



THE BOURNEMOUTH-SWANAGE MOTOR ROAD AND FERRY COMPANY

(INCORPORATED BY ACT OF PARLIAMENT, 31st JULY, 1923)

Statement of Community Involvement – 2019/20

11 February 2020

This document outlines the community and stakeholder engagement undertaken by the Sandbanks Ferry Company (SFC) throughout 2019 and 2020 to date. These discussions have informed the details of the final toll increase application to ensure that where possible they reflect feedback from residents, as communicated through elected representatives.

Date	Engagement
5 th March 2019	Meeting with: <ul style="list-style-type: none">- Cllr Mohan Iyengar, Canford Cliffs Ward, Poole Council- Cllr Gary Suttle, Swanage South Ward, Purbeck District Council- David Morley, Sandbanks Community Group- Matt Moffat, Sandbanks Community Group- Martin Ayres, Town Clerk, Swanage Town Council- Cllr Nick Boulter, Studland Parish Council- Cllr Philip Eades, Branksome West Ward, Poole Council- Cllr Steve Clarke, Corfe Castle Parish Council- Cllr Mike Lovell, Langton Matravers Parish Council
26 th April 2019	Meeting with: <ul style="list-style-type: none">- Cllr Mohan Iyengar, Canford Cliffs Ward, BCP Council- Cllr Gary Suttle, Swanage Ward, Dorset Council- David Morley, Sandbanks Community Group- Matt Moffat, Sandbanks Community Group
12 th August 2019	Meeting with: <ul style="list-style-type: none">- Richard Drax MP, MP for South Dorset- Sir Robert Syms MP, MP for Poole
6 th September 2019	Meeting with: <ul style="list-style-type: none">- Richard Drax MP, MP for South Dorset- Cllr Nick Boulter, Vice-Chair, Studland Parish Council- Gavin Oldham, OBE, Studland Ferry Action Group- Julie Dyball, Studland Ferry Action Group- Cllr Stephen Dru Drury, Vice-Chairman, Corfe Parish Council

6 th September 2019	<p>Meeting with:</p> <ul style="list-style-type: none"> - Cllr Mohan Iyengar, Canford Cliffs Ward, BCP Council - Cllr Gary Suttle, Swanage Ward, Dorset Council - David Morley, Sandbanks Community Group - Matt Moffat, Sandbanks Community Group
11 th October 2019	<p>Meeting with:</p> <ul style="list-style-type: none"> - Cllr Spencer Flower, Leader, Dorset Council - Cllr Ray Bryan, Portfolio Holder for Transport, Dorset Council - Cllr Vikki Slade, Leader, BCP Council - Cllr Andy Hadley, Portfolio Holder for Transport, BCP Council - Bill Cotton, Executive Director, BCP Council - John Sellgren, Executive Director, Dorset Council
27 th November 2019	Conference call with Ian Girling, Chief Executive of Dorset Chamber of Commerce and Industry
29 th November 2019	<p>Meeting with:</p> <ul style="list-style-type: none"> - Cllr Mohan Iyengar, Canford Cliffs Ward, BCP Council - Cllr Gary Suttle, Swanage Ward, Dorset Council - David Morley, Sandbanks Community Group - Matt Moffat, Sandbanks Community Group
10 th January 2020	First meeting of Community Liaison Group
31 st January 2020	Second meeting of Community Liaison Group
Various engagement	<ul style="list-style-type: none"> - Jim Stewart, Chair, Poole Harbour Commissioners - Harbour Commissioners Harbour Master - Brownsea Island Ferries (BSIF) - Marine & Coastguard Agency (MCA) - Marine Management Organisation (MMO)

Overview of Community liaison Group

Following the unprecedented and unforeseen ferry outage in summer/autumn 2019, it was agreed in collaboration with stakeholders to establish a community engagement group. The aim of the group was to establish communications between residents and businesses, through elected representatives, and to inform residents on an ongoing basis about ferry performance, future planning, and tolls.

Group membership as of February 2020:

- Cllr Ray Bryan, Portfolio Holder for Transport, Dorset Council
- Cllr Cherry Brooks, South East Purbeck Ward, Dorset Council
- Cllr Mohan Iyengar, Canford Cliffs Ward, BCP Council
- Cllr Gary Suttle, Swanage Ward, Dorset Council
- Cllr Matt Etherington, Chair, Studland Parish Council
- David Morley, Sandbanks Community Group
- Matt Moffat, Sandbanks Community Group
- Cllr Caroline Finch, Swanage Town Council, Chair of Tourism Committee; Swanage Chamber of Trade
- Jack Wiltshire, Head of Highways, Dorset Council
- Matthew Carruthers, Traffic Management Engineer, BCP Council
- Mike Kean, Managing Director, Bournemouth-Swanage MR & Ferry Co
- Nick Purchase, Operations Director, Bournemouth-Swanage MR & Ferry Co

The first meeting of the Community Liaison Group was held on 10th January 2020 in Studland. The second meeting was held in Sandbanks on 31st January. It has been agreed going forward that the group will meet a minimum of twice a year, or more as required.

Direct communication with residents and the community

In addition to communication with representatives of the community, the Ferry Company has also increased direct engagement with residents and customers more widely in several ways. Across Twitter and Facebook, there was a concerted effort to provide more information to the public, particularly during the summer/autumn 2019 outage, about ferry operations and timings of the return of the ferry.

- The Ferry Twitter account has gained 364 followers on Twitter over the previous 6 months, reaching 4,564 followers in February 2020
- The Ferry Facebook page has increased followers by 948 over the previous 6 months to 4,162 followers in February 2020
- The Facebook page now has 3,821 page likes, an increase since August 2019 of 784 page likes.

Social media posts cover a range of content including information about temporary, short-term suspensions and subsequent resumptions due to weather.

To further reach the local Dorset-based audience, the Ferry also took out adverts across local Dorset newspapers to thank residents and businesses for their patience and support throughout the prolonged summer/autumn 2019 outage and to publicise the double discount offer the Ferry Company ran during November 2019.

In December 2019, the Ferry Company sought to build stronger ties with the local community by supporting local charity Forest Holme Hospice, which members of staff had chosen due to the personal connections that some had with the charity. The Ferry provided free travel for all on Christmas day, and instead gave customers the opportunity to donate to Forest Holme. In total, over £1,200 was raised for the charity. The Ferry Company will continue to help with fundraising for the charity throughout the year.