

DRAFT CORPORATE PLAN 2026-2030 **CONSULTATION FEEDBACK SUMMARY**

The consultation period was between Monday 12th January and Friday 27th February. The document was mailed out to the majority of households across the town, with further physical copies available from the Town Hall, Information Centre and Library, and an online copy also available.

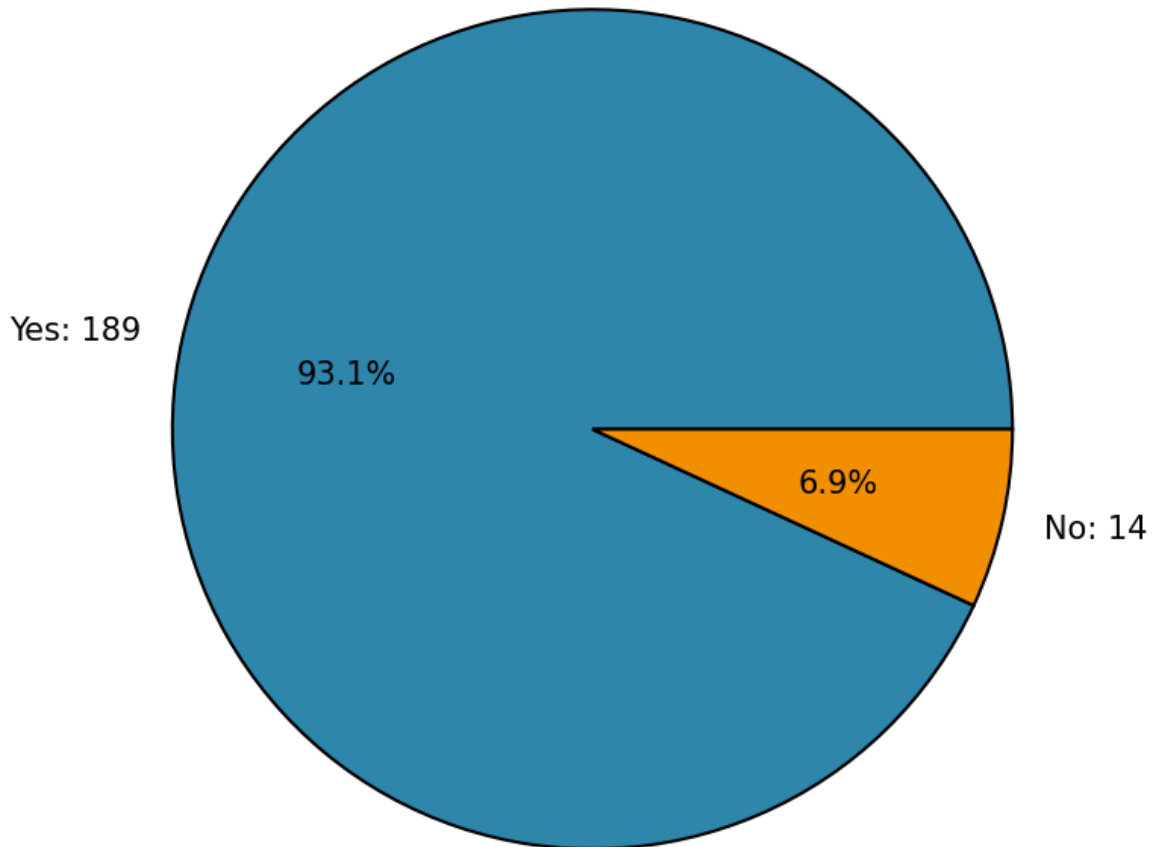
A total of 214 responses were received before the deadline, encompassing 112 paper responses, 97 online responses and 4 other mediums of response. The deadline was extended by one week to Friday 27th February, as there was a steady flow of responses being returned via mail.

This represents an 18.2% increase on the 181 responses received in 2022, reflecting the value of the range of engagement activities, set out below. The volume of paper responses demonstrates the benefits of delivering a consultation document to every household. Engagement from key partner organisations was notably higher than in the previous cycle, resulting in a number of detailed, constructive submissions.

Overall, the consultation results were supportive of the direction of the draft Corporate Plan, with 93% of respondents agreeing with the five proposed priorities.

Question 1

DO YOU AGREE WITH THE FIVE PRIORITIES?

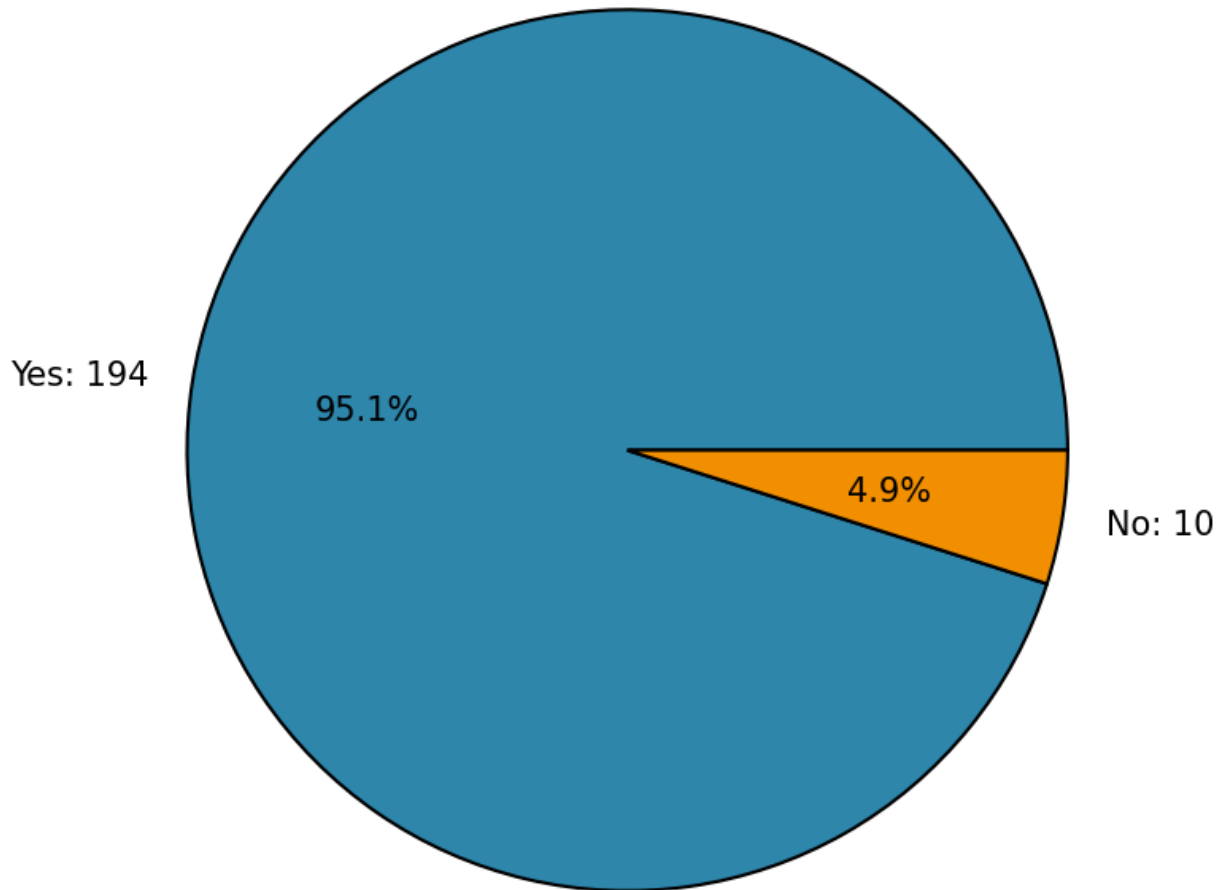


There was particularly strong support for regenerative tourism, but with clear conditions: it must respect environmental capacity, avoid over-tourism pressures, and ensure locals' needs come first. Related themes included protecting Swanage's natural environment, preserving heritage and town character, and tackling parking, bus services and pedestrian safety.

Some limited negative comments included that the five priorities were too broad, vague or high-level, with strong calls for clearer, more specific and measurable commitments. Several stressed that "good governance" should be a given, not a headline priority, and that residents need to see basic services delivered first, especially pavements, potholes, street-sweeping, signage, and heritage-appropriate repairs.

Question 2 (Priority 1)

DO YOU AGREE WITH THE PRIORITIES AND ACTIONS OF
DELIVERING GOOD GOVERNANCE?

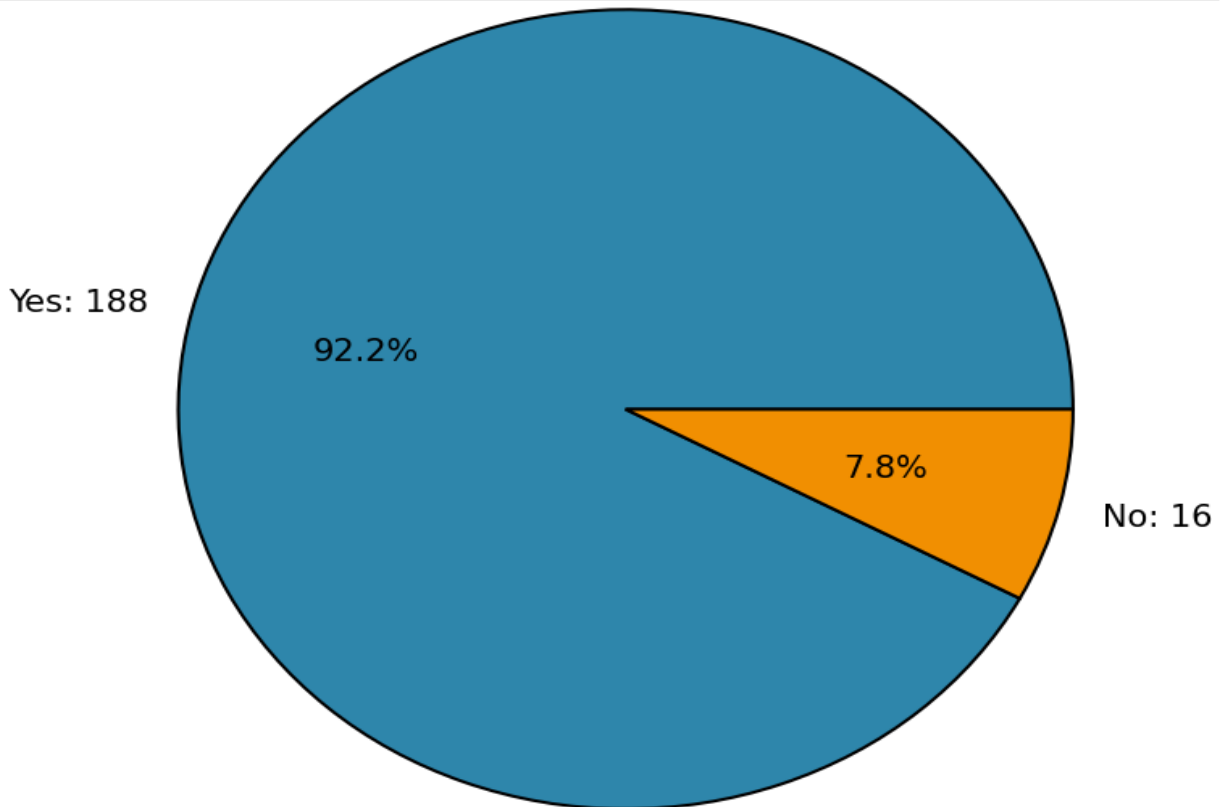


Comments included: Governance and Communication

- Request for non-Facebook channels (emails, newsletters)
- Feeling that decisions are being made before consultation
- Requests for metrics, targets, and specifics in the plan

Question 3 (Priority 2)

DO YOU AGREE WITH THE PRIORITIES AND ACTIONS OF PROMOTING REGENERATIVE TOURISM AND SUPPORTING THE LOCAL ECONOMY?



Comments included: Seafront

- Concern or opposition to closure of Shore Road
- Concerns over traffic displacement
- Fear of overspending reserves on non-essential enhancements
- Calls for basic maintenance first (walls, drainage, pavements)

Comments included: Tourism and Economy

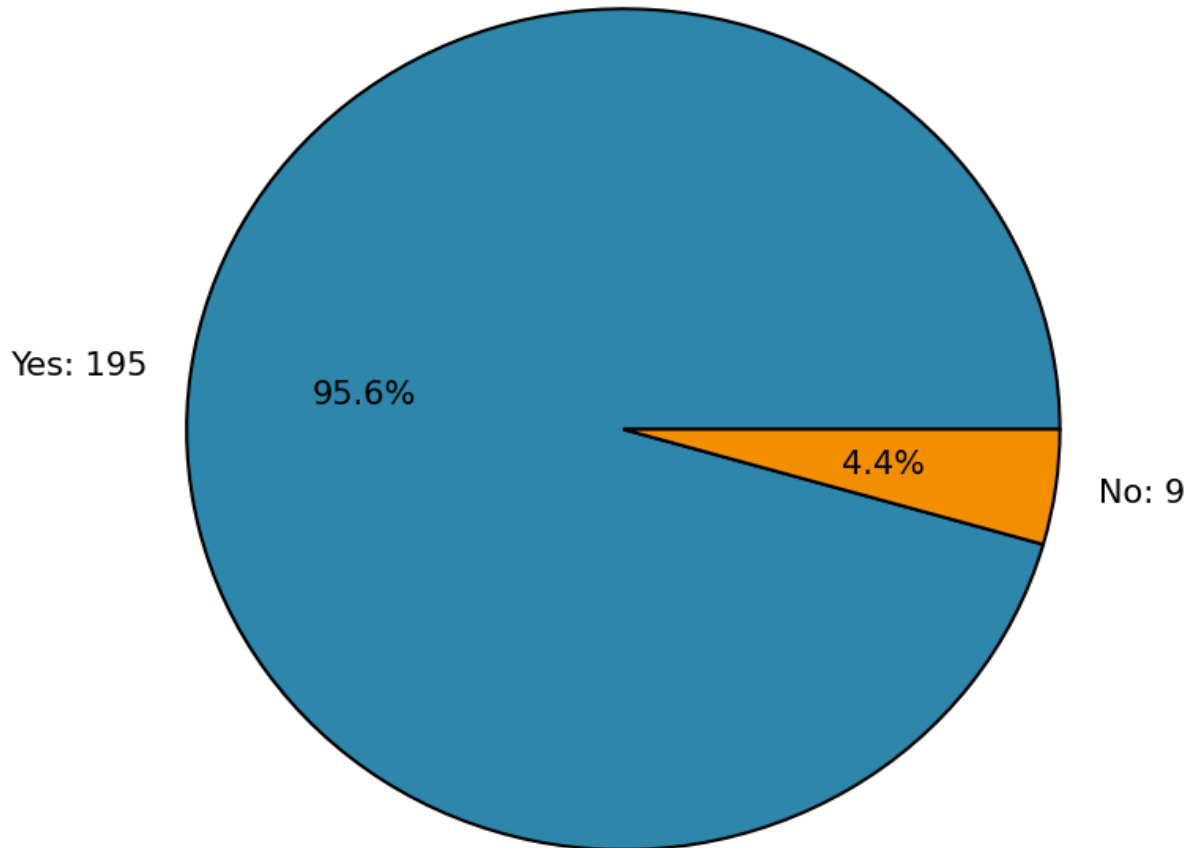
- Support for regenerative / off-season tourism
- Worries about overcrowding in summer
- Need for balanced tourism that doesn't harm residents
- Calls for protecting local businesses from rising costs

Comments included: Culture, Arts and The Mowlem

- Want culture recognised as a priority
- Support for The Mowlem, festivals and events
- Concern about winter-season economic decline
- Access to arts, inclusive cultural provision

Question 4 (Priority 3)

**DO YOU AGREE WITH THE PRIORITIES AND ACTIONS OF
ENCOURAGING HEALTH AND WELLBEING AND ENHANCING COMMUNITY SAFETY?**



Comments included: Transport and Accessibility

- Lack of a Durlston bus / local shuttle
- Need for better public transport, especially for elderly and non-drivers
- Traffic around Shore Road, De Moulham Road and town centre
- Road condition issues: potholes, signage, lane markings, pavements
- Support for safer travel: 20mph zones and crossings

Comments included: Healthcare Services

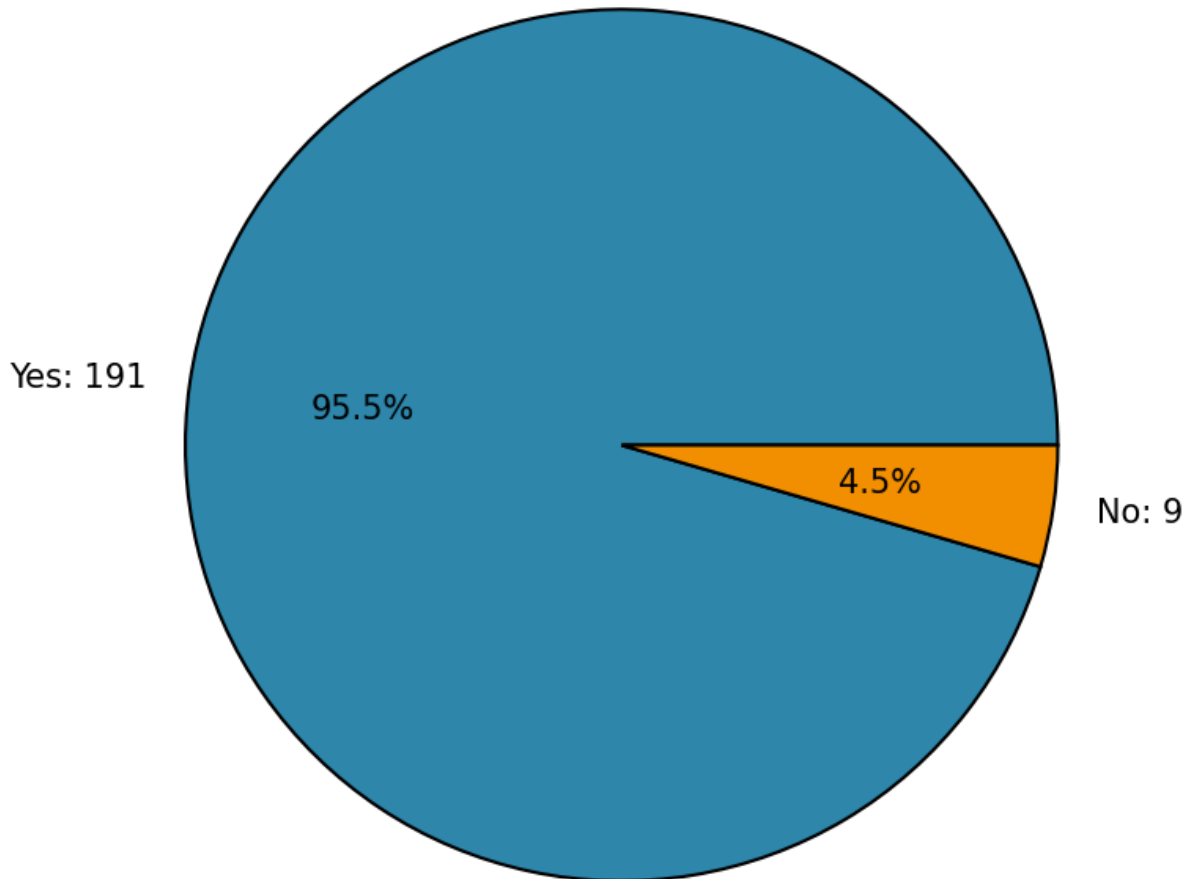
- GP / medical centre access issues
- Protecting Swanage Hospital
- More clinics / walk-in services
- Pressure from seasonal population

Comments included: Youth Provision & Facilities

- Lack of activities for teenagers, especially girls
- Support for expanding skatepark & sports facilities
- Calls for youth strategy and safe social spaces

Question 5 (Priority 4)

DO YOU AGREE WITH THE PRIORITIES AND ACTIONS OF
PLANNING FOR THE FUTURE AND PRESERVING OUR HERITAGE?

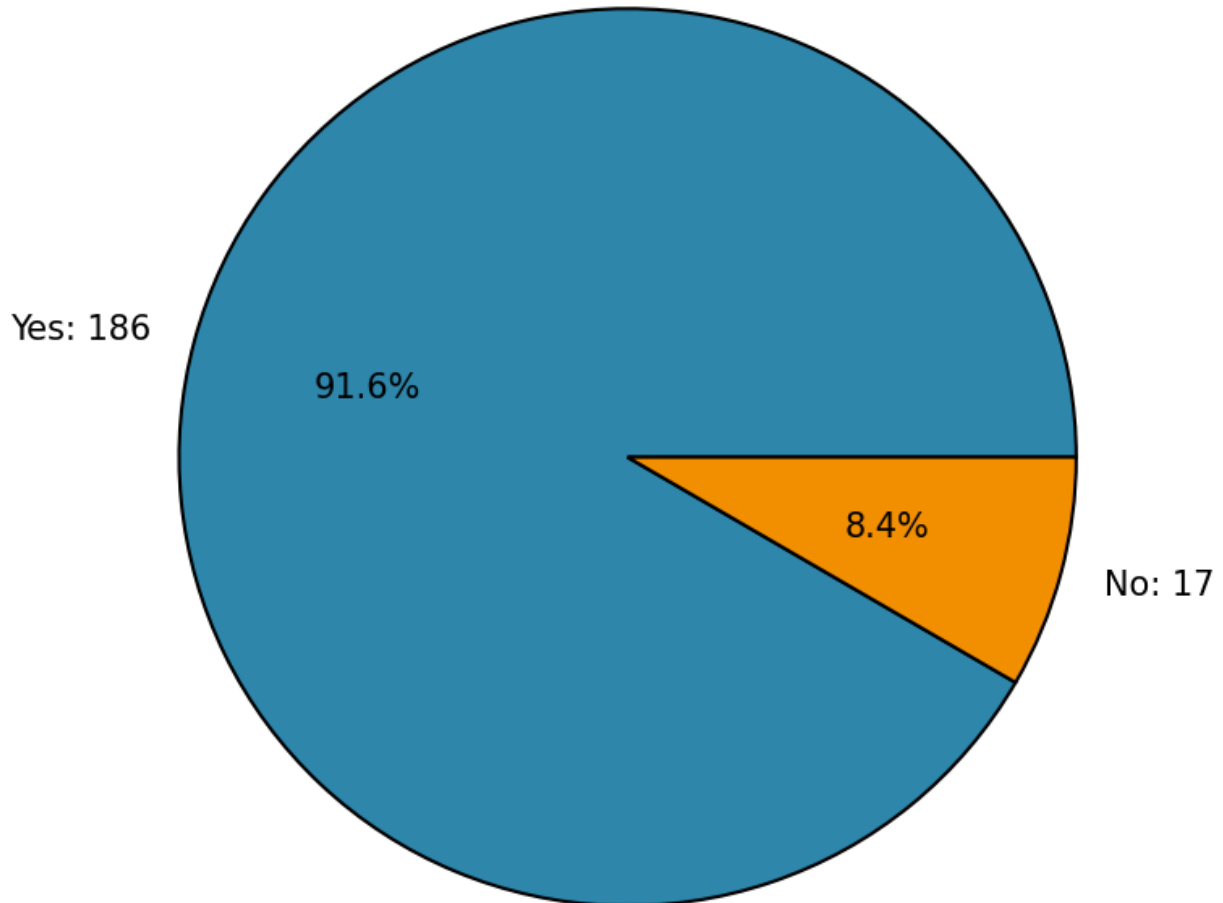


Comments included: Housing

- Deliver social housing not just "affordable"
- Protect housing for local people
- Developers reducing obligations / bypassing quotas

Question 6 (Priority 5)

DO YOU AGREE WITH THE PRIORITIES AND ACTIONS OF
PROTECTING THE NATURAL ENVIRONMENT AND ADDRESSING THE CLIMATE CRISIS?



Comments included: Natural Environment and Climate

- Support for biodiversity, tree planting and green corridors
- Some pushbacks on the phrase “climate crisis” / focus on net zero
- Frequent concerns about sea defences, erosion, flooding
- Requests to protect coastline, footpaths and green spaces

Comments included: Roads, Pavements and Drainage

- Broken pavements (safety concerns)
- Blocked drains, flooding risk
- Worn road markings
- Unsafe corners, especially near Ulwell & seafront