tomes  
Councillor S Vile

Also in attendance: -  
Miss N Clark

## Planning and Community Engagement Manager

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

## Public Participation Time

The following matters were raised:

**Planning application No. P/FUL/2025/07088 Rooftop, Mowlem Court, Rempstone Road, Swanage, BH19 1DR** – concerns expressed about the proposal for a 5G mast to be installed on the roof of the Mowlem Court building. These included:-

- Potential health and safety concerns relating to 5G technology, the limited information provided by the applicant, and reference made to the International Commission on Non-ionising Radiation Protection (ICNIRP) guidelines.
- Potential noise nuisance and disturbance to residents of Mowlem Court and surrounding properties.
- Concerns regarding Dorset Council's response timescale to this application, which had been impacted/reduced by the Christmas closedown period, and a question as to whether a recommendation would be made for the application to be considered at the next full Council Meeting. It was confirmed by the Chairman that the Committee had delegated authority to respond.
- Concerns about the limited public consultation regarding these proposals, with attention drawn to the Gunning Principles.
- A question as to whether antenna signal boosters would also be installed around the town.
- A request for the Town Council to support these concerns when considering its response to the application.

The Chairman reminded members of public present that the Town Council was a statutory consultee for all planning applications relating to the parish of Swanage, and that Councillors' comments were sent to Dorset Council, which, as the local planning authority, was responsible for determining the applications. It was also noted that an extension of time for receipt of the Town Council's response had been agreed by Dorset Council.

## 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.

**Planning application No. P/HOU/2025/07201 11 Greensands Way, Swanage, BH19 1FD –**  
Councillor Tomes declared a non-pecuniary interest by reason of being the owner of a nearby property.

## **Planning**

### 3) **Plans for consideration**

#### **Delegated Applications**

P/FUL/2025/06855

#### **Rear Flat, 15-17 Institute Road, Swanage, BH19 1BT**

Repairs to roof, chimney, parapets, and gutters, and replacement balustrade, fence, and gate.

**OBSERVATION:** The Town Council has no objection to the proposals, and feels that the planned repairs and replacements will result in an overall improvement to the appearance and condition of the property and its setting within the Swanage Conservation Area.

\* P/FUL/2025/07019

#### **Cranborne, 3 Ilminster Road, Swanage, BH19 1DZ**

Remove the existing brickwork chimney and reroof over the existing opening in small plain clay tiles to match and line existing.

**OBSERVATION:** No objection.

During consideration of the following item the Chairman invoked Standing Order No.1 p. to briefly suspend the meeting so as to allow a member of public present to address the Committee and respond to questions regarding/relevant to the application.

\* P/FUL/2025/07088

#### **Rooftop, Mowlem Court, 10 Rempstone Road, Swanage, BH19 1DR**

Proposed installation of a telecommunications base station comprising a 6.5m flagpole, supporting 3no. antennas within a shroud, 4no. dishes, and 4no. cabinets, together with ancillary development thereto.

**OBSERVATION:** The Town Council strongly recommends refusal of the application. Following careful consideration, and having received a significant number of representations from members of the public, including during Public Participation Time before this meeting, the Council raises the following concerns about the proposal:

**Dorset National Landscape (DNL)** - the whole parish of Swanage lies within the DNL. Councillors consider that the proposed development may have an adverse impact on protected landscape qualities, as well as potential adverse effects on local wildlife. The application does not provide sufficient assessment of these risks.

**Potential adverse impact on the Swanage Conservation Area (SCA)** - the site occupies a highly visible and prominent location within the town centre and lies within the SCA, adjacent to important public leisure and recreation spaces including the Recreation Ground, Swanage Bandstand, Swanage War Memorial, and the Trevor Chadwick Playground.

The proposed structure is considered intrusive, visually incongruous, and detrimental to the character and appearance of both the host building and the surrounding area (overall height 24.25m). Councillors are concerned that the scale and form of the installation would harm the setting of these valued community assets.

**Potential noise and disturbance** – Councillors note, and support, the concerns raised locally regarding potential noise and disturbance arising from the operation and maintenance of the mast, antennas, associated dishes, and equipment cabinets. These concerns are heightened due to the proposed installation's positioning and its very close proximity to the flats in Mowlem Court and other surrounding residential properties.

**Additional matters/concerns:**

**Public concerns regarding health and 5G technology** – a significant number of representations were made during Public Participation Time regarding potential health concerns associated with 5G technology. Councillors request clear confirmation that DC's assessment of this proposal will ensure full compliance with the International Commission on Non-ionising Radiation Protection (ICNIRP) guidelines. Councillors note that published advice regarding the potential impacts (both for and against) of 5G technology is complex and appears at times contradictory. It is also noted that a single 5G mast may provide coverage for up to one million devices. Members wish to emphasise that the health and safety of the community must be paramount when determining this proposal.

**Review of representations and compliance with ICNIRP** - further to the public representations received, the Council requests confirmation that all correspondence submitted to DC regarding this application will be given due consideration and due diligence. The Council also seeks assurance that DC's decision-making process will not rely solely on national planning policy or on a self-certified ICNIRP declaration from the applicant.

**Public consultation** – in light of comments and concerns raised by members of the public during Public Participation Time regarding a lack of consultation with residents, the Council seeks clarification on the nature and extent of the public consultation that the telecommunications company is obliged, or proposes, to undertake with residents of Swanage in relation to the proposed installation. (These concerns also relate to associated Prior Approval planning application No. P/PAEL/2025/07103).

P/HOU/2025/07100

**21 Prospect Crescent, Swanage, BH19 1BD**

Erect gable roof extension to form two additional bedrooms. Addition of cladding to the ground floor front gable wall and return elevations.

**OBSERVATION:** The Town Council has no objection to the proposed works, subject to:

- Mitigation of any concerns received from neighbouring properties relating to potential adverse effects on amenity, including issues of overlooking and loss of privacy.
- The submission of an acceptable Sustainability Checklist.

Further to his declaration under Item No. 2) Councillor Tomes remained in the room during consideration of the following item, but did not take part in any discussion, decision, or vote.

\* P/HOU/2025/07201

**11 Greensands Way, Swanage, BH19 1FD**

Erect a single storey rear extension.

**OBSERVATION:** The Town Council has no objection to the proposal in principle. However, the Council notes that the submitted plans show the installation of new doors to the rear of the garage

building and from the garage into the proposed extension (not referenced in the description of the development above). The Council recommends that, should permission be granted, it be conditioned that the garage building is used solely for purposes incidental to the residential use of No. 11. Furthermore, the Council would object to:

- Severance of the site to create a separate plot for future habitation.
- The creation of a separate address.

\* P/HOU/2025/07442

**5 Beach Gardens, Swanage, BH19 1PG**

Retain shed in rear garden.

**OBSERVATION:** The Town Council has no objection to the proposal in principle. However, the Council notes the concerns submitted to Dorset Council by neighbouring residents and recommends that, if permission is granted, it should be conditioned that this building is used solely for purposes incidental to the residential use of No. 5. Furthermore, the Council would object to:

- Severance of the site to create a separate plot for future habitation.
- The creation of a separate address.

**For information only**

\* P/NMA/2025/07451

**Non-Material Amendment**

**Former Purbeck View School, Northbrook Road, Swanage, BH19 1PR**

Non-material amendment for condition 4 of approved planning application No. 6/2009/0708 (Demolish existing classroom and erect new 6 bedrooned residential unit.) to be varied to state: 'The building hereby approved shall only be used for purposes incidental and ancillary to the lawful use of land and premises of the former Purbeck View School'.

\* P/PAEL/2025/07103

**Prior Approval - Electronic Communications Network developments**

**Verge opposite Harrow House, Harrow Drive, Swanage, BH19 1PE**

The installation of 1no. 20m monopole supporting 9no. antennas, and 2no. 300mm dishes, the installation of 1no. wraparound cabinet and 5no. equipment cabinets, and ancillary works thereto. This application is not a planning application but a request for Dorset Council to determine whether or not Prior Approval is required for the proposal.

**Please note:**

\* The Town Council is Corporate Trustee of the De Moulham Trust, which holds the benefit of covenants in the properties that are the subject of applications marked \*.

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

Consideration was given to the following proposed tree works:-

P/TRC/2025/07411

**Swanage Conservation Area**

**1 Springhill, Swanage, BH19 1EY**

T1 Silver Birch - Reduce to a height of 5 to 6 metres (current height approximately 10 metres).

**OBSERVATION:** No objection.

**Swanage Conservation Area**

**57 Queens Road, Swanage, BH19 2EW**

T1 Beech - Reduce laterals growing east and west by 1-2 metres. Thin by 5%.

T2 Conifer - Reduce height by 3-4 metres, and trim sides leaving a green covering.

**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 (DC) – Draft Licensing Policy 2026-2031**

The Committee noted receipt of the consultation on Dorset Council's Draft Licensing Policy 2026–2031, which outlined how the Licensing Authority would discharge its functions under the Licensing Act 2003 during the forthcoming five-year period.

Members were reminded that the policy aimed to promote the four statutory licensing objectives. Licensable activities covered by the policy included the retail sale of alcohol, the supply of alcohol in clubs, the provision of late-night refreshment, and regulated entertainment.

The draft policy was aligned with the Dorset Council Plan 2024–2029 and sought to:

- Protect young people from harm
- Balance the needs of businesses and local residents
- Encourage tourism and a vibrant, diverse night-time economy
- Reduce alcohol misuse
- Minimise unnecessary regulation

Committee Members wished it to be noted that the document had been appropriately reviewed and confirmed that they had no further comments to make.

**6) Items of Information and Matters for Forthcoming Agendas**

**a) Dorset Council (DC) Town and Parish Council Forums 2026** – a reminder was given that DC would be hosting planning and building control update sessions for Town and Parish Councils on 3<sup>rd</sup> February, 16<sup>th</sup> June, and in October 2026. These sessions would include updates on the Dorset Local Plan, Dorset Design Code, Local Nature Recovery Strategy, Neighbourhood Plans, Planning Enforcement, and Building Control, and would provide Councillors and officers with an opportunity to raise questions on these matters.

**7) Date of next meeting**

The next meeting had been scheduled for Monday 2<sup>nd</sup> February 2026.

The meeting closed at approximately 8.00 p.m.

## Agenda Item 5 (a)

### SWANAGE TOWN COUNCIL

#### Statement of Cash Balance as at 31st December 2025

	£ p	£ p
Balance in Hand at 01/04/2025		£73,888.50 Cr
As per reconciliation dated 30/11/2025	£8,128,839.50 Cr	
Income during December	£79,249.13 Cr	
Movement of Cash-Investment	£575,000.00 Cr	
Add - Outstanding receipts- November	£1,089.28 Cr	
Less - Outstanding receipts - December	<u>£28.99 Dr</u>	<u>£8,784,148.92 Cr</u>
Less payments made:		
As per Reconciliation dated 30/11/2025	£8,097,131.48 Dr	
Schedule 9	£208,044.24 Dr	
Movement of Cash-Investment	<u>£400,000.00 Dr</u>	<u>£8,705,175.72 Dr</u>
		<u><u>£152,861.70 Cr</u></u>
Balance at Bank		
Current Account	£50,166.57 Cr	
Deposit Account	<u>£102,695.13 Cr</u>	<u>£152,861.70 Cr</u>
Short Term Investments held by the Council		
CCLA Public Sector Deposit Fund (MMF)	£750,000.00	
Abrdn (MMF)	£500,000.00	
DMADF-Deposit	£450,000.00	
DMADF-Deposit	£500,000.00	
DMADF-Deposit	£500,000.00	
DMADF-Deposit	<u>£400,000.00</u>	<u>£3,100,000.00</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 December 2025

Prepared by Alison Spencer

Dated: 6th January 2026

Certified by Martin Ayres

Dated: 6th January 2026

**SWANAGE TOWN COUNCIL**

**Year Ending 31<sup>st</sup> March 2026**

**Payment schedule reported to Council - 26th January 2026**

**Schedule 9:**

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

**SIX HUNDRED AND EIGHT THOUSAND, FORTY FOUR POUNDS AND TWENTY FOUR PENCE**

.....(£608,044.24).....

**Swanage Town Council**  
**Schedule of Payments - Month 9**

**Direct Debits & Standing Orders**

<b>Date</b>	<b>Name</b>	<b>Inv Ref</b>	<b>Inv Date</b>	<b>Details</b>		<b>Payment Total</b>
15/12/2025	AIB Merchant Services	281125.000011	28/11/2025	Merchant serv charged		248.07
10/12/2025	Barclaycard Merchant Services	001884331125	30/11/2025	Monthly charge		44.40
01/12/2025	Dorset Council	840014144	01/04/2025	NNDR 25/26		22,024.00
22/12/2025	Ecotricity Ltd	07784474	01/12/2025	Electricity - various sites	15.74	
22/12/2025		07791151	08/12/2025	Electricity - various sites	68.91	
23/12/2025		07867308	09/12/2025	Electricity - various sites	4,894.82	
30/12/2025		07866960	09/12/2025	Electricity - various sites	593.53	
30/12/2025		07862612	09/12/2025	Electricity - various sites	25.47	5,598.47
12/12/2025	First Data	520334510615636	30/11/2025	Card charge		637.16
15/12/2025	Lloyds Bank PLC	472559278	11/11/2025	Bank charge	100.38	
23/12/2025		473258460	05/12/2025	Bank charge	94.00	194.38
10/12/2025	Paytek Admin Services Ltd (First)	MI/4916270/03	01/12/2025	Monthly charge	128.35	
10/12/2025		MI/4916270/03	01/12/2025	Monthly charge	72.00	200.35
29/12/2025	Pitney Bowes Finance Ltd	10245294	24/11/2025	Quarterly rental	77.90	
11/12/2025		20143766	08/12/2025	meter refill	210.50	288.40
16/12/2025	Sage (UK) Ltd	INV21876061	01/12/2025	Monthly charge		703.80
04/12/2025	SEFE Energy Limited	INV04041001	18/11/2025	Town Hall- Annexe	183.05	
04/12/2025		INV04043171	18/11/2025	Town Hall- Office	667.17	
04/12/2025		INV04043280	18/11/2025	Depot	111.25	
04/12/2025		INV04043044	18/11/2025	TIC	227.47	
31/12/2025		INV04071318	16/12/2025	Town Hall- Annexe	308.34	
31/12/2025		INV04070369	16/12/2025	Town Hall- Office	516.38	
31/12/2025		INV04070379	16/12/2025	Depot	153.65	
31/12/2025		INV04070324	16/12/2025	TIC	193.41	2,360.72
01/12/2025	water2business	6069059604	25/09/2025	Drinking Tap	45.86	
01/12/2025		6069306374	03/11/2025	Mermond Toilets	662.79	
01/12/2025		6069331717	03/11/2025	Shore Road Toilets	3,399.52	
01/12/2025		6069306383	03/11/2025	Heritage Toilets	318.86	
01/12/2025		6069342282	04/11/2025	Burlington Toilets	15.09	4,442.12
<b>Total of Direct Debit &amp; Standing Orders</b>					<b>36,741.87</b>	

**Lloyds Chargecard**

<b>Date</b>	<b>Name</b>	<b>Inv Ref</b>	<b>Inv Date</b>	<b>Details</b>		<b>Payment Total</b>
29/12/2025	Lloyds	1F010001252555000	29/12/2025	Card Annual fee	32.00	
29/12/2025	Lloyds	1999999982555000	29/12/2025	Card Annual fee	32.00	
29/12/2025	Battery Trader	123988	29/12/2025	Battery	39.15	
29/12/2025	Dorset Council	3010192236202	29/12/2025	Road Closure	83.00	
29/12/2025	DVLA	1266381659604988	29/12/2025	Licence	347.50	533.65
<b>Total of Chargecard payments</b>					<b>533.65</b>	

**BACS /CHAPS**

<b>Date</b>	<b>Name</b>	<b>Inv Ref</b>	<b>Inv Date</b>	<b>Details</b>		<b>Payment Total</b>
24/12/2025	123 Send Limited	236523	01/12/2025	A920Pro with Sim		158.36
24/12/2025	4C Managed Service Ltd	69688	10/12/2025	Depot IT/phone	379.56	
24/12/2025		69689	10/12/2025	TIC IT	483.26	
24/12/2025		69689	10/12/2025	BG phone	42.00	
24/12/2025		69690	10/12/2025	TH IT	781.92	
24/12/2025		69690	10/12/2025	TH phone	42.00	
24/12/2025		69690	10/12/2025	Project Plan x 3	106.74	
24/12/2025		69704	12/12/2025	Councillors laptop subscription	360.00	
24/12/2025		69725	15/12/2025	8x Internal Licence TH	2,556.00	4,751.48
24/12/2025	A.B.A. Groundcare (SW) Ltd	162071	02/12/2025	Iszeki servicing		1,600.87
24/12/2025	Anthony Brookes Surveys Ltd	871/13811	25/11/2025	Survey		1,614.00
24/12/2025	Ace Office Environments Ltd.	01166730	12/12/2025	Stationery		82.13
24/12/2025	Alliance Tool Hire Ltd	P382150	30/11/2025	Tower scaffold hire		114.00
24/12/2025	Amazon	GB59P4841AEUI	30/11/2025	Book	36.14	
24/12/2025		GB501RES7TSUFI	13/12/2025	Chairs	153.96	190.10
24/12/2025	AquAid (Southcoast)	515616	30/11/2025	Depot water 19L x3		40.50
24/12/2025	C. Brewer & Sons	PLE/315116	30/11/2025	Materials & equipment	98.69	
24/12/2025		PLE/315117	30/11/2025	Materials & equipment	98.69	197.38
24/12/2025	Ben Spurling	1106	09/10/2025	Artisans on the Beach Leaflet		130.00
24/12/2025	Darkin Miller Ltd	1019	12/12/2025	Internal Audit- visit 2 & 3 of 6	1,527.87	
24/12/2025		1021	18/12/2025	Internal Audit visit 4 of 6	815.13	2,343.00
24/12/2025	Dorset County Pension Fund	Payroll M9	19/12/2025	Payroll M9- Pension	22,961.68	
24/12/2025		Payroll M9	19/12/2025	Payroll M9 - CAYS	120.51	23,082.19
24/12/2025	Dorset Council	1801555183	17/12/2025	Occ Health Services		977.60

24/12/2025	Dorset Waste Partnership	2800475697	02/12/2025	TH recycling	12.52	
24/12/2025		2800475697	02/12/2025	Depot recycling	28.38	40.90
24/12/2025	Flowbird Smart City UK Ltd	UI00021587	28/11/2025	WebOffice incl Airtime	264.67	
24/12/2025		UI00021587	28/11/2025	Gateway Transaction Charge	822.53	
24/12/2025		UI00022062	15/12/2025	WebOffice incl Airtime	264.67	
24/12/2025		UI00022062	15/12/2025	Gateway Transaction Charge	446.69	1,798.56
24/12/2025	Futurform	323699	30/10/2025	Furniture purchase	710.41	
24/12/2025		CN13225	28/11/2025	Monitor Arm	(46.80)	
24/12/2025		325477	11/11/2025	Dual monitor Arm	74.40	738.01
24/12/2025	Godsell Arnold Partnership Limited	256245-25-11-073	30/11/2025	Professional fees		1,740.00
24/12/2025	Greenham Trading Ltd.	04/540917	05/12/2025	Materials & equipment	60.00	
24/12/2025		04/540753	10/12/2025	Materials & equipment	629.72	
24/12/2025		04/541486	11/12/2025	Safety equipment	321.60	
24/12/2025		04/542075	16/12/2025	Materials & equipment	82.68	
24/12/2025		04/542214	18/12/2025	Safety equipment	1,320.00	2,414.00
24/12/2025	A.R. Harris & Son	36702	29/11/2025	Electrical works	132.00	
24/12/2025		36734	06/12/2025	Electrical works	70.22	
24/12/2025		36753	12/12/2025	Electrical works	470.62	672.84
24/12/2025	HMRC	Payroll M9	19/12/2025	Payroll M9 - PAYE/NI		21,276.45
24/12/2025	ICTHUS Event Solutions Ltd	0886	01/12/2025	Festive lighting installation and removal		2,196.00
24/12/2025	J&P Cleaning Services Limited	INV-0035	08/12/2025	Beach Huts- winter cleaning	185.00	
24/12/2025		INV-0035	08/12/2025	TIC- cleaning	325.00	510.00
24/12/2025	J.D. Facilities Ltd	INV-2029	01/12/2025	Depot - cleaning	197.59	
24/12/2025		INV-2030	01/12/2025	Depot - deep clean staff area	230.62	
24/12/2025		INV-2027	01/12/2025	TH-cleaning	549.12	
24/12/2025		INV-2026	01/12/2025	Public Toilet- cleaning	7,958.09	
24/12/2025		INV-2028	01/12/2025	Chapel Clean	27.00	8,962.42
24/12/2025	JSR Tree Care and Garden Mainten	952	14/12/2025	Tree works		558.00
24/12/2025	McAllisters Pantry & Picnic Bar	STC001	15/12/2025	Catering	225.00	
24/12/2025		STC001	15/12/2025	Catering	391.00	616.00
24/12/2025	Metric Group Ltd.	3756	12/11/2025	Metric Aslan charge Nov		84.00
24/12/2025	National Express	AREX/00247677	30/11/2025	November Agency tickets		43.22
24/12/2025	Natsol Limited	SI-523	22/09/2025	Composter toilet		7,820.40
24/12/2025	Nixons Hardware Ltd	125201	04/11/2025	Materials	9.99	
24/12/2025		125243	17/11/2025	Equipment	9.99	
24/12/2025		125294	28/11/2025	Materials	13.98	33.96
24/12/2025	Norfolk County Council	10119920	30/10/2025	NPLaw Fees		378.48
24/12/2025	JSO Creative	Pm0719	04/12/2025	Frosting film		260.00
24/12/2025	Origin Amenity Solutions Limited	OASI0176138	04/12/2025	Materials & equipment	357.12	
24/12/2025		OASI0176138	04/12/2025	Materials & equipment	172.00	
24/12/2025		OASI0176349	09/12/2025	Materials & equipment	485.76	1,014.88
19/12/2025	Swanage Town Council	Month 9 Payroll	19/12/2025	Net Wages - Month 9		66,531.54
24/12/2025	Planet Merchant Service Ltd	PP4000681IE2511	30/11/2025	Gateway Fees		216.96
24/12/2025	Pod Point Ltd	ADF-28419	08/12/2025	Admin Fees- MB	31.39	
24/12/2025		ADF-27937	08/12/2025	Admin Fees- Mermond	11.69	43.08
24/12/2025	Pulford Publicity Ltd	53676	03/12/2025	Advertisement		360.00
24/12/2025	R&M Shepard	62200	16/12/2025	Container Hire		187.20
24/12/2025	Roger Locke Consulting Ltd	9939	05/12/2025	Strcultural engineering advice		280.80
24/12/2025	Swanage & Purbeck Rotary Charity	36655	03/12/2025	PA provision and support		120.00
24/12/2025	SECURITY PLUS LIMITED	1138091	30/11/2025	Cash Collection Nov	390.68	
24/12/2025		1139476	30/11/2025	Cash Processing Nov	89.58	480.26
24/12/2025	Seton	9303935068	26/11/2025	Signs		125.10
24/12/2025	Swanage Town & Herston Football	Grant Q3	19/12/2025	Football Club Grant Q3		1,312.50
24/12/2025	Society of Local Council Clerks	BK224028-1	28/11/2025	Training course	42.00	
24/12/2025		BK224029-1	28/11/2025	Training course	70.20	112.20
24/12/2025	St. Michaels Garage	4743	30/11/2025	Diesel Nov		325.43
24/12/2025	Suez Recycling & Recovery UK Ltd	33833482	30/11/2025	Skip exchange		1,603.79
24/12/2025	Sutcliffe Play (South West) Ltd.	7673	26/11/2025	Wetpour works		1,980.00
24/12/2025	Swanage Bowling Club	101	21/12/2025	Xmas party		441.50
24/12/2025	Swanage News	1284	29/11/2025	New paper Nov		38.80
24/12/2025	Swanage Tyres and Tuning Ltd	39577	25/11/2025	Tyres	163.08	
24/12/2025		39591	26/11/2025	Tyres	163.08	
24/12/2025		39861	17/12/2025	Service	175.68	
24/12/2025		39876	18/12/2025	Tyre replacement	30.00	531.84
24/12/2025	Terminator Control Ltd	4558	18/11/2025	Pest Control		346.00

24/12/2025	Travis Perkins	1033870034	25/11/2025	Materials & equipment	101.06	
24/12/2025		1033858499	25/11/2025	Materials & equipment	149.95	
24/12/2025		1033795109	25/11/2025	Materials & equipment	25.63	
24/12/2025		1033795108	25/11/2025	Materials & equipment	13.36	
24/12/2025		1034252021	02/12/2025	Materials & equipment	13.36	
24/12/2025		1034493472	05/12/2025	Materials & equipment	27.00	
24/12/2025		1034822399	11/12/2025	Materials & equipment	13.37	
24/12/2025		1034880537	11/12/2025	Materials & equipment	39.74	
24/12/2025		1035065885	15/12/2025	Materials & equipment	23.80	407.27
24/12/2025	Trinity St Christmas Trees	INV-1444	04/12/2025	Christmas tree		3,876.00
24/12/2025	Third Parties	Payroll M9	19/12/2025	Payroll M9- Third Party Deductions		328.72
24/12/2025	WSP	50109605	28/11/2025	Risk Assessment and Re- inspection	2,340.00	
24/12/2025		50110146	01/12/2025	Risk Assessment	2,340.00	4,680.00
<b>Total of BACS/CHAPS Payments</b>						<b>170,768.72</b>

<i>BACS payroll payment Issued 19th December 2025</i>	66,531.54
<i>BACS supplier payments Issued 24th December 2025</i>	104,237.18
	<b>170,768.72</b>

<b>Total of Payments</b>	<b>208,044.24</b>
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#### Investments - Cash Movements

Date	Name	Inv Ref	Inv Date	Details		Payment Total
23/12/2025	DMADF	transfer	23/12/2025	DMADF		400,000.00
<b>Total of Investments</b>						<b>400,000.00</b>

<b>Total of Payments &amp; Investments</b>	<b>608,044.24</b>
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**Shore Road 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. 138(c) of the Extraordinary Council meeting held on 27<sup>th</sup> November 2024). The report on the outcome in respect of the Green Seafront proposals was received by the Town Council at its meeting on 17<sup>th</sup> November 2025.

The decision to engage local residents and other stakeholders on the future of Shore Road was made in light of feedback provided during the public consultations for both the Swanage Seafront Masterplan and the Swanage Green Seafront Stabilisation Scheme, which had revealed a strong desire for improvements to pedestrian safety along the northern section of Shore Road. In response to this, the Town Council agreed at its meeting held on 29<sup>th</sup> January 2024 to work with Dorset Council to jointly commission a feasibility study into a number of potential improvement options.

The feasibility study was considered by the Council at its meeting on 27<sup>th</sup> November 2024 at which it was agreed that four options should be subject to public engagement in the spring of 2025, together with the options for the Green Seafront Stabilisation Scheme. In taking that decision Members noted that this ‘would provide valuable feedback from local residents on potential alterations to the highway and improvements to the public realm’. The four options were as follows: retain as existing with no change; remove the car parking and retain two-way traffic; one-way traffic with cycle provision; full closure.

Public engagement on these options took place between 1<sup>st</sup> May and 29<sup>th</sup> June 2025. Having analysed the 1,469 responses received, DCF gave a presentation of the results to Dorset Council members on 14<sup>th</sup> January 2026, together with the Mayor and Town Clerk. The engagement report was subsequently issued to the Town Council on 19<sup>th</sup> January.

The engagement report sets out a summary and analysis of the survey responses including details of the options, what engagement took place, the number of people who took part in the engagement process and a summary and analysis of the results. In terms of survey respondents’ preferred options for Shore Road the following table demonstrates the rank order.

<b>Option</b>	<b>Average Rank*</b>
Two-way traffic on Shore Road with removal of parking	2.12
A one-way system on Shore Road	2.40
Do nothing / keep Shore Road as it is	2.51
Full Closure of Shore Road	2.95

\*A lower average rank reflects a higher number of people placing it as a higher priority.

As the highway authority, Dorset Council is in the process of identifying a preferred option, which will take into account the engagement outcome, technical data and the views of elected councillors. It is currently anticipated that this will be presented to the Town Council in advance

of the next Council meeting on 23<sup>rd</sup> February where it will be discussed in public session. That option will be subject to further technical work to fully assess the viability of that option, prior to Dorset Council considering whether to allocate funds to this project later in 2026.

**Action required**

To formally note receipt of the Shore Road Options Engagement Report and note its content.

Martin Ayres, Town Clerk  
January 2026

# **SWANAGE GREEN SEAFRONT STABILISATION AND SHORE ROAD ENHANCEMENT SCHEME**



## **SHORE ROAD ENGAGEMENT REPORT JANUARY 2026**



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# Overview

This report sets out a summary and analysis of the results for Shore Road proposals only. This is an engagement report aimed at supporting Dorset Council Highways with their discussions on next steps. It includes details of the background to the scheme, what engagement took place, the numbers of people who took part in the engagement process along with a summary and analysis of the results. It does not include results and analysis relating to feedback on the Green Seafront Enhancement proposals for which engagement took place at the same time. The results of this engagement are available in a separate report.

## Background

In late 2023 an initial round of engagement for the Swanage 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 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.

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 for Shore Road:**

- To present high level concept options being considered for Shore Road by Dorset Highways.
- To help identify what changes may be necessary on the wider highway network to accommodate any changes on Shore Road.
- To gather local insights and suggestions to refine the options in future design stages.
- 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 to maximise participation.

## Engagement Overview

Name of event	Location	Date and time	Number attended	Notes
Online Meeting	Zoom	15 <sup>th</sup> 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 <sup>nd</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>rd</sup> June 10.00am – 2.00pm	37	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.
Public Drop-in	Mowlem Theatre	4 <sup>th</sup> 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 <sup>th</sup> June 7.00pm – 9.00pm	30	A presentation on the scheme and the engagement process followed by an opportunity for Q&A

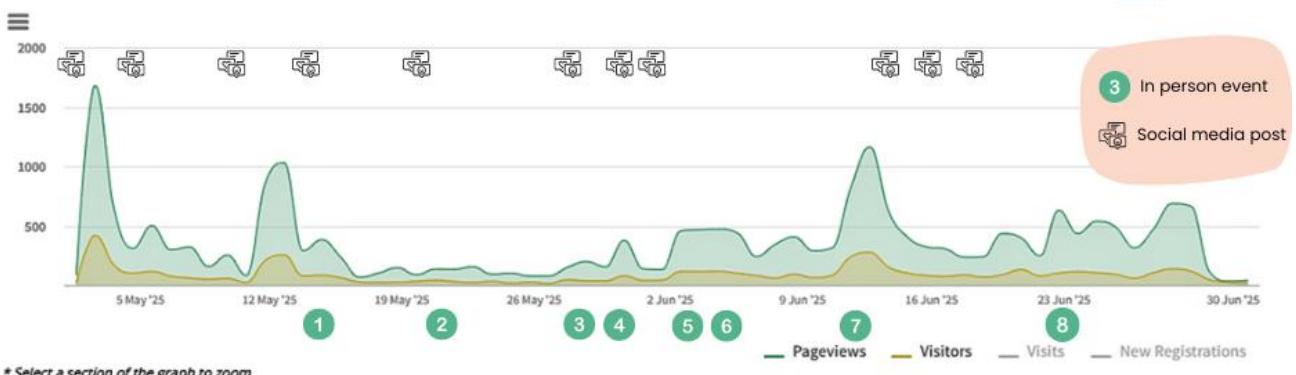
## Online Survey

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 1<sup>st</sup> May and 29<sup>th</sup> 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 30<sup>th</sup> May.

### Visitors Summary

Dorset Coast Have Your Say from 01 May '25 to 02 Jul '25

[DAILY](#) [MONTHLY](#)



\* Select a section of the graph to zoom

## 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*

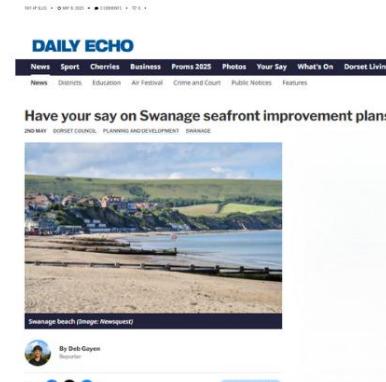


*Above right: Event poster and flyer*

*Above left and centre: Swanage News and Purbeck Gazette articles*

*Below left: BBC and Daily Echo articles*

*Below centre: Dorset Council Facebook post*



# 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 1<sup>st</sup> May until 29<sup>th</sup> 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.

The Shore Road section 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 20mph speed limit for Shore Road.

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.

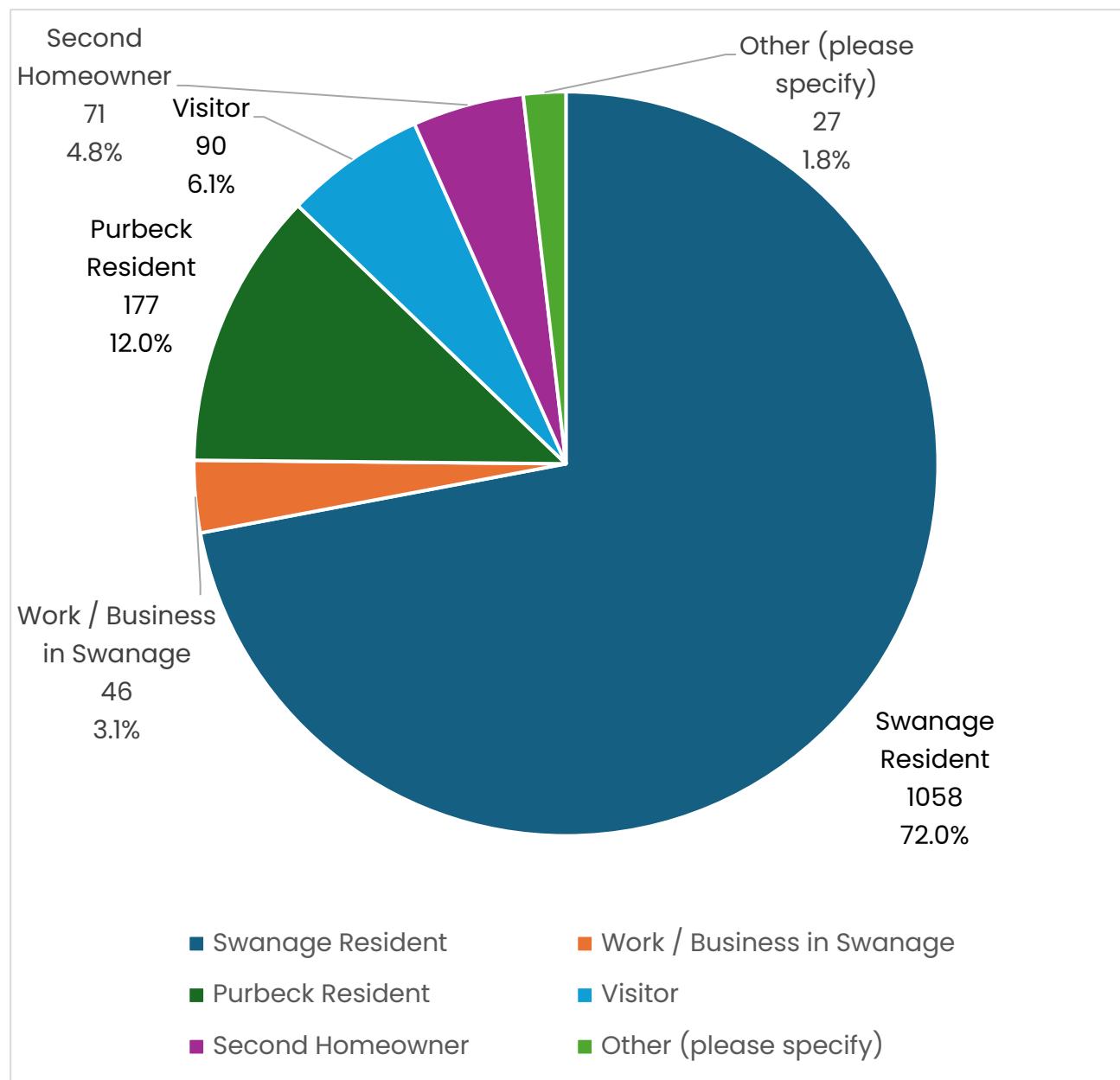
*A copy of the survey questions is available in the appendices.*

## Who answered the survey?

The overall survey results show the following:

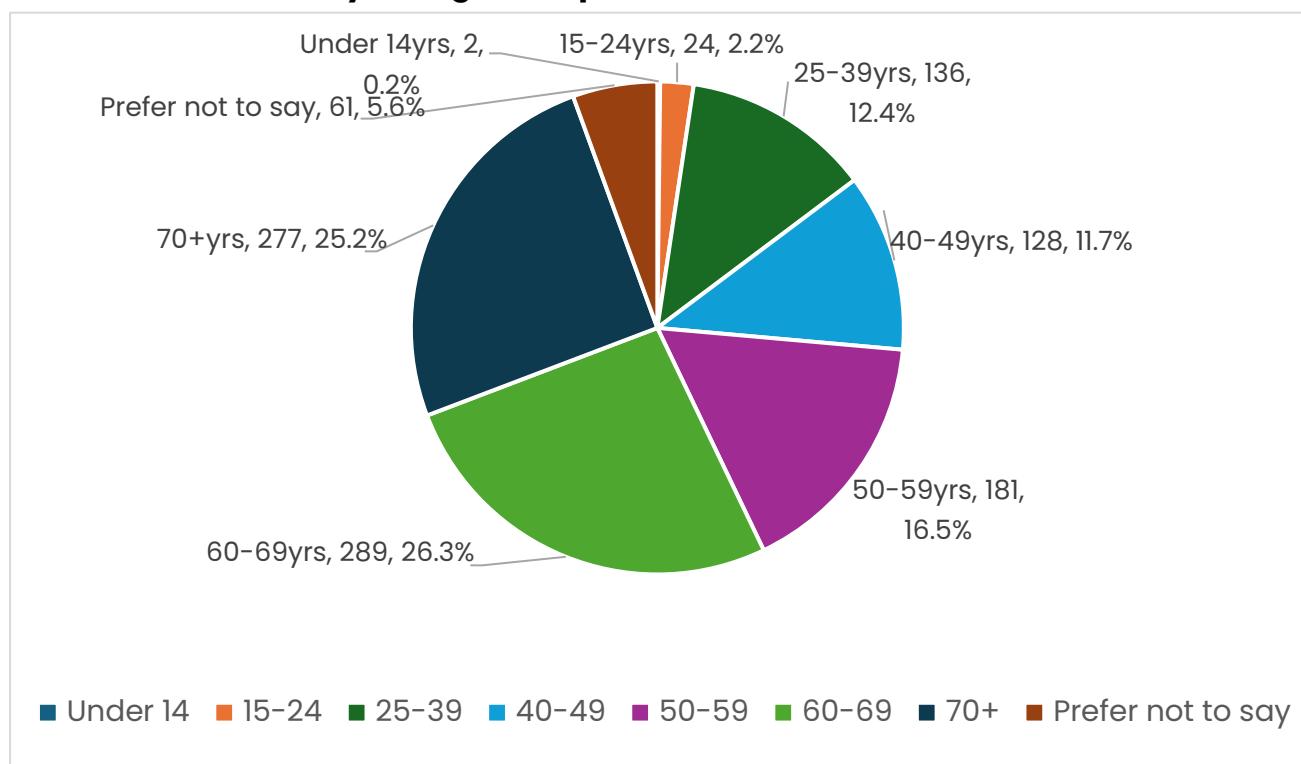
- 72% of respondents stated they are Swanage residents.
- 12% were from the wider Purbeck area. 6.1% of respondents were visitors.
- Answers in the other category include having friends or family in Swanage or owning a caravan in Swanage.
- 51.5% of respondents were aged 60 or over. 68% of respondents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

## Question 1: What is your connection to Swanage?



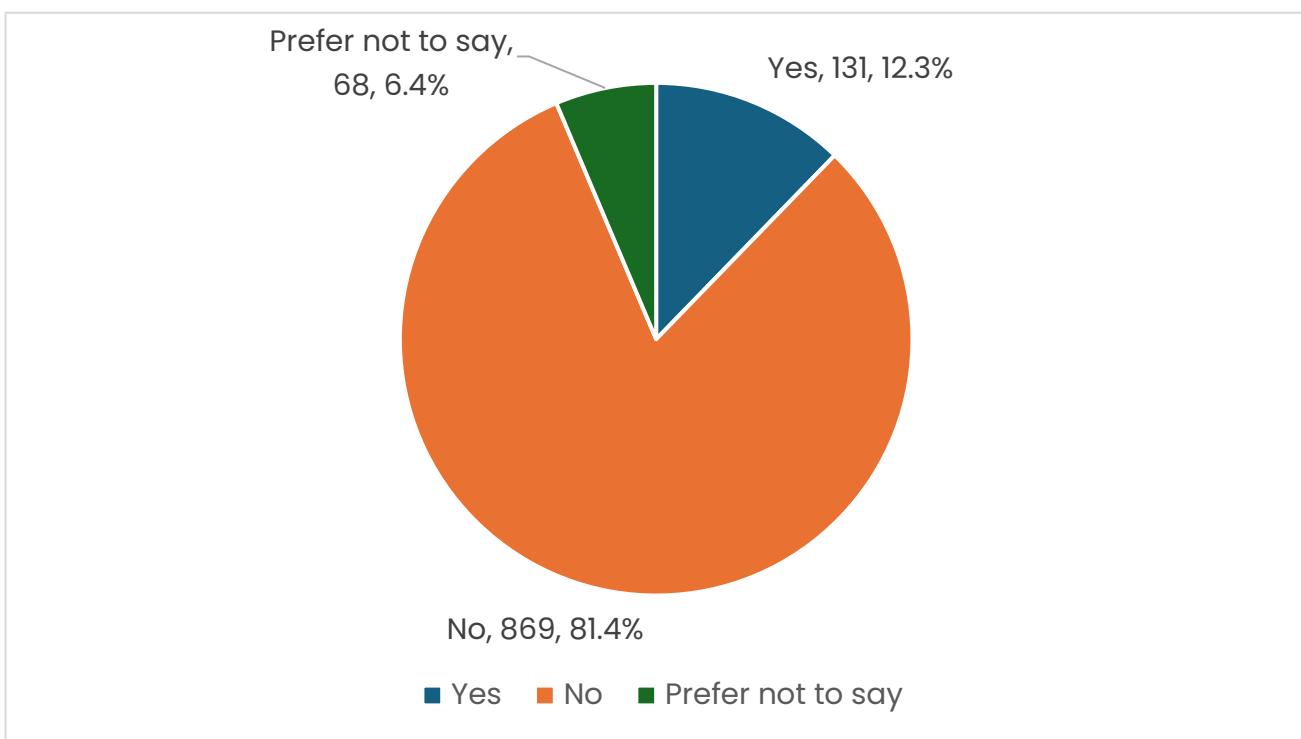
Mandatory Question – 1469 responses

### 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

# Results – Traffic Movements Options Preference

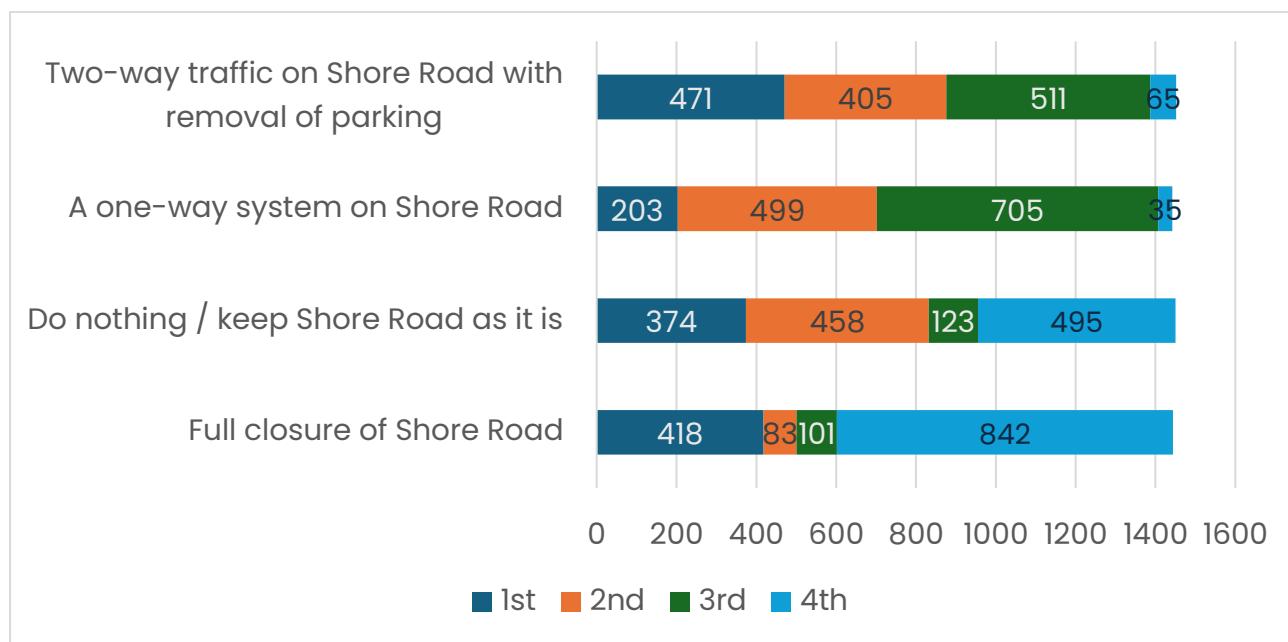
**Question 30: Please can you rank the options for Shore Road in order of Preference, with 1 being your most preferred option.**

*A lower average rank shows a higher number of people placing it as a higher priority.*

Option	Average Rank
Two-way traffic on Shore Road with removal of parking	2.12
A one-way system on Shore Road	2.40
Do nothing / keep Shore Road as it is	2.51
Full Closure of Shore Road	2.95

*Mandatory question – 1467 responses, 2 skipped (skipped responses for this question are from paper surveys)*

We can also look at the number of respondents who chose each rank for each option, shown below.



*This chart displays the rank distribution data for all responses. 1467 responses all asked to rank the options from 1<sup>st</sup> to 4<sup>th</sup> with the number who chose each rank on each option shown in the chart.*

Two-way traffic with parking removed has the highest number of 1st place votes (471) as well as and very few 4th place votes (65), showing strong overall support. A one-way system on Shore Road has low 1st place votes (203) but dominates 3rd place (705). Do nothing / keep Shore Road as it is has moderate 1st place votes (374) but higher 4th place votes (495) when compared to the previous two. Finally, the Full Closure of Shore Road has a high number of 1st place votes (418) but overwhelmingly ranked 4th (842) with fewer people placing it 2<sup>nd</sup> or third.

Overall, two-way traffic with parking removal is the most favoured option. The one-way system and do-nothing options are relatively close in preference. Full closure is the least popular.

**Question 31: Do you have any further thoughts or comments to make on the traffic movement options for Shore Road?**

YES: 606 (51.6%)

NO: 568 (48.4%)

1174 responses, 295 skipped

When asked **what category their comments fit within** the most chosen were “traffic movements”, “parking options” and “safety”.

**Question 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.**

### **Traffic Movements**

Respondents mentioned in their comments that proposed changes could increase congestion on residential roads including De Moulham, Northbrook, Seaward and Clifton Roads, reduce safety near schools and parks, and worsen parking issues. They highlight the need for better traffic management and infrastructure to support both vehicles and pedestrians without compromising safety or accessibility.

Respondents also mentioned the lack of detailed traffic modelling including clear plans showing where traffic will go, impact assessments on surrounding roads and consideration of seasonal variations in traffic volume. However, this initial round was only designed to give the top-level designs, and this information will be included at a later stage in the design process.

### **Parking Options**

The comments on parking options contains mixed responses with some suggesting the removal as the only option and others making suggestions for modifications. There is strong support from respondents for retaining some parking including for blue badge holders, elderly residents, those with mobility issues and families with beach equipment. Parking is seen as essential for mental wellbeing, accessibility, and enjoyment of the seafront.

*“Being able to pull up and park at the sea front plays a vital role in supporting many people's mental health.”*

However, alternatives are given in the comments including drop off zones at key points such as Ocean Bay or Banjo Pier, seasonal restrictions, park and ride schemes or designated disabled bays.

Concerns for the removal of parking in the comments include:

- Increased parking in residential areas
- A future loss of free parking and potential installation of parking meters in residential areas
- Reduced tourism appeal and local business footfall.
- A loss of revenue for the council

## **Safety**

Safety is a dominant theme in the feedback from respondents, with strong support for:

- Widening pavements
- Reducing traffic speed
- Improving pedestrian infrastructure
- Carefully managing traffic diversion impacts

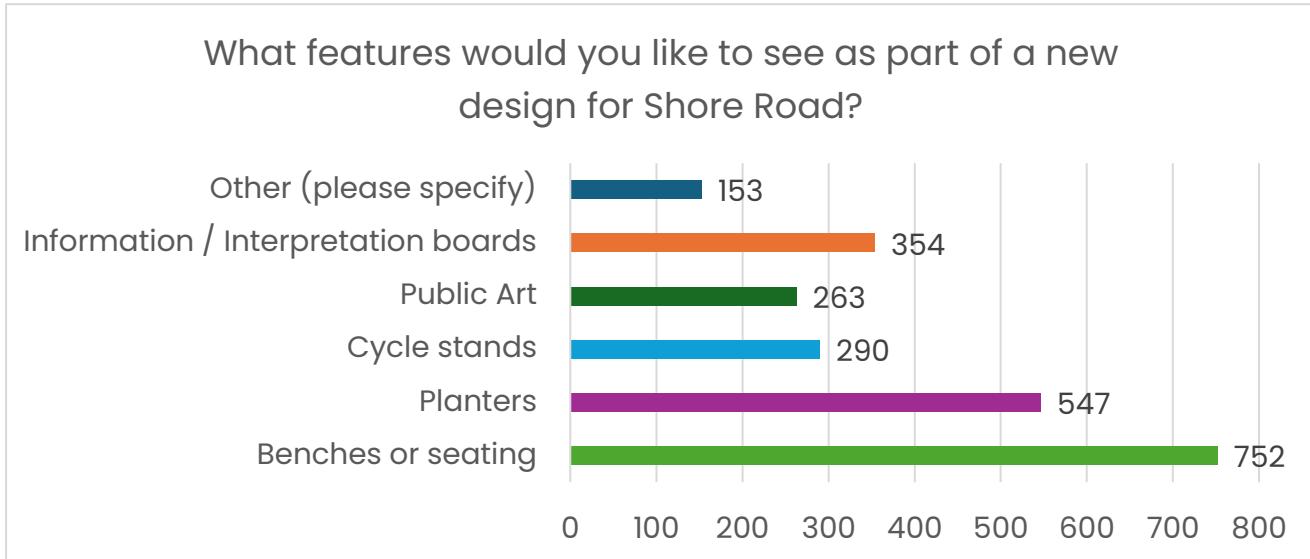
*“Removing parking and widening the path is essential. I have seen too many near misses with young children walking out between parked vehicles.”*

Safety concerns from respondents include the impact of potential speeding vehicles, that closing or restricting Shore Road will shift traffic to residential roads (e.g., De Moulham, Northbrook, Walrond Roads), access for buses and emergency vehicles and potential collisions between cyclists and pedestrians.

# Results – Other Survey Questions

## Urban Design

### Question 34: What features would you like to see as part of a new design for Shore Road?



999 responses, 470 skipped

Suggestions in the “other” category include avoiding any design features for fear of cluttering the pavements, moving the sea wall to widen footpaths, market stalls, sculptures and seasonal food outlets.

### Question 35: Are there any features within the wider town that you would like incorporated within the design?

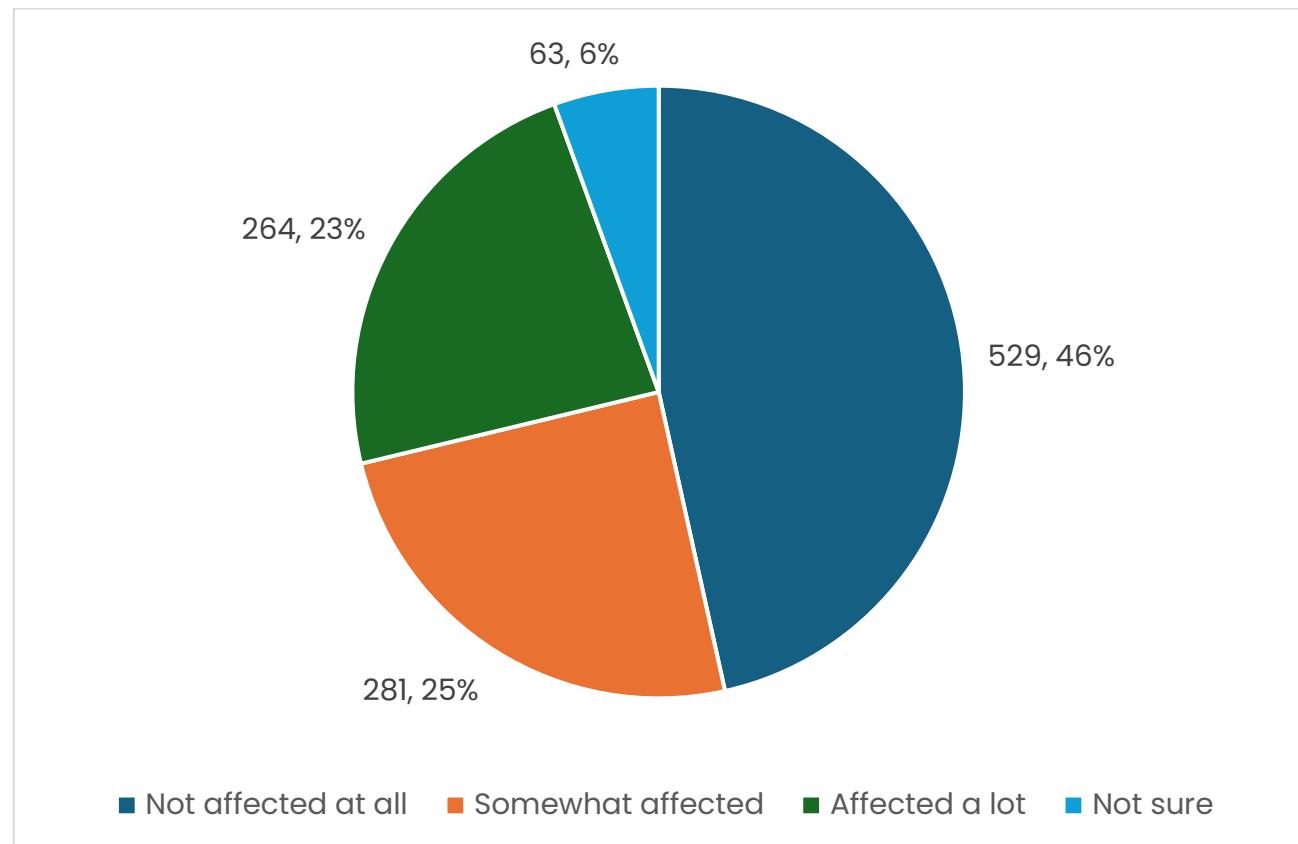
**Dinosaur footprints** Seashells  
Quarrying London Bollards Swan  
**Ammonite** Paul Nash  
George Burt Dolphin Stone Carvings  
Drystone Walls Swanage Brick  
Purbeck Marble Wareham Planters  
**Fossils** Albert Gardens  
Purbeck Stone

237 responses, 1232 skipped

The word cloud shows some of the suggestions made in answer to this question with the most requested shown in the largest lettering.

## Bus Route Changes

### Question 36: to What extent will you be affected by bus route changes?

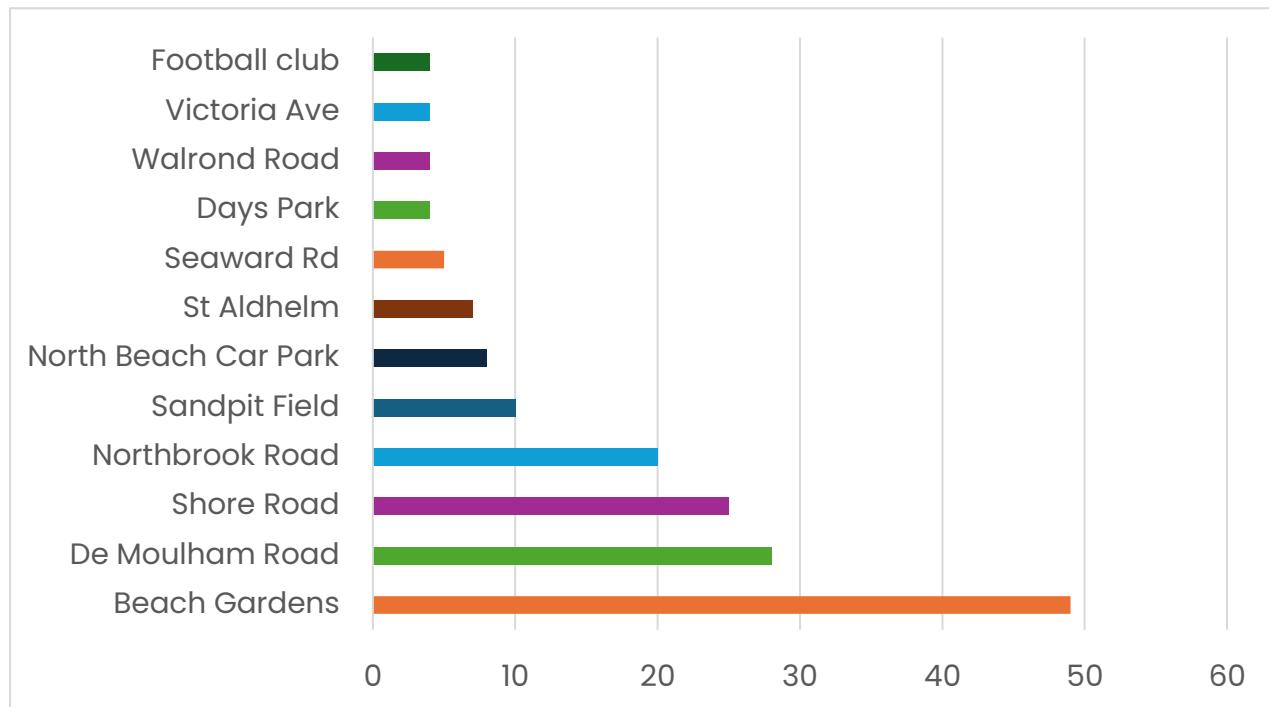


1137 responses, 332 skipped

The chart shows that the largest single group at almost half of respondents, 46% (529), responded that they would not be affected at all by bus route changes. However, if you combine the somewhat affected and affected a lot there is a higher figure (545) or 48%.

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

Responses were tagged by the Dorset Coast Forum team, and the top locations are shown in the graph below.



205 responses, 1264 skipped

Beach Gardens and the De Moulham Road were the most suggested. Specific locations on or around De Moulham Road include:

- Top of Battlegate / Battlemead near the tennis courts and bowling green
- The corner of Bonfields Avenue
- St Aldhelms Court

Locations on Northbrook Road include:

- Near St Mary's School / Washpond Lane
- Days Park / Near the new housing developments

There were also suggestions in the wider town including near the holiday parks, along Ulwell Road and Victoria Avenue.

## **Question 38: Do you have any further thoughts or comments to make on the possible changes to bus routes in the options?**

285 responses, 1184 skipped

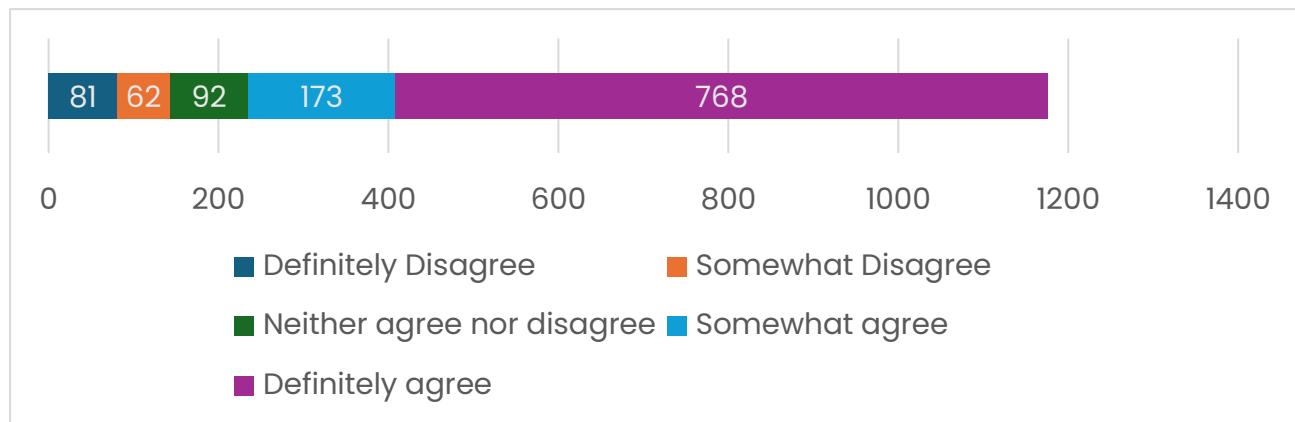
Comments were tagged, the most popular tags were “against changing the bus route”, “avoid De Moulham Road” and “traffic concerns”.

Key reasons respondents gave for opposition to changing bus routes were:

- Accessibility concerns – the stops on Shore road offer direct level access to the beach which may not be the same if the route went along a different route
  - *“Buses along shore road provide easy access for less mobile visitors and sea views.”*
- Scenic and tourism value – the current route offers views out to sea and the open top bus has a scenic descent into Swanage which offers huge appeal to those arriving
  - *“If the buses can’t go along the seafront you take away half the fun of the open top bus!”*
- Impact on the residential areas – concerns around narrow roads, tight junctions and increased congestion around residential areas
  - *“The proposed route would increase traffic along an unsuitable road with a massive negative effect on residents.”*
- Sentiment and tradition – many comments note that the existing route has served the town well for years and doesn’t need changing

## Speed Limits

### Question 39: What do you think to introducing a 20mph speed limit on Shore Road?

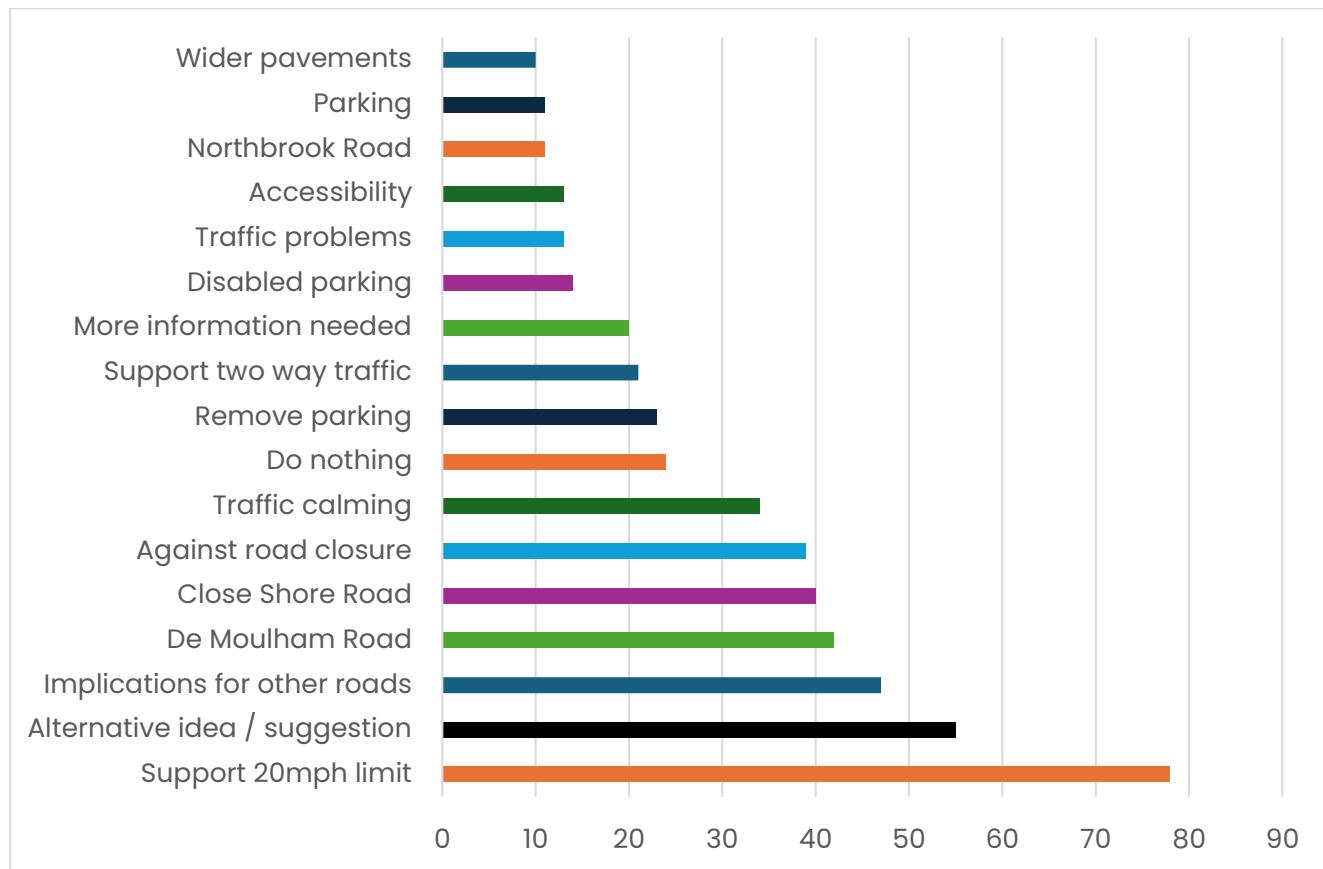


1176 responses, 293 skipped.

A majority of respondents (65.3%) selected definitely agree indicating strong support for a 20mph speed limit. If we combine this those who somewhat agree (14.7%), then it is a total of (80%), suggesting broad support. 12.1% of respondents expressed disagreement to some degree and the neutral response of neither agree nor disagree accounts for 7.8% which is a small number of respondents who are undecided or indifferent.

## Question 40: Do you have any further comments on the highways proposals presented for Shore Road?

Comments were tagged by the Dorset Coast Forum team, and the top categories are shown below.



413 responses, 1056 skipped

The chart shows the most tagged themes and a broad array of comments on all areas of the highways scheme. The most tagged is in support of the 20mph limit as demonstrated in previous questions also. Many comments included repeat views from previous questions in the survey.

Alternative suggestions from respondents include:

- Improved pedestrian crossings and signage to enhance accessibility
- *“A coloured road surface to help identify pedestrian and vehicular areas which may help reduce accidents and also help visually impaired pedestrians.”*

- Creating several disabled badge parking areas near the seafront
- Incorporating other car parks in Swanage into the plans and connecting them to the seafront with a land train to remedy parking pressures
- Adding speed bumps instead of changing the lane structure
- Seasonal speed limits and closures
- *“The whole of Swanage should be a 20mph zone – especially Station Road and Institute Road.”*
- *“Please have a look at some of the examples of beaches in Australia where they have green spaces rather than roads next to the beaches, it works really well even in busy metropolitan areas.”*

Comments from respondents mention concern for the implications of other areas such as Northbrook and De Moulham Road as has come up throughout the engagement. They also include somewhat equal opposing views for the closure and retention of Shore Road and suggestions of wider traffic calming measures across the area.

*“These proposals will push large amount of traffic onto residential streets which are not designed for, nor do they have a capacity for increase levels. This will adversely impact on traffic safety pedestrian safety access to the Beach and parking accessibility generally.”*

# Key Findings

## Shore Road Preference

The most preferred option for Shore Road was maintaining two-way traffic while removing parking (average rank 2.12 out of 4). If a second option is required, then developing the one-way system option was the next most preferred option. While ranking scores show a clear preference, public engagement generated significant interest and comments from all perspectives. With a large number of survey responses, event attendance, and individual feedback, it is important to reflect both support and opposition for each option. These have been detailed below:

### **Two-way traffic with parking removed**

Throughout the survey respondents refer to the beauty of Swanage and the views that are captured as you approach along Shore Road. For this reason, keeping the road open is important to many.

*“The seafront is our towns Shop Window and a first view for people coming into town! Two-way traffic and no parking would relieve all congestion which at present frequently occurs.”*

They also emphasized the importance of Shore Road as a key link for moving around the town and expressed concerns that closure would divert traffic into residential areas:

*“I think that maintaining the two-way traffic is important for the residents of Swanage who are here all year.”*

*“Essential this remains two-way as other options put significantly more traffic through residential areas and where many cars park. Changing it will reduce road safety markedly, increase traffic build up and pollution, damage the road surfaces and impinge on the wellbeing and safety of residents in the diverted areas”*

*"The existing arrangement of the main traffic route along Shore Road is the best to retain from the point of all aspects.*

However, respondents mention the safety concerns with parked cars along Shore Road and so this option with the removal of parking would help to alleviate some of the risks and widen the pavements for pedestrians.

*"This route has worked well in the past, and with the removal of parking in Shore Road as well, it would be even better and have more space to have a wider road for improved 2-way vehicle flow and a wider pavement for better pedestrian flow."*

### **One way**

A one-way system was the second most preferred option. Respondents supporting this option mentioned maintaining the access along Shore Road for the views over the bay for visitors and locals alike. They have also mentioned that it would keep some level of vehicular access along the seafront, and one even referred to it as a "midway solution" between all the options put forward.

*"Vehicle access must be retained along the seafront. It would be very beneficial for one way traffic in a southerly direction."*

They felt it would allow wider pavements, safer pedestrian access, and possibly limited parking or drop-off points.

However, concerns included traffic being pushed onto residential roads and overtaking difficulties when buses stop:

*"Do not push the traffic off Shore Road onto De Moulham Road and Northbrook Road. Northbrook Road is already becoming a rat run with the new houses and the school."*

*"[A] One way option seems difficult for vehicles to overtake buses or service vehicles that stop. The cycle lane width makes this overtaking manoeuvre tight."*

Respondents also noted that De Moulham Road would need improvements to cope with extra traffic:

*"If one way system implemented, road surface on De Moulham Road needs to be improved to take extra traffic."*

### **Do nothing / Leave Shore Road as it is**

The do-nothing / leave Shore Road as it is option was the third most popular with only the full closure behind it. Respondents in support of this options use phrases such as:

*"Please leave it as it is. If it ain't broke, don't fix it!"*

They also suggest that seasonal peaks amplify issues on Shore Road, but winter is quieter. They mention the importance of the parking along the seafront and the negative implications for losing it.

*"As is, we have natural traffic calming and a main artery bringing people into Swanage showcasing our seafront keeping it busy and affluent. Cut it and you create a dead zone."*

*"Just keep shore road as it is for traffic and bus routes. A lot of elderly people come to Swanage by bus and their favourite bus stop is the last stop on shore road towards Swanage town."*

*"It will be a huge loss to Swanage residents and visitors to lose the parking on Shore Road. It is fine as it is, with new 20mph limit, and perhaps as extra pedestrian crossing. The bike lanes are pointless and dangerous."*

*"Whilst there is a need to improve the current status quo the alternatives do not look an obvious fix. There are limited routes in and out of Swanage and Shore Rd is one of them. Restricting or changing flow of traffic will force it to back up and probably cause traffic congestion on the approaches."*

Opponents to this option suggest a missed opportunity to make a big change to the town.

*"It would be shortsighted to miss this opportunity to make Shore Road safer and more accessible to pedestrians."*

## Full Closure

Full closure was the least preferred option from respondents, though it generated a lot of comments and discussions throughout the engagement. Comments in support cited safety, improving the pedestrian experience and a bold change for the town.

*"The biggest safety risk in Swanage is traffic on Shore Road. I often see children getting out of cars, excited for the beach, stepping out inches from cars and heavy lorries passing next to parked cars. The only safe solution is to not allow any vehicles other than for the drop off facility at the bottom of Ulwell Road."*

*"The removal of traffic and parking from Shore Road will be a bold and exciting move for Swanage."*

*"Full closure of shore road would help meet climate change priorities by encouraging green travel, improve health by taking fumes from cars away from the beach, and improve safety and ambiance."*

As seen mentioned in other areas, opponents raised concerns about traffic diversion, loss of seafront parking, and reduced accessibility for those with mobility issues:

*"Closure of Shore Rd will push traffic into the side roads making them and their respective rear service roads into dangerous rat runs."*

*"Please do not close shore road to traffic, there are many people with limited mobility who like to enjoy the seafront and its views from their cars."*

Opponents also mention the impact on those who regularly commute along Shore Road and those who own private beach huts.

*"Shore road is one of the two main roads into Swanage and to close it to traffic permanently for the benefit of holiday makers is punishing the people who actually live and work here."*

*"Access to private beach huts is a concern. Not just to put huts up or fill with property. It would have to remain daily access to enable equipment to be moved*

each day and also allow accessibility for those that cannot get to beach hut any other way."

## Other themes:

### **Accessibility and Safety**

Accessibility was a recurring theme throughout the engagement, with calls to retain parking for Blue Badge holders, elderly residents, and families with beach equipment. Suggested alternatives included drop-off zones, seasonal restrictions, and designated disabled bays to be included in all future designs.

Safety concerns mentioned throughout focused on narrow pavements, speeding vehicles, and risks to children near the beach. Respondents strongly supported widening pavements, reducing speed, and adding crossings and traffic calming measures mentioned in proposals.

### **More information and Wider Implications**

Respondents asked for clarity on:

- Impacts on De Moulham and Northbrook Roads.
- Financial implications and cost breakdown.
- Locations for bus stops and parking.
- Traffic levels and accident data.

However, in this early stage of engagement the proposals do not include this. In the next stages of design, details relating to the above will be produced.

### **Tourism Value and the Scenery of Swanage**

Many comments stressed preserving the iconic seafront view and traditional character of Swanage. Suggestions included shaded seating, accessible toilets, and enhancements that maintain the town's charm.

Respondents emphasized the importance of preserving this "wow moment" as people travel along Shore Road and the ability for less mobile individuals to enjoy the scenery from vehicles or buses.

For more details visit:

[Swanage Green Seafront Stabilisation & Shore Road Enhancement Scheme | Dorset Coast Have Your Say](#)

Or contact Dorset Coast Forum on

[dorsetcoast@dorsetcouncil.gov.uk](mailto:dorsetcoast@dorsetcouncil.gov.uk)

# Appendix 1

## Survey Anomalies

Dorset Coast Forum (DCF) noted that there were changes in submission patterns during the course of the survey. Between the survey opening date of 1<sup>st</sup> 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 9<sup>th</sup> June:

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

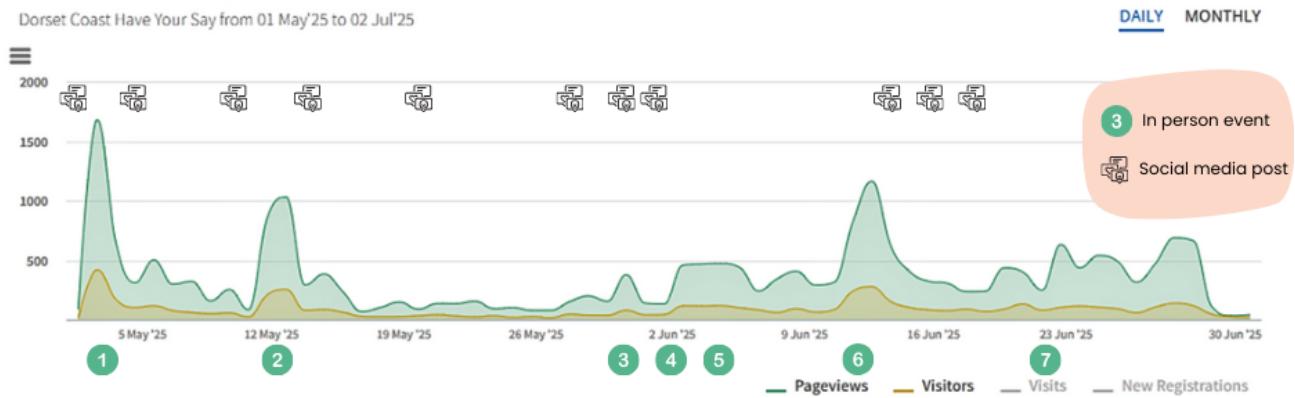
11 <sup>th</sup> – 12 <sup>th</sup> June	12 <sup>th</sup> – 13 <sup>th</sup> June
Jun 11 25 10:46:05 pm	Jun 12 25 10:15:54 pm
Jun 11 25 10:53:50 pm	Jun 12 25 10:19:24 pm
Jun 11 25 11:06:24 pm	Jun 12 25 10:20:17 pm
Jun 11 25 11:50:18 pm	Jun 12 25 10:47:46 pm
Jun 12 25 12:05:17 am	Jun 12 25 11:34:00 pm
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 23<sup>rd</sup> 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 9<sup>th</sup> June and further subsequent peaks until the end of the engagement period.

### Visitors Summary



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

There appears to be an organised approach by members of the community to increase the number of submissions. The group also appear to have encouraged others to complete the survey to give a particular response for Shore Road i.e. that it remains open to two-way traffic. We have evidence that this was achieved through two methods:

- Door to door knocking, asking people to complete paper surveys and tablets – we have anecdotal evidence of this from several sources.
- An independent website, see details 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.

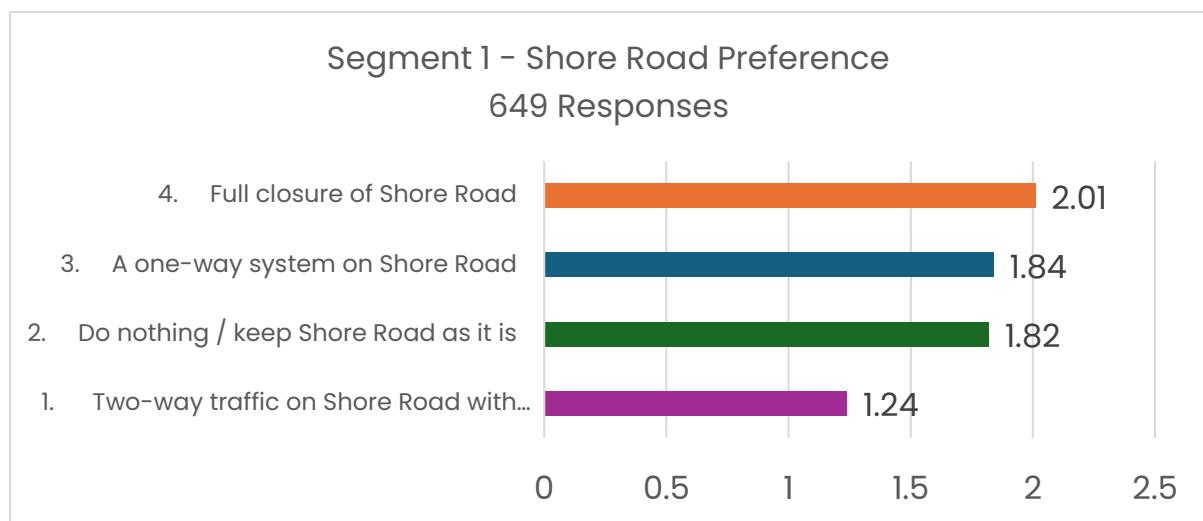
## Segmented Results

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

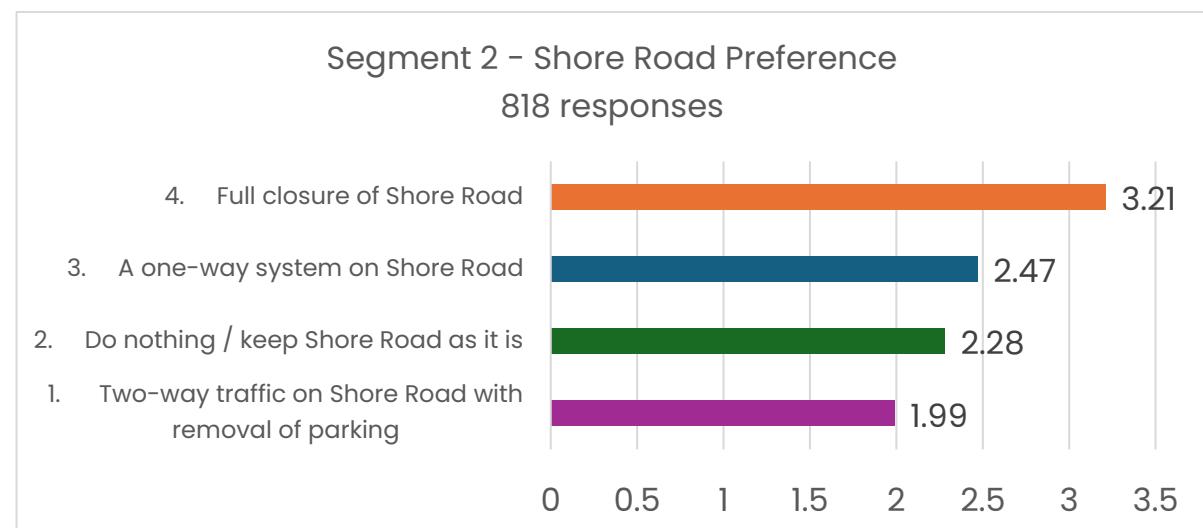
### **Question 30: Please can you rank the options for Shore Road in order of preference, with 1 being your most preferred option.**

*The average rank score is shown in the charts below. A lower average rank shows a higher number of people placing it as a higher priority.*

#### **Segment 1**



#### **Segment 2**



*There were 2 responses who did not include a ranking. These were on paper surveys.*

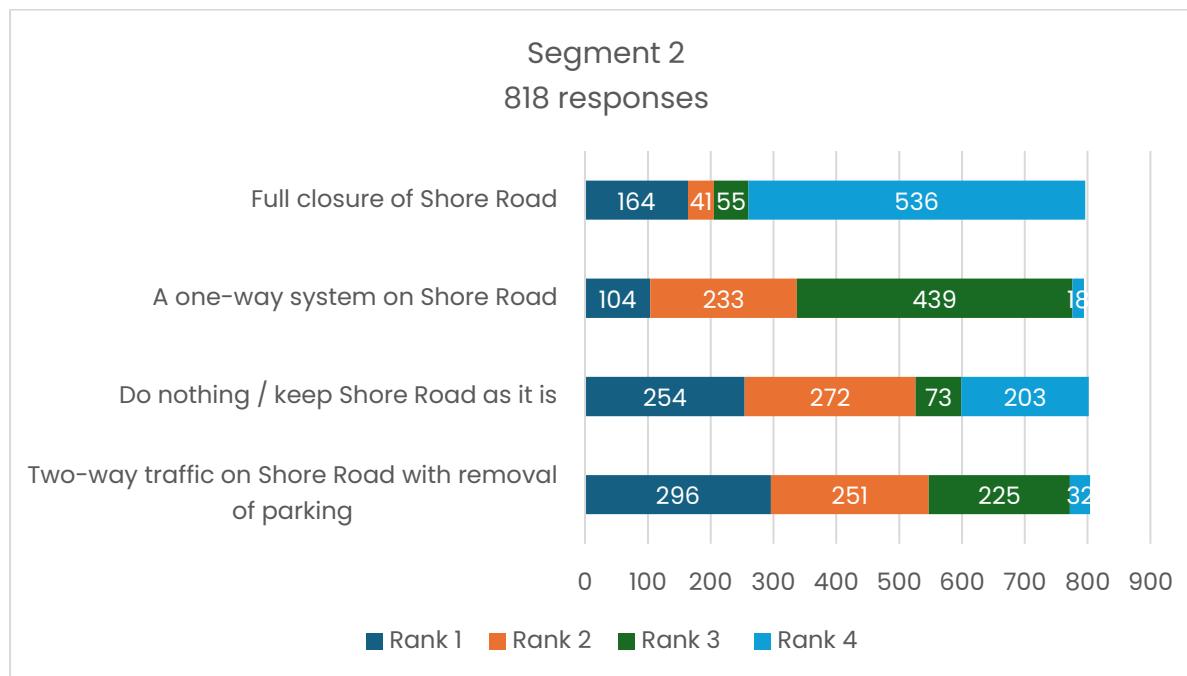
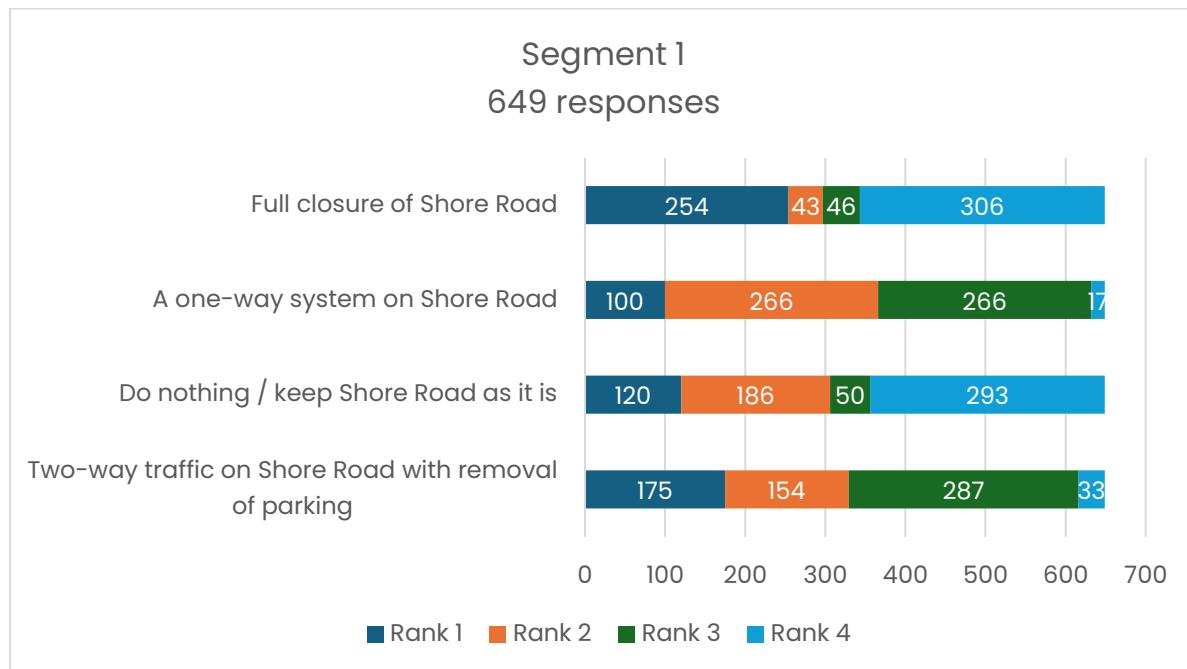
## Comparison Table

Option	Segment 1	Segment 2	Change
Two-way traffic with removal of parking	1.24	1.99	↑ 0.75
Do nothing / keep Shore Road as it is	1.82	2.28	↑ 0.46
One-way system	1.84	2.47	↑ 0.63
Full closure of Shore Road	2.01	3.21	↑ 1.20

## Differences between the two sets of data

- The option for two-way traffic with removal of parking ranks highest in both segments
- There is the same preference order in both segments
- All options are less preferred in Segment 2 (higher averages across the board). The biggest divergence is full closure (+1.20), followed by two-way traffic with the removal of parking (+0.75).
- In segment 2 the gap between the top two narrows. This suggests Segment 2 is more evenly split between keeping two-way traffic with the removal of parking and doing nothing than Segment 1 is.
- Segment 2 shows stronger support for the top two options. Support for full closure dropped significantly in Segment 2.

We can also look at the actual counts for each option in each segment, shown below.



By looking at the counts for each rank we can see the stronger consensus in segment 2 against closure (536) and for two-way traffic (296).

- Two-way traffic with the removal of parking dominates rank 1 and rank 2.
- Full closure overwhelmingly occupies rank 4 on but to a bigger extent on segment 2.

- One-way system is heavily rank 3 but in segment 1 has strong support in rank 2 also
- Do nothing is balanced across rank 1 and 2 but has higher rank 4 in segment 2.
- Full closure flips from a sizeable first-choice in segment 1 to a much larger last-choice in segment 2, making it the least supported option overall in segment 2.

## **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

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	<input type="checkbox"/>	No	<input type="checkbox"/>	Not sure	<input type="checkbox"/>
-----	--------------------------	----	--------------------------	----------	--------------------------

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

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not sure	<input type="checkbox"/>
-----	--------------------------	----	--------------------------	----------	--------------------------

**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?**

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#### **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](mailto:dorsetcoast@dorsetcouncil.co.uk)

**Thank you for taking the time to complete this survey**

**Please return your completed survey by 29<sup>th</sup> June 2025 in the following ways:**

- **Scan and email to [dorset.coast@dorsetcouncil.gov.uk](mailto: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.**

## Green Seafront Scheme

### (a) Proposed amendments to design in response to public feedback

The Town Council formally received and noted the contents of the Green Seafront Engagement Report at the Council meeting held on 17<sup>th</sup> November 2025, Minute No. 120 refers. The engagement report includes details of recurring themes in the comments received from the community regarding both the essential and new stabilisation options. These include access and accessibility improvements along with specific design features.

At the Council meeting held on 17<sup>th</sup> November 2025, the Mayor in his role as lead Councillor for the Seafront Masterplan Working Party, reported on a meeting of the same held on 12<sup>th</sup> November 2025 at which councillors had met informally to consider the engagement feedback with discussions focusing on the suggestions received to improve and enhance the existing designs. It was further reported that these potential design amendments would be costed and that a feasibility and buildability assessment would be undertaken to inform a decision as to their inclusion in the next design iterations, Minute No. 122 (c) refers.

In order that the cost impact and buildability of any proposed design amendments can be assessed, the Council engaged Heidelberg Materials UK to undertake post engagement early contractor involvement on both the essential and new Green Seafront options, Minute No. 89 (b) of the Council meeting held on 15<sup>th</sup> September 2025 refers. This round of early contractor involvement also sought to confirm the financial impact of the revised proposed program of works, specifically the amended date for construction (starting autumn 2027), acknowledged by the Council at the Extraordinary Council meeting held on 4<sup>th</sup> August 2025, Minute No. 71(a).

A summary of the proposed design amendments, informed by the community and other stakeholders via the engagement process, is set out below.

#### Design amendments applied to both the essential and new Green Seafront options

- Provide a 3-phase electric supply to Sandpit Field in order to increase electric capacity for events and significantly reduce the reliance on generators.
- Increase the amount of maintainable, natural greenspace planting and trees.
- Provide an electric supply to all proposed beach huts and provide low level lighting to the beach hut area to support year-round use.

#### Additional design amendments applied to the new Green Seafront option

- Small event space – removal of the small shelter, the addition of an electric supply and the creation of a level access route to this area.
- Creation of an additional step free route from Shore Road onto the Green Seafront (adjacent to the proposed plaza area across to De Moulham Road).
- Conversion of the previously proposed informal grass paths to a crushed stone finish to improve accessibility.
- Additional seating and interpretative signage and information points.

- An increase in size of the proposed new toilet block.
- The inclusion of areas of ‘all weather surfacing’ to some grass and path locations.

These amendments were provided to Heidelberg Materials UK for early contractor involvement and the outcome of this process reviewed by the Seafront Masterplan Working Party at a meeting held on 14<sup>th</sup> January 2026. The Working Party also noted the updated inflation cost assumptions which have been adjusted for construction starting in September 2027. Were Council to approve these design amendments this would result in revised high-level cost estimates for both options. Together with the updated inflation assumptions, the revised cost estimates are £4.75 million for the essential option and £6.9 million for the new option.

#### **Decision required**

To consider incorporating into the planning application the design amendments to the essential and new options for the Green Seafront as set out within this report.

Martin Ayres, Town Clerk and Gail Percival, Assets and Compliance Manager  
January 2026

#### **(b) Appointment of Beach Hut Design Task and Finish Group**

In order to inform the planning applications for both the essential and new Green Seafront stabilisation options it is proposed that a task and finish group is appointed to review the design options for the new beach huts at the Spa in light of feedback received from the community as part of the Green Seafront engagement 2025. It is proposed that this task and finish group provide a report to a future Council meeting.

Culvin Milmer, Visitor Services and Business Development Manager  
January 2026