

Council Meeting – 13th March 2023

Corporate Plan, 2023-25 – To consider consultation responses and adoption of revised plan

Further to agreement at the Town Council meeting held on 27th July 2022, public consultation on a draft version of the Corporate Plan took place in the autumn. A summary of the plan was delivered to a majority of Swanage households, encouraging people to send in their comments, either in hard copy or via an online survey. Copies were also available from the library and the Swanage Information Centre.

The consultation was publicised via Facebook and the main posts on this subject reached approximately 500 accounts. Sadly, Swanage News deemed the matter to be of insufficient interest and therefore only covered the matter in passing. An engagement event was held at Swanage Market, publicity was provided by the Mayor and Town Clerk being interviewed on Purbeck Coast Radio and officers attended a meeting of Swanage and District Chamber of Trade. Local schools were also informed of the process and invited to respond.

A total of 181 responses were received. Although this is a small proportion of all Swanage households, the feedback received was in many cases detailed and thoughtful, covering a very wide range of topics. A detailed analysis of the comments received has been carried out. An overview of the key subjects raised is attached herewith and a more detailed summary will be presented at the meeting. Overall, very strong support was expressed for the Council's priorities (90% +).

In light of the comments received amendments were made to the draft plan and considered by the Finance and Governance Committee on 22nd February 2023. Changes to the pre-consultation draft plan are highlighted in yellow in the revised draft which is enclosed with these agenda papers. Members are asked to consider the recommendation from the Finance and Governance Committee to adopt the amended plan and engage a graphic designer to produce the plan in a professional and accessible format.

Finally, given the wide range of feedback received, the detail of which cannot be incorporated in the plan itself, the Finance & Governance Committee agreed that the detailed comments in respect of each corporate priority should be presented to a forthcoming meeting of the relevant Council committee.

Decision required:

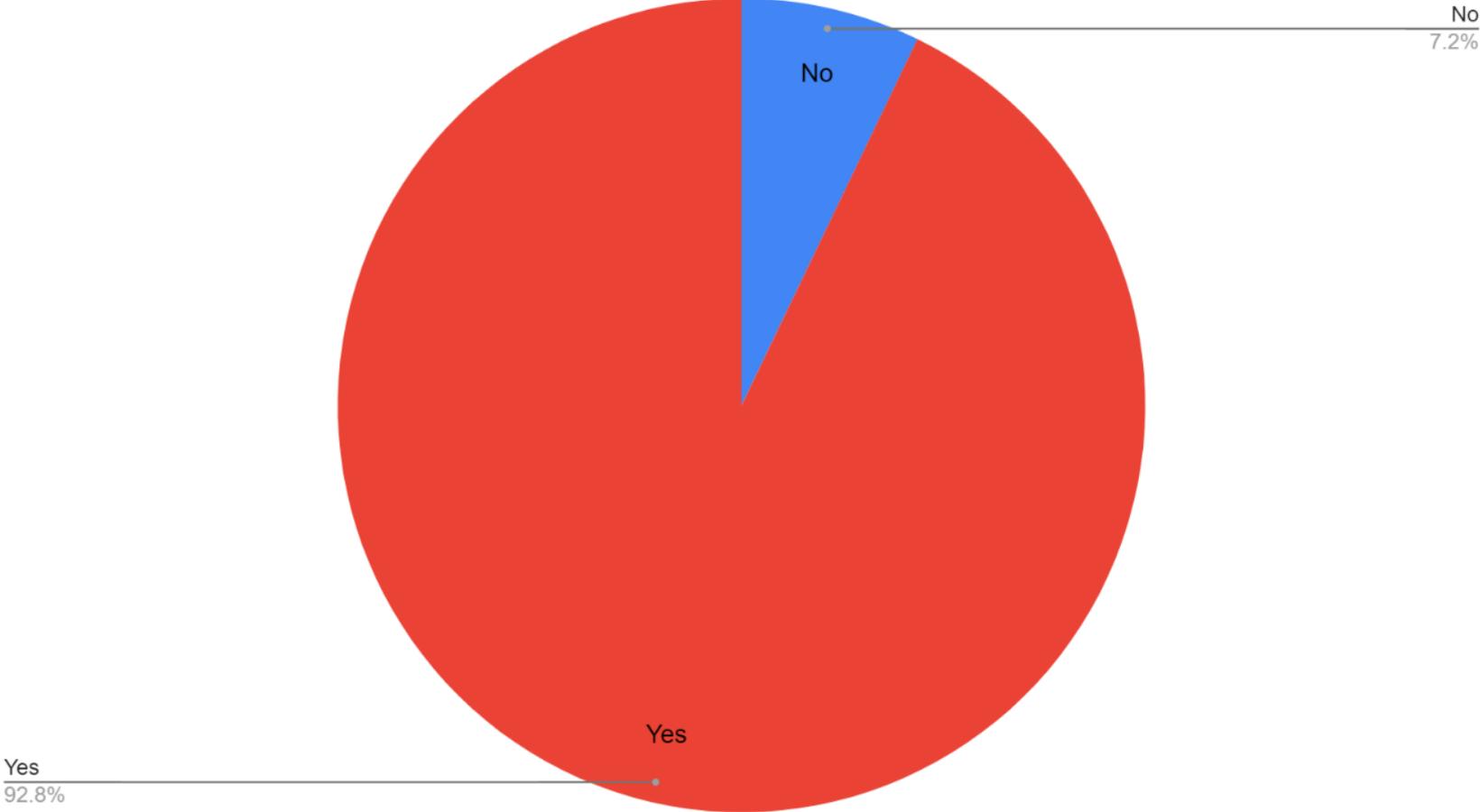
To consider the following recommendation from the Finance and Governance Committee:

That the amended post-consultation Draft Corporate Plan 2023-25 be adopted, and that a graphic designer be engaged to produce the plan in a professional format, meeting accessibility standards.

Martin Ayres, Town Clerk
March 2023

1. Do you agree with the priority headings?

Count of 1. Do you agree with the priority headings?



1. Do you agree with the priority headings? Additional comments (64) – topics:

Count

Promote sustainable tourism

2.3%

Promote tourism

2.3%

Affordable Housing

15.9%

Consider budget

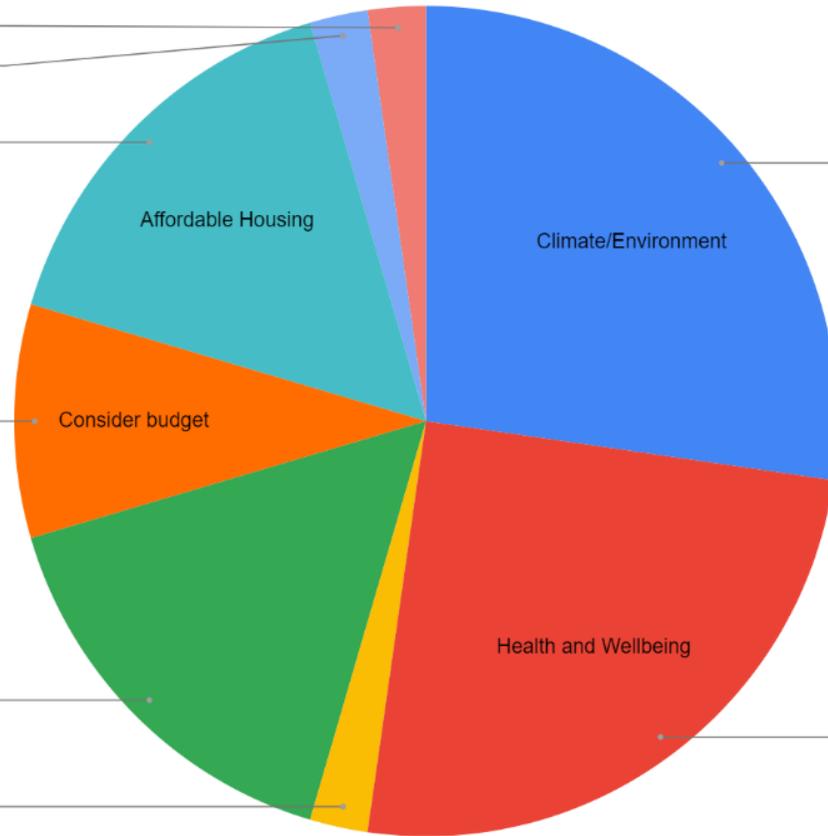
9.1%

Residents priority over tourism

15.9%

Employment

2.3%



Climate/Environment

27.3%

'I think housing for local people should be a point all on its own.'

'More emphasis on the environmental impacts.'

'Consider improving Health and Wellbeing the most important.'

'Supporting the local economy and full time residents needs to be the ultimate priority.'

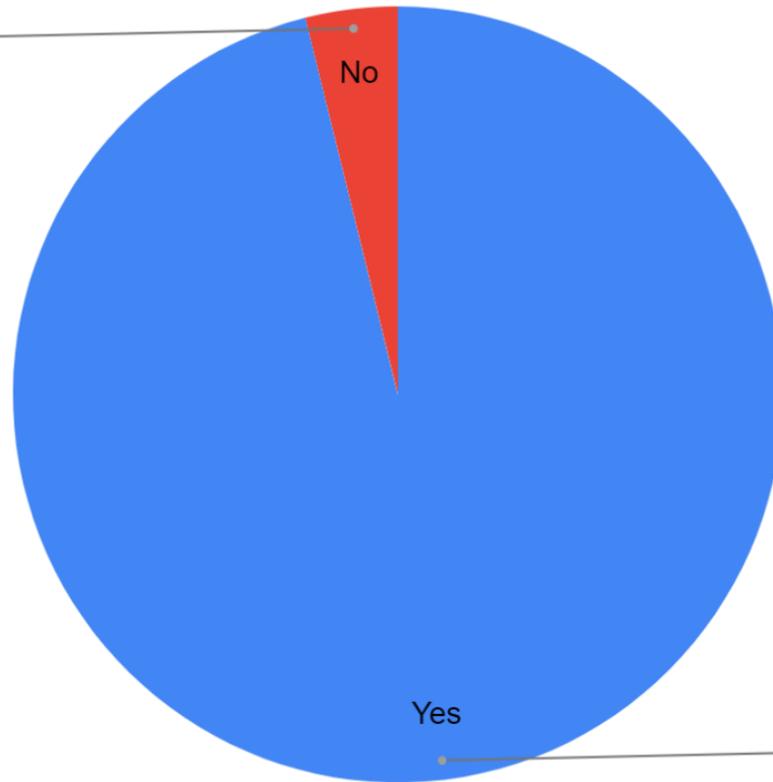
Health and Wellbeing

25.0%

2. Delivering Good Governance - Do you agree with the priorities and actions?

Count of 2. Delivering Good Governance
Do you agree with the priorities and actions?

No
3.9%

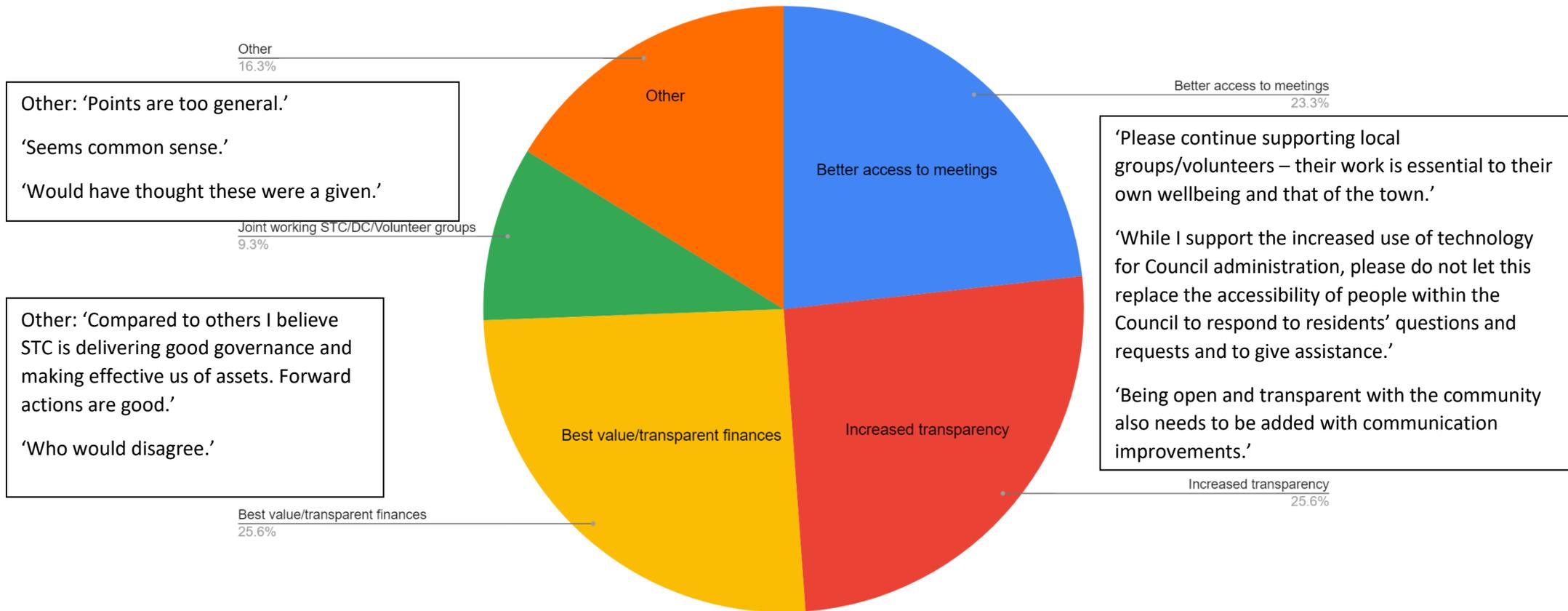


Yes
96.1%

2. Delivering Good Governance.

Additional comments (46) – topics:

Count of Q2

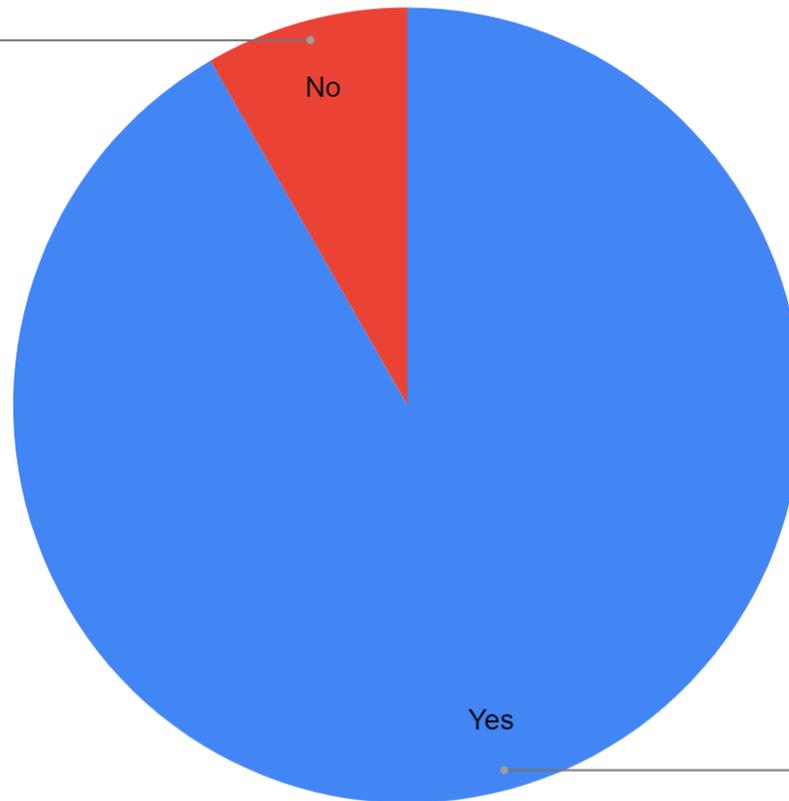


3. Promoting Sustainable Tourism and Supporting the Local Economy.

Do you agree with the priorities and actions?

Count of 3. Promoting Sustainable Tourism and Supporting the Local Economy.
Do you agree with the priorities and actions?

No
8.3%



Yes
91.7%

3. Promoting Sustainable Tourism and Supporting the Local Economy.

Additional comments (109) – topics

Count of Q3

Spa/Sandpit field/Weather station field
16.3%

Tourism - supported
11.6%

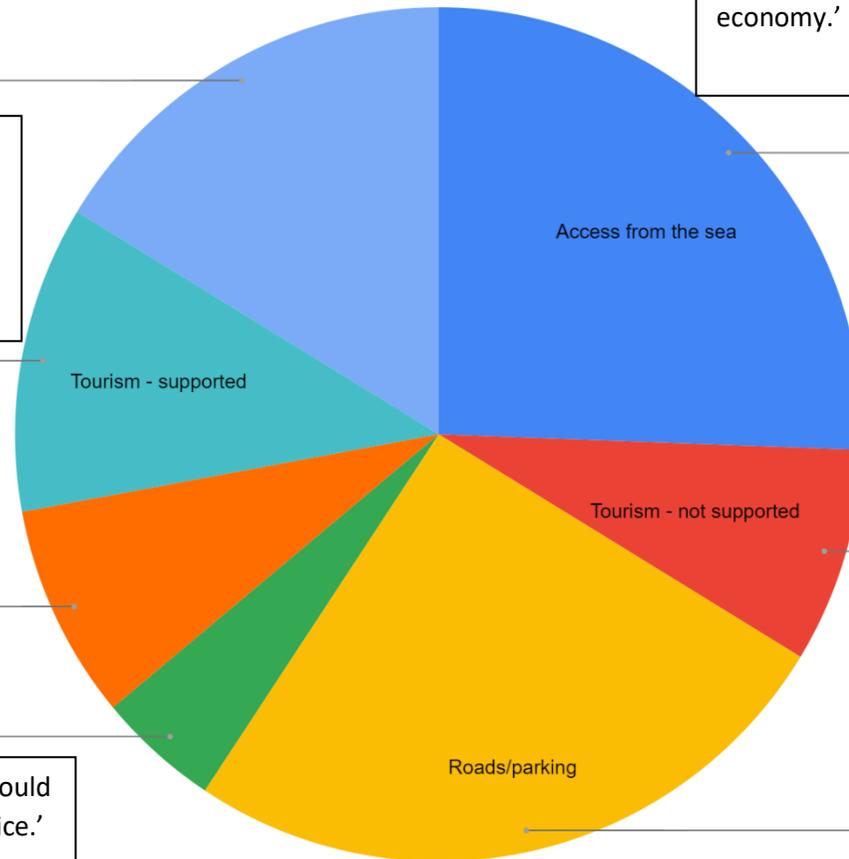
Local shops over chain stores
8.1%

Toilet facilities
4.7%

Access from the sea
25.6%

Tourism - not supported
8.1%

Roads/parking
25.6%



'Spa – don't overdevelop this site.'

'Spa, Sandpit field and Weather station field – keep as they are but maintain.'

'Spa, Sandpit field improvement – brilliant!'

'Businesses to thrive – admirable but I would like to know how we can do this in practice.'

'Tourism needs workers – workers need housing in the town.'

'I wonder what exploring opportunities to improve access from the sea means?'

'Access from the sea, what are you going to do?'

'Access from the sea needs more positive action. It opens an affluent market segment which is missing from the current tourism economy.'

'Too much emphasis on cramming too many holiday makers into Swanage during the main season when we do not have the facilities and it's damaging the environment.'

'Keep toilets open.'

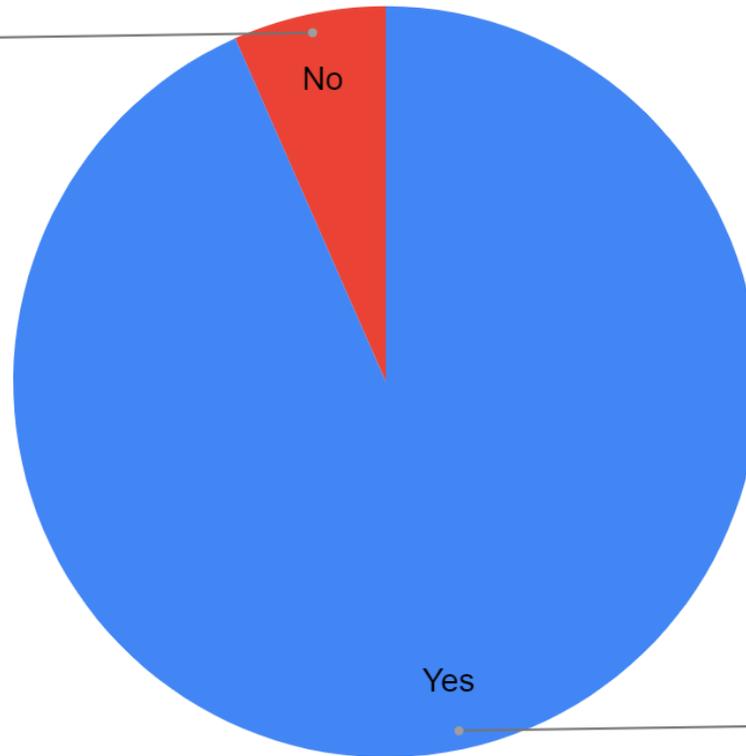
4. Encouraging Health and Wellbeing and Enhancing Community Safety.

Do you agree with the priorities and actions?

Count of 4. Encouraging Health and Wellbeing and Enhancing Community Safety.

Do you agree with the priorities and actions?

No
6.6%



Yes
93.4%

4. Encouraging Health and Wellbeing and Enhancing Community Safety.

Additional comments (92) – topics

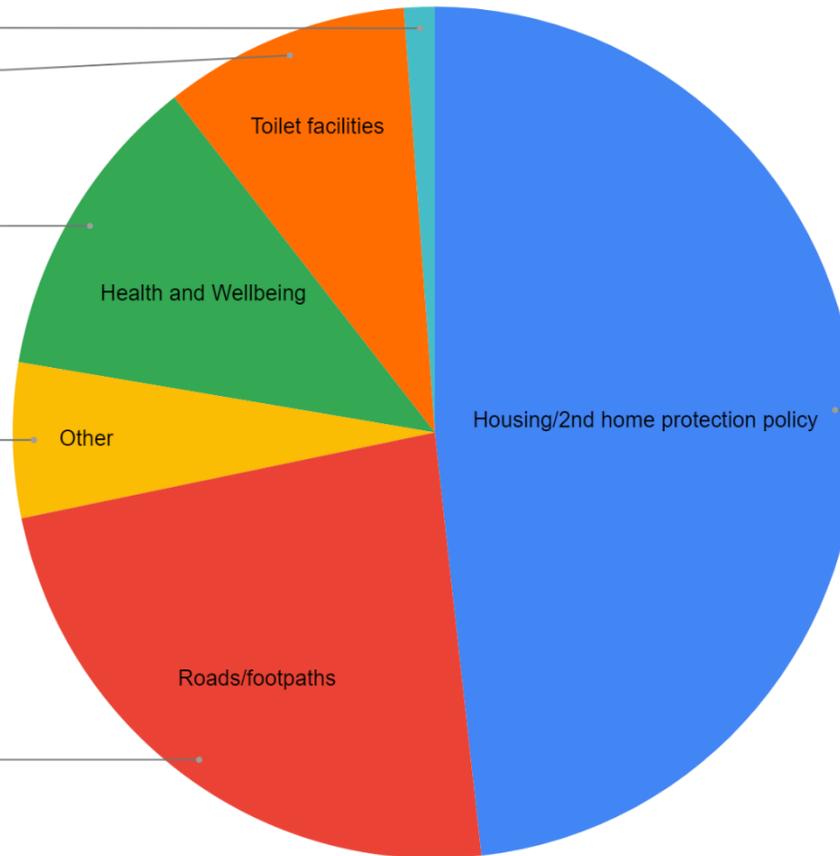
Count of Q4

Police/public services
1.2%
Toilet facilities
9.4%

Health and Wellbeing
11.8%

Other
5.9%

Roads/footpaths
23.5%



‘Affordable housing for local people is a massive issue, I’d like to see the council strive to get developers to commit to their obligations to provide social housing as part of their plans.’

‘The council needs to do a lot more to improve the housing chances of those young people who were born here but will struggle to afford to live here.’

‘All essential aims. Local people must not be priced out of housing by high rents.’

Housing/2nd home protection policy
48.2%

‘The provision of health care is a concern to me as Swanage is growing rapidly and the medical centre and other facilities cannot cope.’

‘Why is taking so long to put to good use the Day Centre?’

‘Reducing holiday homes. Grant funding – please do not waste money. The footpath through Days Park should be lit at night.’

‘Not sure about the cost of safe route via Journeys End.’

‘Developing facilities and refurbishing toilets at Burlington Chine should be given priority too.’

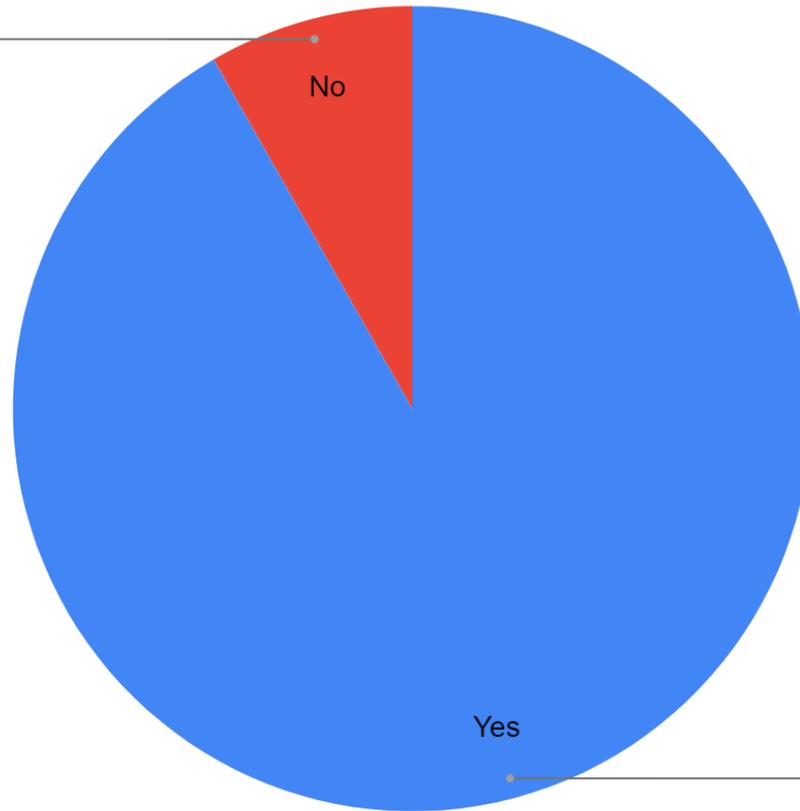
‘Police presence is needed now more than ever.’

5. Planning for the Future and Preserving our Heritage.

Do you agree with the priorities and actions?

Count of 5. Planning for the Future and Preserving our Heritage.
Do you agree with the priorities and actions?

No
8.3%



Yes
91.7%

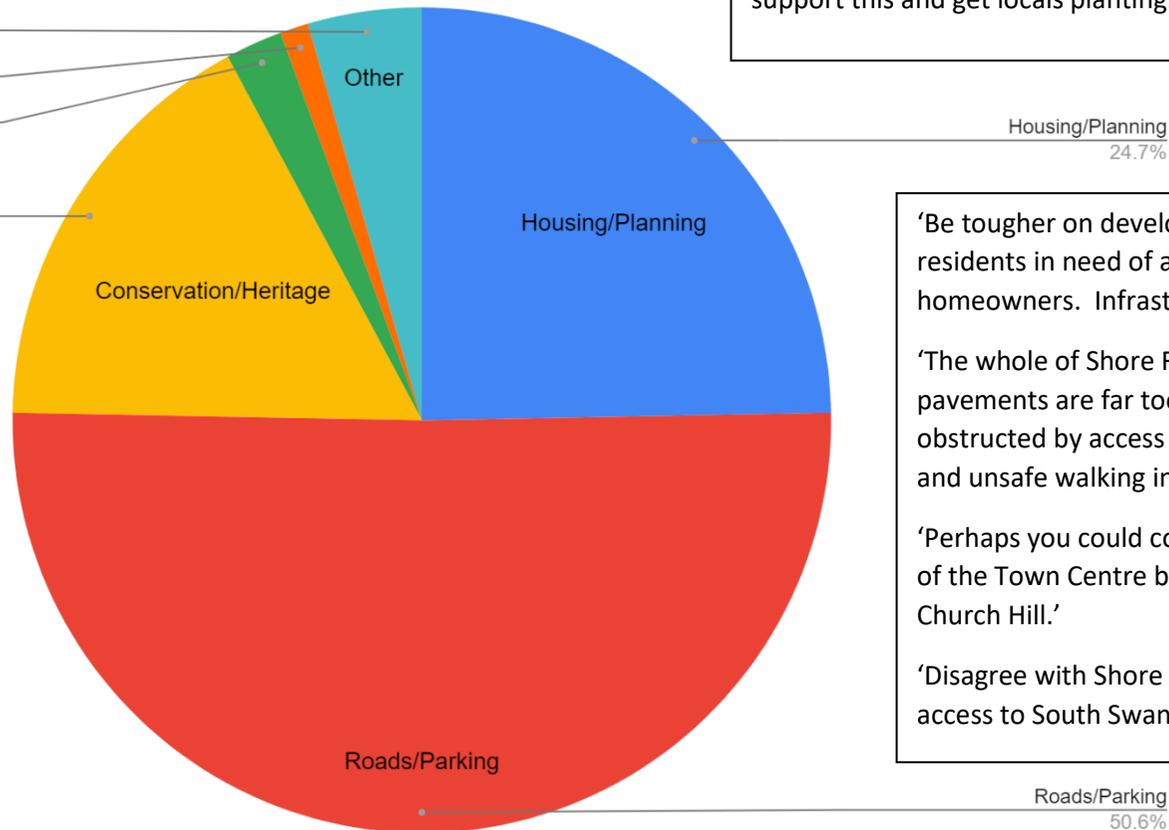
5. Planning for the Future and Preserving our Heritage.

Additional comments (93) – topics

Count of Q5

Other
4.5%
Finance
1.1%
Seafront
2.2%

Conservation/Heritage
16.9%



Other: 'This section can be amalgamated into other areas of the plan.'

'Need to plant more than 30 trees per year. Many people would support this and get locals planting. Connect with DC.'

'While interesting, I am not sure of the virtue in preserving the gun emplacement especially as the lower lookout on the cliffs is already lost.'

'Please keep Shore Road closed permanently as so much safer.'

'Planning comments – done well to date.'

'Good that we'll have a Neighbourhood Plan.'

'No more tiny boxes, no more second homes.'

'Be tougher on developers. Be more mindful of the residents in need of affordable housing not second homeowners. Infrastructure is also key.'

'The whole of Shore Road should be enclosed as pavements are far too narrow at North end and obstructed by access to parked vehicles. Unpleasant and unsafe walking in this area.'

'Perhaps you could consider taking through traffic out of the Town Centre by reversing the direction of Church Hill.'

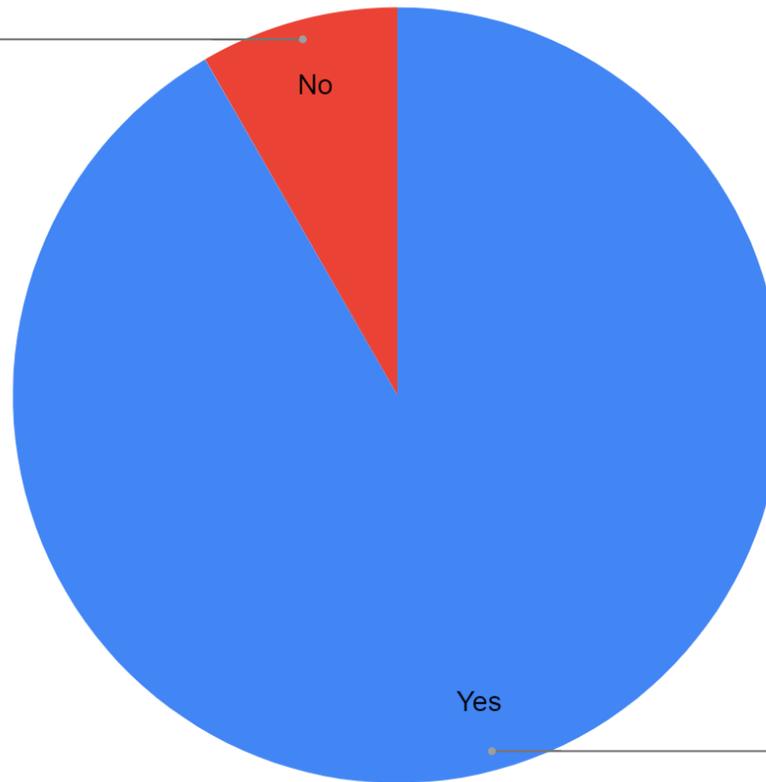
'Disagree with Shore Road closed. Cutting off too much access to South Swanage.'

6. Protecting the Natural Environment and Addressing the Climate Crisis

Do you agree with the priorities and actions?

Count of 6. Protecting the Natural Environment and Addressing the Climate Crisis
Do you agree with the priorities and actions?

No
8.3%



Yes
91.7%

6. Protecting the Natural Environment and Addressing the Climate Crisis

Additional comments (72) – topics

Count of Q6

Housing

1.8%

Other

5.4%

Energy

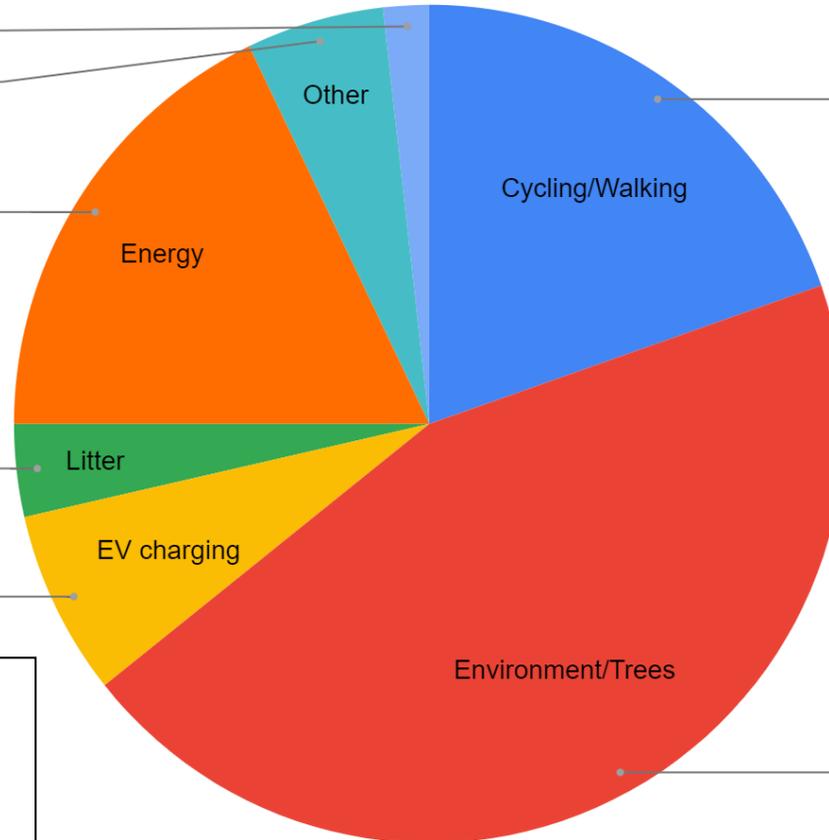
17.9%

Litter

3.6%

EV charging

7.1%



'In considering increased cycling and walking – the town demographic needs should be key.'

'More trees please. We need to plant hundreds not a meagre 30 a year.'

'Mostly agree but final point on increasing cycling and walking across the town is very woolly.'

'I believe that a local plan should look into the feasibility of a local energy hub. I believe there is a strong case in providing renewable energy as locally as possible.'

'Explore and implement the use of solar energy on buildings.'

'Going carbon neutral is just virtue signalling, pointless and a waste of money.'

'Tree planting needs ongoing management.'

'Please do what you can to protect the water quality, no sewage in the sea.'

Corporate Plan - Summary of main comments

Relevant Objectives	Key issue	Total	Related comments
1/4/5/A	Improve supply of social/affordable housing	46	Housing for local people should be a point on it's own/without housing there would be no local workers/attaining the priorities needs local workers/More local control over plans, provision of affordable/social housing/Ensure local people are placed in local social housing/Local people should not be priced out of housing with high rents/Be tougher on developers to provide affordable housing not second homes.
3/5/	Shore Road - improvements for pedestrians	20	Increase to pedestrian safety/closure of whole of Shore Road/Creative use of closed section/more attractive to visitors/whole of Shore Road closed as pavements too narrow/proposed closure of southern section of Shore Road is excellent, safer for children.
1/6/A	Support for various environmental measures - climate crisis inc. solar energy/renewable energy/EV charging etc	16	Priority for all decision making must put climate crisis first/More emphasis on environmental impacts, car usage too high on seafront, more pedestrian oriented/explore opportunities for solar panel use on buildings/Introduce hydrogen refuelling station/cross benefits achievable from initiatives.
3/5/A	Shore Road - reopened	15	Requests for access to Shore Road out of season/Can't see the point of this stretch closed and empty in winter months and affects people visiting the Mowlem/Cuts off too much access to south Swanage/Not necessary, convert to designated disabled parking area.
4/5/A	Concern that housing development is not providing for local people & putting strain on local services & infrastructure	14	Crucial and important to support the development of socila housing for local people and vital to protect health services and library.
5/A	Support for NHP/retaining heritage	14	Conservation area protection is important and sea defences/Support preservation of WW2 gun emplacement at Peveril Point.
1/4/A	Protect local services, particularly health/hospital & library	13	Swanage hospital supported more/important to greatly improve medical facilities/Health and Wellbeing most important/increase medical provision.
3/	Clarify meaning of 'access from the sea'	11	Unclear about meaning of access from the sea/ Marina.
2/A	Improve promotion of/access to Council meetings	11	Zoom council meetings/More opportunities for residents to engage, residents with special needs are excluded/noticeboard in centre of town.
4/6/	Better cycling infrastructure	10	More focus on creating safe cycling and walking in the area/Support Shore road closure but open to cyclists off peak to access town.
3/	Don't radically change the Spa/Weather Station/Sandpit Field	9	Left as it is/don't detract from the green 'undeveloped' feel of the green spaces/do not convert Sandpit field into a flat park.
4/5/A	Better traffic management e.g. reduce parking on pavements, 20 mph zones	9	Concerns around parking on pavements/20 mph zones particularly around schools/20 mph for High Street/20 mph for all roads in town.
3/	Concern re 'year round tourism' - winter months should be downtime	7	Nature needs a rest from year round visitors/downtime for residents is needed/not sure all year round tourists are needed.
1/A	Put 'full time' residents first - not visitors or second home owners	7	Like to see more emphasis on residents not tourists/Have an additional priority to ensure sustainable and sensible housing policy.
1/6/A	Concern re sewage spills	7	Concerned about water quality/sewage better managed/sewage system and dumping should be a priority.
5/6/	Plant more trees	5	Plant more than 30 trees per year/Need to plant hundreds of trees a year.
4/5/A	Poor quality of repair of pavements/Improve disabled access/dropped kerbs	5	Footpaths need to be safe to walk on and roads with no potholes.
4/6	Retain Burlington Chine toilets	5	Burlington Chine toilets are a valuable facility for visitors and residents on North Beach.
2/5/	Improve co-operation between DC and STC	4	More co-operation between DC and STC/Work with DC, Env Agency and landlords to improve cliff stability.
4/	Concern re. increased development at Day's Park - noise nuisance	4	Not lighting Day's Park, distruption to wildlife.
4/A	Concerns re. Northbrook Rd/St Mary's	4	Concerns over pupil safety to and from St Mary's Primary School.

A=Additional comments



Post-Consultation Draft Swanage Town Council Corporate Plan



2023-2025

Introduction – N.B. text in yellow has been amended from the pre-consultation draft.

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

Decisions of the Town Council are taken by 12 councillors who were elected for a five-year term in May 2019. There are two wards, Swanage North and South, each with 6 councillors. This plan covers the final 15 months of their term and the first year of the new Council to be elected in May 2024.

The Town Council delegates some of its decisions to its six standing committees: Finance and Governance; Planning & Consultation; Community Services; Tourism & Local Economy; Environment; and Personnel. The Council also has two sub-committees, focussed on Capital Projects and a Neighbourhood Plan, and two advisory committees, making recommendations in relation to Traffic Management and Beach Management.

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

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

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

This plan was adopted in March 2023, following public consultation on a draft version in the autumn of 2022. A summary of the plan was delivered to a majority of Swanage households, encouraging people to send in their comments, either in hard copy or via an online survey. Copies were also available from the library and the Swanage Information Centre. An engagement event was held at Swanage Market, publicity was provided by the Mayor and Town Clerk being interviewed on Purbeck Coast Radio and officers attended a meeting of Swanage and District Chamber of Trade.

A total of 181 responses were received and an analysis of these was considered by the Finance and Governance Committee prior to adoption of the plan. The detailed feedback on each of the Council's objectives has also been considered by the relevant committee to shape their future plans.

Why produce a Corporate Plan?

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

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

This document should be read alongside the Town Council's **Medium Term Financial Strategy**, its Annual Budget Report and the priority project list approved by Council every six months. While the Town Council is committed to delivering on the priorities set out in this document, it can only do so within the financial constraints set out in its medium-term financial plan.

Swanage – Now and in the future

Swanage is a civil parish with a population of **9,429 permanent residents (2021 census)**, a reduction from its high point of 10,100 at the time of the 2001 census. Over a third of the population (35.5%) is aged over 65, compared to 29.6% across Dorset; by contrast, only 12.5% of residents are under 16 years of age.

In Swanage 17.4% of properties on the Council Tax register are considered second homes. 18% of all second homes in Dorset are in Swanage. This excludes those registered for business rates as holiday lets. The reduced supply of housing for local families as a result of second home ownership is recognised as a significant challenge.

The main employment sectors are 'wholesale, retail and repair' and 'human health and social work' which together employed almost 30% of residents in 2011. 'Accommodation and food services' employed 12.5% of the working population, and was the third largest employer.

The town acts as a hub for its neighbouring parishes. The town centre contains a good selection of independent shops and Swanage hosts a wide range of public services, including a community hospital, medical centre, library, museum, primary and secondary schools, post office and sports facilities.

The parish lies within the Dorset Area of Outstanding Natural Beauty (AONB) and is considered the Eastern Gateway to the Jurassic Coast World Heritage Site. Agricultural land surrounds the main built-up area. The major landowners are the National Trust and Dorset Council (as owner of Durlston Country Park). The largest private landowner is the Scott family, formerly of Encombe House near Kingston.

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

Swanage has a dual role as a centre for local residents and seaside resort. The town will be enhanced through the provision of a range of facilities, services, shops and employment provision. Swanage will retain its status as one of Dorset's most self-contained settlements, whilst enhancing the special historic character of the town and its setting within the AONB and the Jurassic Coast. Opportunities will be considered to reinforce service provision through the improvement of health and sports facilities. New family housing and, in particular, affordable housing and extra care housing, will allow local people the opportunity to continue to live and work within Swanage.

A diverse, thriving and prosperous economy will be developed through the promotion of a variety of business uses, the development of niche businesses which reflect the specific character and culture of the town, and a broad business portfolio which will ensure a strong economy beyond the traditional tourist season. New development will be accompanied by areas of new green space that will improve access to the countryside and improve the setting of the town within the AONB. The town's role as a visitor destination will be developed through the provision of improved facilities and creation of enhanced public spaces along the seafront. The re-opening of the Swanage to Wareham railway line will improve accessibility to employment and educational opportunities along the A351 corridor and to Poole.

Who does what?

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

<ul style="list-style-type: none"> • Allotments • Bandstand • Bathing zone and RNLI lifeguards • Beach Gardens Sports Park & Tea on the Green refreshment kiosk • Main Beach and foreshore • Beach Huts – Shore Rd and Spa • Boat Park 	<ul style="list-style-type: none"> • Bus shelters • Car parks • CCTV • Cemeteries • Children’s play areas • De Moulham Trust and grants • Festive Lights • Historic Monuments • Market 	<ul style="list-style-type: none"> • Memorial benches and public seats • Public conveniences • Public gardens, green open spaces and playing fields • Public help desk (jointly with Dorset Police) • Skate park • Swanage Information Centre • Town Hall
---	---	--

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

<ul style="list-style-type: none"> • Council Tax collection and benefit administration • Countryside services e.g. Durlston Country Park • Economic development • Education 	<ul style="list-style-type: none"> • Emergency Planning • Environmental health • Libraries and archives • On street parking • Planning • Public Health 	<ul style="list-style-type: none"> • Registration Service • Refuse collection and recycling • Roads and footpaths • Social services • Street sweeping • Trading Standards
---	--	---

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

- Funding School Crossing Patrol at Swanage Primary School
- Funding Bay Safety Patrol
- Providing a civil wedding/partnership venue at the Town Hall
- Supporting seafront waste collection
- Commenting on all planning applications
- Considering changes to traffic management and on-street parking
- Planning improvements to the town’s sea defences
- Leasing land as part of Durlston Country Park

Working in Partnership

The Town Council works closely with a wide range of public sector partners and voluntary groups. A number have seats on Council Committees to provide advice and guidance, including Prospect Allotment Association, Swanage & Purbeck Chamber of Trade, Durlston Country Park and Swanage Railway. The Council's Beach Management Advisory Committee is attended by a large range of stakeholders to consider matters relating to the beach and Swanage Bay more broadly. The Town Council also administers the Swanage Town and Community Partnership which brings together a wide range of voluntary organisations with Town Councillors to consider issues facing local people and encourage co-operation.

The Council fully recognises the importance of helping other organisations to deliver their aims and objectives where they benefit the residents of Swanage and visitors to the town. The following list is not comprehensive, but gives some flavour of the range of groups that the Council works alongside.

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

The Town Council also supports the local services provided by a range of countywide and national organisations. As well as Dorset Council, the Town Council works with NHS Dorset, Dorset Police, Maritime & Coastguard Agency, RNLi and National Coastwatch Institution. The Town Council seeks to lobby and influence decision making bodies to protect and enhance the quality of services provided to the local community, as it has done most recently in respect of the Swanage & Purbeck Ambulance Car. **The Town Council also seeks to work together with its neighbouring parishes, and those representing other coastal communities, to pursue matters of common interest.**



RNLi Lifejacket Lockers, Banjo Pier

Priorities and Progress to Date

This document sets out the following priorities for the Town Council over the next three years:

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

These priorities are described in more detail on the following pages. **Each is considered equally important, and therefore they are not set out in order of priority.** Under each heading there are three boxes that set out the actions that the Council will take in broad terms, examples of what the Council is currently doing to deliver the priority, and a list of specific projects that are planned for the period 2023-25. Some of the projects are straightforward and can be delivered relatively quickly; others will be more difficult to achieve and may only be delivered beyond the lifetime of this plan.

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

Upgraded its three children's play areas

Funded improvements to Day's Park football facilities

Opened the former St Mark's School Playing Field as a public open space

Completed restoration of the Bandstand

Commissioned a survey of the parish's footpaths

Designated Peveril Point and The Downs as a Local Nature Reserve

Successfully worked with the community to protect the Swanage Ambulance Car

Installed a new astro turf tennis court at Beach Gardens

Agreed to renew the lease of Prospect Nursery to Greengage Community Garden Group

Established Swanage Community Housing Group as an independent CLT

Funded a Sustainable Swanage support officer

Adopted an Environmental Action Plan

Planted approximately 30 new trees per annum

Acquired new electric vehicles and installed new electric car charging points

Provided new cycle storage around the town

Taken the operation of Swanage Market in-house and expanded its operation year-round

Replaced and upgraded the Festive Lights

Installed water refill stations



The restored bandstand



Former St Mark's Playing field

Delivering Good Governance

The Town Council will deliver good governance by:

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



Town Hall, High Street, Swanage



Town Council Chamber, Town Hall

Between 2023 and 2025 the Town Council will:

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

In support of Good Governance ...

The Town Council works extensively with voluntary groups, local businesses and public sector partners to benefit the local community.

A vast amount of information about the Council's meetings, services and activities is available via its website www.swanage.gov.uk

The Town Council provides a £10,000 budget each year for small grants to support community groups.

The Policy, Finance and Performance Management Committee meets regularly to monitor Council budgets and investments.

The Town Council considers the views of local residents when making decisions. Councillors' contact details are available online and anyone is welcome to speak in public participation time, held at the start of all Town Council and Committee meetings.

Promoting Sustainable Tourism and Supporting the Local Economy

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

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



Swanage Information Centre, Shore Road

In support of tourism and the local economy the Town Council ...

- Operates a range of Visitor Services, including its award-winning Information Centre on Shore Road, Peveril Boat Park and 74 beach huts.
- Maintains the Beach to Blue Flag standards and employs RNLI lifeguards.
- Operates a number of long-stay and short-stay car parks, providing low-cost residents' parking.
- Operates Swanage market.
- Co-ordinates a programme of events throughout the year in its parks and open spaces.
- Funds the town centre and seafront Festive Lights, organises a 'Switch-On' event and the Artisans on the Beach each Christmas.



Swanage's award-winning Main Beach

Between 2023 and 2025 the Town Council will:

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

Encouraging Health and Wellbeing and Enhancing Community Safety

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

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



Prospect Allotments

In support of health, wellbeing and community safety the Town Council ...

- Funds a network of Town Centre CCTV cameras and a Speed Indicator Device.
- Leases the Town Hall Annexe to Dorset Police.
- Provides a range of community services, including allotments, cemeteries, public conveniences and bus shelters.
- Provides opportunities for sport and recreation for all ages, including children's play areas, a skate park, Beach Gardens sports park (tennis, bowls, putting and basketball), designated beach swimming zone and football pitches.
- Provides financial support **and office space** for the CAB advisory service.
- **Has commissioned a report to identify barriers impeding access for disabled people in Swanage town centre.**
- Works with partner organisations to protect public services e.g. Swanage Ambulance Car.



Tennis Courts at Beach Gardens

Between 2023 and 2025 the Town Council will:

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

Planning for the Future and Preserving our Heritage

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

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



To plan for the future and preserve our heritage the Town Council ...

- Comments on behalf of local residents on all planning applications in the parish lodged with Dorset Council.
- Makes recommendations to Dorset Council regarding proposed changes to parking restrictions and traffic flow.
- Organises meetings of the town's heritage attractions (Swanage Pier, Swanage Railway and Swanage Museum).
- Maintains the Town Hall with its ornate Grade II listed 17th-century frontage.
- Maintains three closed burial grounds and several historic monuments and memorials (Albert Memorial, Alfred Monument, John Mowlem's Memorial, Trevor Chadwick Memorial, War Memorial).



The iconic blue shelters, Shore Road



Prince Albert Memorial, Prince Albert Gardens

Between 2023 and 2025 the Town Council will:

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

Protecting the Natural Environment and Addressing the Climate Crisis

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

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



Grassland, Peveril Point & The Downs Local Nature Reserve

In support of the natural environment and addressing the climate crisis the Town Council ...

- Funds and supports Sustainable Swanage to work with the community to deliver local environmental projects, including a Community Pantry, Repair Café and Greening Swanage.
- Has developed an Environmental Action Plan.
- Has installed a free water refill station on the seafront.
- Requires all events held on Town Council land to complete an Environmental Impact Assessment and prohibits single use plastics.
- Works with Dorset Council to implement waste management systems along the seafront.
- Manages some green spaces to enhance biodiversity.



Sustainable Swanage at the Market

Between 2023 and 2025 the Town Council will:

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