

**BEFORE THE PLANNING INSPECTORATE (SECRETARY OF STATE FOR TRANSPORT)**

**IN AN APPLICATION DATED FEBRUARY 2020 – PROPOSED REVISION OF TOLLS**

- THE TRANSPORT CHARGES ETC (MISCELLANEOUS PROVISIONS) ACT 1954
- THE BOURNEMOUTH-SWANAGE MOTOR ROAD AND FERRY CO ACTS 1923 & 1986

**BETWEEN**

**THE BOURNEMOUTH-SWANAGE MOTOR ROAD AND FERRY CO**

**Applicant**

**and**

**SWANAGE TOWN COUNCIL**

**DORSET COUNCIL**

**BOURNEMOUTH CHRISTCHURCH & POOLE COUNCIL**

**& OTHER OBJECTORS**

**Respondents**

---

**EXPLANATORY NOTE ON THE COUNTER-PROPOSAL  
OF THE 3 REPRESENTED COUNCILS**

---

**Preliminary**

- 1 This Note is provided pursuant to the directions of Inspector Vyse made on 16 November 2020 at the opening of this Inquiry. It is intended to explain the purpose, regulatory background and method of construction of the counter-proposal put forward by the three represented Councils, Swanage Town Council, Dorset Council and Bournemouth Christchurch & Poole Council (together 'the Consortium', as described by the Inspector). It is a summary document and not intended to introduce new evidence.
- 2 The counter-proposal itself, in the form of a spreadsheet table, can be accessed at <https://www.sandbanksferry.co.uk/wp-content/uploads/2020/11/Dorset-Council-BCP-STC-Attachment-06-November-2020.pdf>.

### **Purpose of the counter-proposal**

- 3 Insofar as any toll increases may be appropriate or necessary to achieve the purchase of a replacement ferry in due course, such increases need to align with the Consortium's goals for sustainability and with national and local guidance and obligations. The counter-proposal reflects the Consortium's role as a group of public bodies with statutory duties, especially (in this context) long-term and strategic planning responsibilities including transport and highways use and infrastructure. The bulk of that responsibility lies with Dorset and Bournemouth Christchurch and Poole Councils.
- 4 The proposed alternative pricing model is intended to be clearer for users, promote low-carbon active travel and ultimately provide the same level of income for the ferry company as it indicated in its proposal.

### **Policy background**

- 5 The Consortium sets out below the principal policy goals and statutory responsibilities which it seeks to meet in the counter-proposal. The Transport Act 2000, section 108<sup>1</sup>, requires the Consortium members to have a Local Transport Plan. The Consortium's transport plan has been agreed by the Department for Transport and adopted by the predecessor authorities of both Dorset and Bournemouth Christchurch and Poole Councils.
- 6 Local priorities for the Consortium members are set out in that joint local plan: Bournemouth, Dorset & Poole Local Transport Plan 2011-2026.<sup>2</sup>
- 7 The key policy statements from that Plan which inform the counter-proposal are:
  - a) POLICY LTP GEN-2 – to put in place measures to reduce traffic growth, encourage sustainable travel patterns and increase the modal share of alternatives to the car,

---

<sup>1</sup> <https://www.legislation.gov.uk/ukpga/2000/38/part/II/crossheading/local-transport-plans-and-bus-strategies>

<sup>2</sup> <https://www.dorsetcouncil.gov.uk/roads-highways-maintenance/documents/improvements-and-transport-planning/ltp3-bournemouth-poole-dorset-strategy-document-final.pdf>

including Providing, and promoting an enhanced range of alternatives to the car. (See p.39.)

- b) Chapter 8: Active Travel and “greener” travel choices: Widening opportunities for healthy lifestyles through integrating active travel into people’s everyday lives and providing supporting infrastructure – promoting a long-lasting culture of cycling and walking, and public transport use, where the private car is no longer the “natural” choice where suitable alternatives exist. (See p.58.)
  - c) **POLICY LTP E-7**: will work with LTP partners to increase opportunities for cyclists and pedestrians to integrate and interchange with public transport. This will be supported by working with public transport operators to better accommodate the needs of cyclists, in particular on bus, train and ferry services. (See p.61.)
  - d) **POLICY LTP F-1**: To encourage more sustainable travel patterns and modal shift to low carbon travel modes, a long term co-ordinated, integrated package of targeted Smarter Choices measures will be pursued. This will seek to inspire positive travel choices and raise travel awareness of public transport, active travel and smarter choices alternatives to car use, and their associated wider benefits to society including health and the environment. (See p.62.)
  - e) **POLICY LTP F-4**: Through enhanced alternatives to the car and information provision, sustainable access for tourism to, from and within Bournemouth, Poole and Dorset will be encouraged and supported with the aims of reducing carbon emissions, minimising the impact on the natural environment and supporting the local tourist industry. (See p.65.)
- 8      The most significant national policy guidance affecting the Company’s application and the Consortium’s response is *Gear Change – A bold vision for cycling and walking 2020*

(with a foreword from the Prime Minister).<sup>3</sup> In summary, the key factors presented by that document which the counter-proposals seek to address are:

- a) cycling and walking measures are no longer seen as an afterthought but have moved to the very heart of considerations for all transport policy and planning;
- b) the creation of a new regulator, Active Travel England, with power to inspect highways authorities, is designed to alter the focus, implementation and maintenance of transport schemes;
- c) funding for transport and highways schemes will in future depend on including best practice plans to encourage cycling (under the aegis of Active Travel England).

#### **Methodology (an outline)**

- 9 The Consortium members have worked together to produce a counter-proposal that meets their collective and individual goals. The process has been supervised by Jack Wiltshire, Head of Highways, Dorset Council. The counter-proposal itself has been created by a team including Richard Pincroft, Head of Transportation/Sustainable Transport at Bournemouth Christchurch & Poole Council and Wayne Sayers, Transport Planning Team Leader, Dorset Council. It has proceeded through several iterations to meet the needs of each Consortium member and all of them.
- 10 In seeking to apply the policy and national guidance set out above to the increase in fares, the Consortium addressed the question of fare increases with regard to the following aims and considerations:
  - a) to prioritise the needs of, and to encourage, foot and cycle passengers: so that the charges for pedestrians and cyclists do not increase and are frozen for the duration of the proposed timeline (March 2032);

---

<sup>3</sup>

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf)

- b) to prioritise discounting for local residents making multiple trips: in order to allow pedestrian and cycle prices to be frozen, fares for bulk ticket prices should not be higher than the ferry company's current proposal;
  - c) to place the principal burden of increases on single-trip car use, which will affect predominantly occasional users and one-off visitors: to allow sufficient income to make the proposed changes and to meet the Ferry Company's stated amount required to purchase the replacement ferry, prices for individual vehicle journeys would need to increase at a faster rate than the Company's current proposal, but to a lower end price of £6.50 (compared to the Company's £6.75);
  - d) to ensure that tariff increases are straightforward, transparent and readily understood by local people: the increased fares go up in jumps over longer periods rather than by confusing small increments each year.
- 11 The counter-proposal has been designed so that total income generated over the forecast 13 years is enough to purchase the replacement ferry. The Consortium's proposal generates £49,188,165, which should be sufficient (based on the Company's own figures).

***The process of creating the counter-proposal:***

- 12 An alternative pricing structure was created to accommodate 5 classes of traffic:
- a) Class A – foot passengers;
  - b) Class B/C – Bikes & motorcycles;
  - c) Class F – Car;
  - d) Class G – Truck;
  - e) Coach and Bus.
- 13 This classification was then broken down further to include discounted ticket sales:

- a) Using the figures in the Company's Appendices to the Application, the Consortium disaggregated ticket prices to obtain the number of individual tickets sold by dividing the profit for each line by the cost of the tickets.
  - b) This number of tickets sold was then kept consistent for all of the years in the proposal.
  - c) The counter-proposal does not propose any price increase for pedestrians or cycles throughout the period covered in order to promote active, low-carbon, travel modes.
  - d) To accommodate this aspiration financially, the Consortium propose to have a stepped increase in single car trip tickets over the same period. (See further paragraph 14(b) below.) The Consortium notes that, on the Company's figures, the single car trip ticket type provides the greatest level of income for the ferry company.
- 14 A further stage in the calculation was to ensure that those using the ferry for commuting by car, many of whom are likely to have lower-income jobs within the Consortium's area, were not unduly disadvantaged by the counter proposal.
- a) The Consortium adjusted the figures to ensure that the multi-buy ticket options were no more expensive than they were in the Company's own proposal.
  - b) The Consortium then further adjusted the figures to ensure financial parity with the Company's application in order to meet approximately the same end point in terms of total income generated. For cars, for instance, this resulted in a three-stepped approach to increases rather than a gradual ratcheting up of prices in line with inflation of 12 separate increments.
- 15 The table of proposed fees also includes a column for each year showing the level of discount that the multi-buy pricing options provide. This was not used to develop the options but is merely to demonstrate the way in which the counter-proposal attempts to match the multi-buy ticket pricing options shown in the Company's proposal.

**FILE REF: DPI/G1250/20/9**  
**BEFORE THE PLANNING INSPECTORATE**  
**(SECRETARY OF STATE FOR TRANSPORT)**

**IN AN APPLICATION DATED FEBRUARY 2020 –**  
**PROPOSED REVISION OF TOLLS**

- **THE TRANSPORT CHARGES ETC (MISCELLANEOUS PROVISIONS) ACT 1954**
- **THE BOURNEMOUTH-SWANAGE MOTOR ROAD AND FERRY CO ACTS 1923 & 1986**

**BETWEEN**

**THE BOURNEMOUTH-SWANAGE MOTOR ROAD  
AND FERRY CO**

**Applicant**

**and**

**SWANAGE TOWN COUNCIL  
DORSET COUNCIL  
BOURNEMOUTH CHRISTCHURCH & POOLE COUNCIL  
& OTHER OBJECTORS**

**Respondents**

---

**EXPLANATORY NOTE ON THE COUNTER-PROPOSAL  
OF THE 3 REPRESENTED COUNCILS**

---

**Solicitor for the Three Councils:**

Dorset Council Legal Services  
County Hall  
Colliton Park  
Dorchester  
Dorset DT1 1XJ  
[philip.crowther@dorsetcouncil.gov.uk](mailto:philip.crowther@dorsetcouncil.gov.uk)

Ref.

**From:** Judy E Saunders [mailto:judy.saunders@dorsetcouncil.gov.uk]

**Sent:** 23 April 2020 17:18

**To:** NATIONALCASEWORK <NATIONALCASEWORK@dft.gov.uk>

**Cc:** Cllr. Ray Bryan <cllrray.bryan@dorsetcouncil.gov.uk>; Cllr. Gary Suttle <cllrgary.suttle@dorsetcouncil.gov.uk>; Cllr. William Trite <cllrwilliam.trite@dorsetcouncil.gov.uk>; Kate Tunks <kate.tunks@dorsetcouncil.gov.uk>; Jack Wiltshire <jack.wiltshire@dorsetcouncil.gov.uk>; John Sellgren <john.sellgren@dorsetcouncil.gov.uk>; Matthew Piles <matthew.piles@dorsetcouncil.gov.uk>

**Subject:** Letter from Cllr Ray Bryan re Bournemouth - Swanage Motor Road and Ferry Company Ltd - Toll Increase Application Feb 2020

Dear Ms Zamenzadeh

Please see attached letter from Cllr Ray Bryan regarding the Bournemouth – Swanage Motor Road and Ferry Company Ltd – Toll Increase Application Feb 2020.

Kind regards

Judy

**Judy Saunders**

**PA to the Chairman and Elected Members**

**Democratic and Electoral Services**

**Dorset Council**

**01305 225067**

**[dorsetcouncil.gov.uk](http://dorsetcouncil.gov.uk)**



This e-mail and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed. It may contain unclassified but sensitive or protectively marked material and should be handled accordingly. Unless you are the named addressee (or authorised to receive it for the addressee) you may not copy or use it, or disclose it to anyone else. If you have received this transmission in error please notify the sender immediately. All traffic may be subject to recording and/or monitoring in accordance with relevant legislation. Any views expressed in this message are those of the individual sender, except where the sender specifies and with authority, states them to be the views of Dorset Council. Dorset Council does not accept service of documents by fax or other electronic means. Virus checking: Whilst all reasonable steps have been taken to ensure that this electronic communication and its attachments whether encoded, encrypted or otherwise supplied are free from computer viruses, Dorset Council accepts no liability in respect of any loss, cost, damage or expense suffered as a result of accessing this message or any of its attachments. For information on how Dorset Council processes your information, please see [www.dorsetcouncil.gov.uk/416433](http://www.dorsetcouncil.gov.uk/416433)

This email has originated from external sources and has been scanned by DfT's email scanning service.



**Elected Members**

South Walks House, South Walks Road, Dorchester,  
Dorset DT1 1UZ

☎ 01305 224192

🌐 [www.dorsetcouncil.gov.uk](http://www.dorsetcouncil.gov.uk)

Ms S Zamenzadeh  
National Transport Casework Team  
Department for Transport  
Tyneside House  
Skinnerburn Road  
Newcastle Business Park  
Newcastle upon Tyne  
NE4 7AR

**Date:** 23 April 2020  
**Ref:** KT/RB/JS  
**Officer:** Ray Bryan  
☎ 01305 224192  
✉ [cllray.bryan@dorsetcouncil.gov.uk](mailto:cllray.bryan@dorsetcouncil.gov.uk)

Dear Ms Zamenzadeh

**Bournemouth – Swanage Motor Road and Ferry Company Ltd – Toll Increase Application Feb 2020**

I am writing in response to the application by the operators of the Sandbanks – Studland Ferry for an increase in tolls from 1<sup>st</sup> April 2021.

The ferry provides a very useful strategic link for residents, commuters, businesses and visitors between Poole/Bournemouth and the Swanage area, reducing traffic on the congested alternative A35 and A351 routes and making a positive contribution to reducing emissions and improving air quality in the Purbeck towns and villages through which those routes pass.

The council is concerned that increasing fares will lead to increased traffic on the road network around the harbour which will negatively impact upon congestion, air quality, quality of life and lead to increased journey times for businesses and commuters. Higher costs will deter visitors from using the ferry service, putting more seasonal traffic on the road network. Low income households will also be disproportionately disadvantaged in terms of access to jobs, health care, education and leisure.

We support the company's objective of replacing the ferry by 2034 and in the council's view, the replacement ferry needs to provide greater vehicle capacity and faster throughput. Its replacement should also take into account environmental considerations and climate change, and therefore must be powered by a sustainable alternative to diesel. We support the company's stated claims that funds will be ringfenced for this purpose and that dividends to shareholders will not be paid in order to increase these funds. It is unfortunate that this has not happened in the past as this has delayed the date by which a new ferry could be purchased on a number of occasions. For example, in 2018 we were told the company aimed to have a new ferry in place for 2026.

In respect of the proposed toll rates by class, we are particularly concerned about the increase under the current proposals for pedestrians, cyclists and local bus services using the ferry. The council has policies to promote the use of sustainable, active travel modes such as walking, cycling and public transport. The Sandbanks and Studland peninsulas linked by this ferry are great examples of outdoor recreation areas used to improve people's health and wellbeing. The proposed fare increases run contrary to local and national policies to encourage sustainable, active travel and to promote good health. It is therefore the council's view that the proposed toll increases for walkers, cycles and buses are excessive and we submit that they should remain unchanged at their April 2020 levels.

/Cont ....

In conclusion, should the Secretary of State be minded to support the request for an increase in tolls we would ask that this is selective and that tolls for pedestrians, cycles and motorcycles are not increased. We also ask that any decision is accompanied by a requirement on the company to ensure adequate reserves are available to replace the ferry by 2034.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Ray Bryan', with a stylized, cursive script.

**Cllr Ray Bryan**  
**Cabinet Portfolio Holder**  
**Highways, Travel and Environment**

Copies to: Cllr Gary Suttle, Councillor for Swanage Ward  
Cllr Bill Trite, Councillor for Swanage Ward

**From:** Eric Stobart [mailto:Eric@thestobarts.co.uk]

**Sent:** 21 April 2020 10:50

**To:** NATIONALCASEWORK <NATIONALCASEWORK@dft.gov.uk>

**Subject:** The Bournemouth-Swanage Motor Road and Ferry Acts – Application for revision of charges Attention: Ms Sandra Zamenzadeh

Dear Ms Zamenzadeh,

The Bournemouth-Swanage Motor Road and Ferry Acts – Application for revision of charges

I refer to the application dated February 2020 by The Bournemouth-Swanage Motor Road and Ferry Company ('the Ferry Company') to increase certain toll charges.

I am writing as per the attached letter, which has also been sent by First Class post to the Secretary of State, to oppose the proposed increase in toll charges and to urge the Secretary of State to reject the application by the Ferry Company. In particular, I do not consider that there is any justification for an increase in toll charges given the high levels of profitability and dividend distributions by the Ferry Company over recent years. The Ferry Company in its application, as in previous such applications over a number of years, again seeks to justify a toll increase on the basis of the need to prefund the cost of a new ferry, this time for entry into service in 2032. I consider that the capital required for a new ferry should be provided by the Ferry Company, utilizing shareholder reserves from its retained profits, and from third party debt, when the new ferry is commissioned. The costs of capital associated with a new ferry, when it eventually comes into service, should be borne by the users of the new ferry along with operating costs when it is in service and not by the current users of the existing ferry.

Could you please acknowledge safe and timely receipt of this e-mail. I apologise for the multiple PDFs but this was due to systems problems. I would be happy to discuss the contents of my letter with the Secretary of State or officials within the Department for Transport.

Yours sincerely,

**Eric Stobart**

**E-mail: Eric@TheStobarts.co.uk Mobile: 07774-431 269**

**Dorset: 'Knapwynd', School Lane, Studland, Swanage, Dorset BH19 3AJ.**

**Phone: 01929-450 222**

**Knapwynd,  
School Lane,  
Studland,  
Dorset BH19 3AJ**  
**Tel: 01929-450 222**  
**Mobile: 07774-431 269**  
**E-mail: – [Eric@TheStobarts.co.uk](mailto:Eric@TheStobarts.co.uk)**

20<sup>th</sup> April, 2020

Secretary of State,  
Department for Transport,  
Tyneside House,  
Skinnerburn Road,  
Newcastle Business Park,  
Newcastle upon Tyne,  
NE4 7AR

By email to National Transport Casework team at: [nationalcasework@dft.gov.uk](mailto:nationalcasework@dft.gov.uk)  
for the attention of Sandra Zamenzadeh.

and by First Class post

Dear Secretary of State,

**The Bournemouth-Swanage Motor Road and Ferry Acts 1923 & 1986 and Transport  
Charges (Miscellaneous Provisions) Act 1954**

**Application for revision to the charges for use of the ferry  
between Sandbanks and South Haven Point**

**Introduction**

1. I am writing to oppose the application by The Bournemouth-Swanage Motor Road and Ferry Company ('the Ferry Company') to increase toll charges pursuant to the Transport Charges (Miscellaneous Provisions) Act 1954 ('the Act') and to ask the Secretary of State to reject the application by the Ferry Company.
2. I do not consider that there is any justification for an increase in toll charges given the high levels of profitability and dividend distributions by the Ferry Company over recent years. The Ferry Company in its application, as in previous such applications over a number of years, again seeks to justify a toll increase on the basis of the need to prefund the cost of a new ferry, this time for entry into service in 2032.

3. I consider that the capital required for a new ferry should be provided by the Ferry Company, utilizing shareholder reserves from its retained profits, and from third party debt when the new ferry is commissioned. The costs of capital associated with a new ferry, when it eventually comes into service, should be borne by the users of the new ferry along with operating costs when it is in service and not by the current users of the existing ferry.
4. There is more than adequate time for the required equity capital to be accumulated out of the existing profitability of the Ferry Company or by its parent company, and for appropriate debt facilities to be put in place. If the current owners are not willing or able to provide the requisite capital in twelve years' time, then alternative owners of the Ferry Company, who would be prepared to do so, should be sought.

#### Background

5. The Ferry Company is a monopoly provider of the ferry service between Sandbanks and South Haven Point pursuant to Acts of Parliament. It is regulated by the Act. As such, the Ferry Company should be regulated with regards to its tariffs, service delivery and social responsibilities in the same way that other monopoly providers of essential services, such as water or electricity, are regulated.
6. Whilst shareholders should obtain a reasonable return on the capital necessarily deployed, this should be based upon an Independent assessment of the value of the assets deployed based upon their economic value and a risk-based capital structure utilizing an optimal proportion of debt and equity. This should be in line with the basis upon which the capital structure and return on equity capital is assessed for other regulated monopoly providers.

#### Basis for any toll increase

7. The basis upon which any toll increase should be considered should be based upon a reasoned assessment of the overall operating costs of the Ferry Company and whether it is providing the requisite level of service. An allowance for the cost of capital should be included in costs but as indicated in paragraph 6 above, this should be based upon an appropriate determination of the capital deployed in the business and an optimal capital structure. No such case has been put forward as far as I'm aware.

#### Financing of a replacement ferry

8. The cost of financing a new ferry when it eventually enters service should be borne by the users of the new ferry. There is no rational reason why current users of the existing ferry now and for the next twelve years should be paying to use a new ferry the benefit of which they will not enjoy. This is in line with most regulated and commercial businesses. It is pertinent to note that the existing ferry may require

replacing at an earlier date if key spare parts become increasingly unavailable or environmental regulations change, restricting or prohibiting the use of fossil fuel powered ferries.

9. It is my understanding that under its Acts of Parliament, the Ferry Company can borrow up to £5 million. Given that the borrowing limit of the Ferry Company in the Acts of Parliament was set many years ago, there should be no inherent reason why the Acts of Parliament could not be amended to allow for a higher borrowing limit – they have been amended on several occasions in the past and there is plenty of time to do so before the proposed ferry replacement date as well as justification i.e. the increased cost of ferry replacement due to inflation.
10. The current borrowing limit would represent some 40% of the projected cost of a new ferry in 2032, or around 60% of the cost if it was replaced over the next couple of years. This borrowing should be capable of being provided by bank or lease company finance. Some twelve months ago the Ferry Company's bankers, who it is understood are also bankers to the Ferry Company's parent company, indicated in a letter to the Ferry Company, now made public, that their initial observations were that neither the assets of the Ferry Company nor the equity interest in the Ferry Company would provide sufficient security to enable that particular bank to *'proffer the funding facilities requested at this time'*
11. It is unclear what the funding facilities requested were from the bank concerned or the case presented to the bank. There are, I consider a number of specialist wholesale banks and asset finance companies that with a well-presented proposal would be prepared to give consideration to providing an appropriate level of finance to this monopoly, cash generative, relatively low risk and highly profitable operator. I recognize that such lending organisations may require some form of support from the Ferry Company's parent company in order to enable the optimal level of debt to be provided. The cost of such support should be rewarded appropriately in the cost of capital model.
12. If the current capital or borrowing structure of the Ferry Company's parent company does not support third party debt financing of a new ferry for some reason, then it should be reconfigured to make sure that it does – again there is plenty of time to do this in advance of the proposed ferry replacement date. There is no reason why current or future users of the ferry should pay for an inefficient capital structure or provide cross subsidies for other businesses within the Ferry Company's parent company group. The equity required for a new ferry should be provided by the equity holders, who should be rewarded appropriately when they have invested the capital but not before.
13. Should the Ferry Company's parent company be unable or unwilling to provide such support, there are a number of alternative owners of the business who would I'm sure be interested in acquiring the business, including institutional infrastructure funds who already operate local ferry companies in Southern England.

14. I would also note that in its proposals for a toll increase the Ferry Company has said *'The Ferry Company owners have committed voluntarily to ensuring the Ferry Company is loaned the required funds when required and to acquire and bring into operation a suitable, newly built replacement vessel for the current ferry, Bramble Bush Bay, by the time it reaches the end of its useful life'*. It is thus unclear why any pre-funding is required now or immediately before the new ferry is ordered

#### Return on capital to shareholders

15. The return on equity to capital providers of the Ferry Company should be based upon a properly assessed and independent determination of the value of the assets and capital deployed in the business and an appropriate risk related return calculation. Shareholders have received strong returns over recent years up until the current operating difficulties. In particular, the assets should be assessed based upon their economic value reflecting replacement cost, alternative use value or third-party sale value. The value of the land, roads and slipways of the Ferry Company, for instance, is shown in its 2019 accounts at £11.5 million compared with a cost figure of £140,000. At the public inquiry in 2018, a construction engineer opined that the cost of re-building the access road to the ferry to be in the order of £3 million. It is difficult to see how the balance of the assets can possibly equate to £8.5 million.
16. In assessing the return that the shareholders in the Ferry Company should be earning, as with other regulated monopoly providers, a weighted average cost of capital basis should be used reflecting the risk adjusted cost of both debt and equity based upon an optimal capital structure.

#### Conclusion

17. It is difficult to see any justification for an increase in tolls. The justification for such an increase could be if costs of operating the ferry had increased materially and resulted in the shareholders in the Ferry Company receiving an inadequate return. The latter would be determined based upon medium term returns that they have earned on capital reflecting a properly assessed valuation of the assets in the business, an optimal capital structure and a risk adjusted return on equity capital.
18. Given the relatively stable level of operating profits of the Ferry Company, other than in years when major maintenance has been undertaken on the ferry and the ferry has been out of service for an extended period (and no doubt in 2020), and the questionable value of the assets in the balance sheet, it is difficult to see how an inadequate return in recent years can be demonstrated and that a toll increase can be justified on grounds of inadequate returns.
19. In terms of raising tolls in order to pre-finance a new ferry that would come into service in 12 years' time, there is no reason why users of the ferry today should be

paying for this. The cost of the new ferry, including its financing costs, should be paid by the users at the time. There should be several ways in which the finance can be provided through a combination of equity and debt financing and there is plenty of time to put this in place.

20. Before the Secretary of State reaches a conclusion on whether the Ferry Company's application for an increase in tolls should be granted, there should be a full public inquiry and consultation in front of an appointed Inspector as there has been on previous occasions when the Ferry Company has applied for toll increases.
21. It is recognised that in the current environment a public inquiry is unlikely to be practicable in the short term but there is no reason why it couldn't be held in due course. Failure to do so, could result in an application for a Judicial Review of the decision-making process, which would clearly be time consuming and expensive.
22. I would be pleased to discuss the contents of this letter with you or your Departmental colleagues.

Yours sincerely

Eric Stobart  
M.Sc (Econ), FCA



**From:** [jcbssouth@gmail.com](mailto:jcbssouth@gmail.com)

**Sent:** 11 October 2020 16:56

**To:** [nationalcasework@dft.gov.uk](mailto:nationalcasework@dft.gov.uk)

**Cc:** Sandbanks Ferry <[email@sandbanksferry.co.uk](mailto:email@sandbanksferry.co.uk)>

**Subject:** The Bournemouth -Swanage M.R. & Ferry - Public Inquiry - 16 November 2020

Dear sir

I attach my additional submission to the above Inquiry and would be grateful if you would please acknowledge receipt.

Regards

John South

**From:** jcbssouth@gmail.com [mailto:jcbssouth@gmail.com]  
**Sent:** 14 April 2020 11:46  
**To:** NATIONALCASEWORK <NATIONALCASEWORK@dft.gov.uk>  
**Cc:** email@sandbanksferry.co.uk  
**Subject:** Sandbanks Ferry - proposed toll increases - attention Sandra Zamenzadeh

Good morning

I am emailing to register my objection to the proposed toll increases for cars, lodged by the Bournemouth-Swanage Motor Road and Ferry Company in February 2020. My interest is as a resident of Studland for the past 23 years and as a regular user of the ferry by car. I contend that the proposed increase of tolls for cars is unnecessary and/or excessive given the existing toll revenues and finances of the Ferry Company; further that there should be larger discounts for local residents as is the case with other ferries operating elsewhere in England; and that it should not be obligatory for substantial payments to be made up front to purchase books of tickets in advance by those on low or fixed incomes (e.g. OAPs such as myself) in order to get the benefit of such discounts as are currently offered.

Regards

John South  
Knighton House  
Ferry Road  
Studland BH19 3AQ

---

This email has originated from external sources and has been scanned by DfT's email scanning service.

---

**The Bournemouth -Swanage M.R. & Ferry**  
**Public Inquiry into application for increase in tolls**

**John South's Objections**

I object to the proposed increase in tolls for private motor vehicles on two grounds, namely (1) that there is insufficient discount proposed for local residents who use the ferry frequently; and (2) that it is time that the toll motor road and ferry is taken out of ownership by a private company making profits out of what is an essential service "saving over 25 miles on a journey from Poole to Swanage" (as advertised by the Ferry Company) for the public benefit, put under local authority control and operated on a not for profit basis, which should result in tolls being reduced rather than being constantly increased.

**1. Discounts for local residents:**

I contend that whatever new tolls are approved there should be a much-improved discount scheme for local residents whether or not they are frequent users of the Ferry.

At present the best discount which can be obtained by users of private cars is 24% and in order to achieve this they have to pay out a minimum £170 in advance before they use the Ferry. Many local residents can't afford such an outlay. I understand that the Ferry company proposes that the discount in future be increased to 30% of their much higher charge, but in my opinion even a 30% discount on charges which have to be paid in advance is neither fair nor acceptable for local residents.

I cite the following examples of provisions which apply for "local" users of other toll ferries, bridges and tunnels in England. ( I believe it to be reasonable to compare charges for toll bridges and tunnels with tolls for the Sandbanks Ferry because all are a charge upon road users seeking to get from A to B who have to pay for a crossing over or under land or water for part of their journey.)

The following should be noted (I quote only the rates for users of private cars):

1. The Woolwich Ferry is free – funded entirely by Transport for London.
2. The Dartford Crossing – normal charge £2.50; local resident charge – NIL - if you pay a fee of £ 20 p.a.
3. Dartmouth Higher Ferry – normal charge £6.70 (cost of return ticket £11); for an outlay of £62, users can make 40 crossings i.e. £1.55 per crossing which = a 76% discount on the single crossing price
4. The Itchen Bridge, Southampton – 80p toll at peak times, 70p at off peak. Concessionary toll for local residents is 40p (peak = 50% discount) and 30p (off-peak = 57% discount)
5. Torpoint Ferry & Tamar Bridge- £2 normal charge, TAG charge £1 = 50% reduction (TAGs can be obtained free of charge). NB: tolls only apply to crossings in one direction NOT BOTH
6. Mersey Tunnel - £1.80 normal charge, £1 for local resident = 44% discount
7. King Harry Ferry - £7 single (day return £9); Fal Mussel Card local savings – website states "you can travel for less than half price if you use the ferry more than 3 times e.g. buy 240 credits for £138, giving cost per journey of £2.30 = 67% discount.

The Ferry Company may claim that if they provide bigger concessions to local residents, they will need to increase the fares charged to others in order to make up lost income. But I believe that any loss will be offset to a significant extent by local residents who will make greater use of the ferry, particularly at times when the ferry is usually less busy e.g. commuters who currently travel the long way round by road, shoppers, retired persons (of whom there are many on both sides of the ferry) getting out and about and by locals generally for leisure purposes. As an OAP, 83 years old and resident in Studland for many years, I would certainly use the ferry much more often if the crossing cost were reduced.

I am not able to opine precisely what discount should be provided for local residents in the case of the Sandbanks Ferry and will leave the detailed calculations to those more skilled in such matters, but I do maintain that the information I have supplied demonstrates that the principle of substantial discounts for locals is widely applied and, I contend, should also be applied in this case. I suggest it should be in excess of 50% rather than the 30% proposed by the Ferry Company.

## **2. Ownership of the Toll Motor Road and Ferry:**

I contend that the ownership of the toll ferry and road under an Act of Parliament almost 100 years old is completely outdated.

**The road:** I believe that Dorset Council should be directed (or if that is not possible, invited) to use its compulsory purchase powers to acquire the road, making a GVD (General Vesting Declaration) as to the precise boundaries of the road and its verges, from where it begins close to Studland Village up to the toll booths. Ownership of the road is surely neither necessary for the Ferry Company to operate the Ferry, nor does it produce any revenue for it. Removal of the road from ferry ownership and it being taken over as a public highway by the Highways Authority would put to bed once and for all any debate about valuing the road in the Ferry Company's accounts. The cost of acquiring it from the Ferry Company (if indeed it owns the road – which I understand is disputed by some) should be minimal since it produces no income for the Company. And it would enable the Highways Authority to exercise proper control over a section of road which gives rise to so many parking, littering and hygiene (camping with or without vehicles) problems, particularly in the summer months.

**The Ferry:** I also contend that the Ferry should be brought into public ownership (perhaps jointly owned by Dorset Council (1) and Bournemouth Christchurch and Poole Council (2) as the local authorities which it serves) because it provides (or should provide) a service to the general public which ought to be on a not for profit basis, as previously stated. There must be little doubt that tolls could be greatly reduced even though it may be necessary for the acquiring authority initially to reflect the cost of acquiring the Ferry from its present owners in the tolls it charges.

John South – 11 October 2020

**From:** jcbssouth@gmail.com [mailto:jcbssouth@gmail.com]  
**Sent:** 05 December 2020 13:00  
**To:** ETC <ETC@planninginspectorate.gov.uk>  
**Subject:** DPI/G1250/20/9 Bournemouth & Swanage Ferry fees consultation

Good morning

I refer to your email dated 18 November (from Sarah Tudor) advising that objectors to the proposed increase in tolls for the Bournemouth and Swanage Ferry have the opportunity of commenting on the alternative toll proposals submitted by the Bournemouth/Poole/Swanage Councils Consortium (Consortium) and by the National Trust.

My comments are:

**Consortium proposal:** I OBJECT to their proposal because it fails to offer any benefit whatsoever over and above the limited benefits proposed by the Applicant for local resident car users (their Council Taxpayers) who, as stated in my "Objection" already submitted (11 October 2020) deserve more favourable treatment, for the reasons given therein. I wish to point out that in order to obtain the maximum 30% discount by purchasing a book of 50 tickets, local resident car users will have to pay £170, rising to £230, IN ADVANCE of using the ferry. This is a cost which many will be unable to afford at all or, if they do find the money, they will only be able to do so by credit card purchase incurring likely interest charges, which will significantly reduce any benefit from a cheaper ferry crossing cost.

**The National Trust proposal:** I believe that the Trust has presented a well-argued case and I support their proposal.

Regards – John South

-----Original Message-----

From: Jon Bellamy <jrwbellamy@aol.com>

Sent: 24 October 2020 14:08

To: ETC <ETC@planninginspectorate.gov.uk>

Subject: DPI/G1250/20/9 Ferry Toll Charge Increase Proposal

Dear Sir/Madam,

I strongly object to the proposed increase in the Bournemouth-Swanage Motor Road and Ferry proposal to increase the car fare by 50%.

The ferry company have provided a very poor service (lengthy periods out of service) over the last few years, offers only a small discount to local people and obviously operates as a monopoly.

There is only limited employment in Purbeck, much of it seasonal. For those of the less well off in Purbeck who have to work in Bournemouth or Poole, the already significant charge of £9 per day would become £13-50, a major burden on their income. The only alternative is a lengthy drive round Poole Harbour - adding to both congestion and CO2 plus pollution.

The fare increase seems designed to generate maximum revenue from less price sensitive tourists at the expense of the frequent users in Purbeck.

yours sincerely,

Dr Jon Bellamy

[Coronavirus advice image with text saying Hands, Face, Space]

Please note that the contents of this email and any attachments are privileged and/or confidential and intended solely for the use of the intended recipient. If you are not the intended recipient of this email and its attachments, you must take no action based upon them, nor must you copy or show them to anyone. Please contact the sender if you believe you have received this email in error and then delete this email from your system.

Recipients should note that e-mail traffic on Planning Inspectorate systems is subject to monitoring, recording and auditing to secure the effective operation of the system and for other lawful purposes. The Planning Inspectorate has taken steps to keep this e-mail and any attachments free from viruses. It accepts no liability for any loss or damage caused as a result of any virus being passed on. It is the responsibility of the recipient to perform all necessary checks.

The statements expressed in this e-mail are personal and do not necessarily reflect the opinions or policies of the Inspectorate.

DPC:76616c646f72

This email has originated from external sources and has been scanned by DfT's email scanning service.

The information in this email may be confidential or otherwise protected by law. If you received it in error, please let us know by return e-mail and then delete it immediately, without printing or passing it on to anybody else.

Incoming and outgoing e-mail messages are routinely monitored for compliance with our policy on the use of electronic communications and for other lawful purposes.

-----Original Message-----

From: Julia Laister <julialaister@hotmail.co.uk>

Sent: 26 November 2020 08:41

To: ETC <ETC@planninginspectorate.gov.uk>

Subject: Sandbanks ferry toll objection

Dear Sir/Madam

I am a Swanage resident who makes the commute on the ferry to Poole twice a day to take my son to school. The ferry price is already very high and I am struggling to afford it. The traffic on the road to Poole via Sandford is often congested and a nightmare getting to Poole in the morning and afternoon rush hour. The ferry is at half capacity or less for term time all through the year. It's such a shame that a great service is so under-utilised.

I read the proposal from the National Trust and was very impressed. This would resolve the issues of ferry under capacity and also alleviate congestion on the sandford road to Poole. Locals would be paying a fair price for a service which would really benefit them day-to-day.

Best regards

Julia Laister

I read the proposal from

Sent from my iPhone

**From:** Mary Sparks <[marywdsparks@hotmail.co.uk](mailto:marywdsparks@hotmail.co.uk)>

**Sent:** 19 October 2020 12:01

**To:** [Kathleen.Watson@dft.gov.uk](mailto:Kathleen.Watson@dft.gov.uk); [nationalcasework@dft.gov.uk](mailto:nationalcasework@dft.gov.uk); Sandbanks Ferry <[email@sandbanksferry.co.uk](mailto:email@sandbanksferry.co.uk)>

**Subject:** Virtual Public Enquiry - The Bournemouth-Swanage M R and Ferry Co.

Dear Sir /Madam,

Please find attached Langton Matravers Parish Council's formal objection to the proposals made by the ferry company. Please can our objections be forwarded to the Inspector to form part of the enquiry.

Please acknowledge receipt of this submission.

Best wishes,

Dr Mary Sparks,

Parish Clerk, Langton Matravers Parish Council.



**Objection to Bournemouth-Swanage Motor Road and Ferry Company's  
Application to the Secretary of State for Transport for an Order to revise the charges for  
the use of the ferry between sandbanks and South Haven Point.**

Langton Matravers Parish Council objects to the above application for the following reasons.

**Excessive profit**

While it is not unreasonable for a company to seek to make a profit, it is important, in the case of a monopoly, that the service provider should not exploit its position and should limit itself to a return which is reasonable. That is, an amount which is sufficient to pay a reasonable return to its investors and to ensure its future viability by making adequate provision for replacement of assets. The ferry company is seeking to justify its price increases based on a return on asset value. This valuation is a spurious one as it does not reflect its liquidation value, re-sale value nor the monies actually invested. In the case of a monopoly supplier a return based on turnover is more appropriate. This will enable bench marking against similar suppliers to establish a reasonable and justifiable return. The ferry company's 2018 application was rejected in part because the increase was deemed to be excessive. There is nothing of a substantive nature in the latest application which addresses this issue.

**No guarantee as to the use of the ferry replacement reserve.**

While the ferry company have expressed an intention to build up a reserve for the purpose of purchasing a replacement ferry, they are not offering any legally binding undertaking to guarantee that this reserve will be used exclusively for the stated purpose. The ferry company's 2018 application was rejected in part because no such guarantee was offered. There is nothing of a substantive nature in the latest application which addresses this issue.

**Proposed increase in fares particularly for foot passengers and cyclists are excessive.**

Fare increases for motorised vehicles are deemed to be excessive; these concerns are broadly addressed under our first objection. However, we have additional concerns with respect to cyclists and foot passengers. Such an increase could have a significant negative impact on the health and well being of those who have historically used the ferry for recreational and exercising activities, as well as deterring commuters and students from choosing the healthier option for their trip to work or college.

**Discounts for local users**

Many local users are dependent on the ferry for getting to and from work, essential shopping and hospital visits. The application does not provide sufficient and appropriate detail as to how discounts will be provided in future for locals involved in essential travel.

**From:** Malcolm Tice [mailto:malcolmtice14@gmail.com]

**Sent:** 14 April 2020 14:29

**To:** NATIONALCASEWORK <NATIONALCASEWORK@dft.gov.uk>

**Subject:** Objection to the proposed increase in tolls for the Bournemouth - Swanage Motor Road and Ferry Company - February 2020

FAO : Sandra Zamenzadeh

Dear Sandra

I am writing to put on record my objections to the above application to increase various tolls on the Sandbanks to Shell Bay ferry. I am a full time resident of Studland having purchased a property in 2014. In that period there has been a significant increase in the fares charged. The service has been unreliable and there have been substantial periods whilst the ferry has been out of action.

Whilst my wife and myself are retired we have the need to visit Westbourne, Bournemouth, Ferndown and Southampton regularly and the lack of a reliable service has added significantly to our journey times particularly in the summer months because of heavy traffic on the A354 via Wareham.

We also have to go to Sandbanks frequently and this is 3.7 miles via the ferry and 25 miles when the ferry is out of action. This is particularly frustrating as Sandbanks is so close by and can be seen from our house.

My objections to the application to increase tolls are as follows:

- The ferry company is already very profitable. There is no need to increase fares in order to replace the ferry.
- Previous applications have referred to the need to pay for a new ferry. There is no sign of this happening in the near future. Tolls increase and no action is taken. As mentioned above there is no need to increase fares in order to replace the ferry as the current profitability together with some funding would be sufficient.
- Significant dividends are paid to the owners rather than the profits being applied to purchase a new reliable vessel. Originally the existing vessel was deemed to have a useful life of 23 years. Subsequently the Directors decided to depreciate the vessel over 40 years and also extended the servicing program from 2 to 4 years between major refits. This appears to be in search of greater profitability. Reliability has, not surprisingly, now become an issue.
- The strategy of the company seems to require the current users of the ferry to pay for the new ferry which would then operate from 2034 for another 30 to 40 years. Normal commercial practice is to obtain funding for a capital purchase at the time of the expenditure, and then use the tax relief and future income to pay for the asset. The future users would therefore be funding the ferry replacement.

I would be pleased if my objections can be put before the individual considering the application. In the event of a Public Inquiry being held I would hope to attend.

Yours sincerely  
Malcolm Tice

Ballard Glebe  
Glebe Estate  
Studland  
Swanage  
Dorset  
BH19 3AS

---

This email has originated from external sources and has been scanned by DfT's email scanning service.

---

**From:** Malcolm Tice  
**Sent:** 21 October 2020 11:17  
**To:** Sandbanks Ferry <[email@sandbanksferry.co.uk](mailto:email@sandbanksferry.co.uk)>  
**Subject:** Inquiry objection

Dear Sir

Following an email from Kathleen Watson of 6th October I have amended my objection as over 6 months have now elapsed. As requested I attach hereto the amended document.

Yours faithfully  
Malcolm Tice

## **Virtual Public Inquiry - The Bournemouth-Swanage M.R. & Ferry Company**

I am writing to put on record my objections to the above application to increase various tolls on the Sandbanks to Shell Bay ferry. I am a full time resident of Studland having purchased a property in 2014. In the ensuing period there has been a significant increase in the fares charged. The service has been unreliable and there have been substantial periods whilst the ferry has been out of action. The Ferry company also decided to unilaterally withdraw the service as it was uneconomic to operate during lockdown. This caused further distress and inconvenience to users of the service.

Whilst my wife and myself are retired we are frequent users of the Ferry, and the lack of a reliable service has added significantly to our journey times particularly in the summer months because of heavy traffic on the A354 via Wareham.

We also have to go to Sandbanks frequently and this is 3.7 miles via the ferry and 25 miles when the ferry is out of action. This is particularly frustrating as Sandbanks is so close by and can be seen from our house.

My objections to the application to increase tolls are as follows:

- The ferry company is already very profitable. In the year to 31<sup>st</sup> March 2019 the company made a pre-tax profit of £1.48M .There is no need to increase fares in order to replace the ferry. Michael Kean – Managing Director of the company, admitted at the last Public Inquiry that the company placed payment of dividends ahead of building up funds for the ferry replacement. The then Inspector refers to this in his summing up as being unacceptable.
- Previous applications have referred to the need to pay for a new ferry. There is no sign of this happening in the medium term. Tolls increase and no action is taken. As mentioned above there is no need to increase fares in order to replace the ferry, as the current profitability together with some funding would be sufficient.
- Significant dividends are paid to the owners rather than the profits being applied to purchase a new reliable vessel. Originally the existing vessel was deemed to have a useful life of 23 years. Subsequently the Directors decided to depreciate the vessel over 40 years and also extended the servicing program from 2 to 4 years between major refits. This appears to be in search of greater profitability. Reliability has, not surprisingly, now become

an issue. The major breakdown last year was caused by the failure of a component that the ferry company admitted should have lasted the life of the vessel. This surely confirms that replacement should have taken place earlier and been a higher priority.

- The strategy of the company seems to require the **current** users of the ferry to pay for the new ferry which would then operate from 2034 for another 30 to 40 years. Normal commercial practice is to obtain funding for a capital purchase at the time of the expenditure, and then use the tax relief and future income to pay for the asset. The **future** users would therefore be funding the ferry replacement. The financial costs of servicing loan finance would have been partially offset by Corporation Tax relief.
- The Application seeks to build up a substantial cash balance over the next 12 years to pay the majority of the cost of the new Ferry. According to the projected Balance Sheet there would be Bank funds of £5.8M available despite having paid Dividends of over £9M in the 12 years. The dividends are excessive and being enabled by the fare increases sought.
- This cash accumulation program is not commercially efficient from the tax viewpoint. In the 12 year-period going forward the company have provided for Corporation Tax at 19%. This amounts to £3.76M. The increase in the liability is being driven by the fare increases. It is also likely that tax rates could rise post COVID and increase the shortfall further.
- The Ferry company have stated that they cannot obtain loan funding to purchase the new ferry and have enclosed a letter from Handelsbanken to that effect. My own feeling is that this is influenced by the overall facility granted to the Fairacres Group which already has significant borrowings due to its diversification into hotels.
- The ferry company guarantees the overall bank borrowing of the Fairacres Group and as such the accumulation of a substantial cash balance strengthens the guarantee. Hence the reluctance of FG to consider foregoing the fare increase and substantial dividends.
- The cash balances of the ferry company are at risk in three ways:
  - a) From the bank guarantee in respect of FG borrowings.
  - b) From creditors of the ferry company.
  - c) From the FG who could decide not to proceed with the ferry replacement, transfer the funds to themselves perfectly legally, as they form part of the Reserves of the ferry company and are therefore distributable.

**In order to safeguard these funds, they need to be held beyond reach of the above parties. This should be done by physically transferring them to a Trust or an Escrow account.** This is particularly pertinent as increases granted at previous Inquiries have not been applied for the stated purpose of Ferry replacement.

- The events of the COVID lockdown of the past six months must put the financial situation of the ferry company and FG under more strain. The hotels of the Group have not been a financial success since acquisition. They were loss making even in good times when they were open. They must have suffered dreadfully from being closed, suspension of horse racing and lack of wedding and function income. Enough to push many a business to the edge. The ferry must have also suffered substantially from suspension of service and people not being able to travel in the first part of the year.
- In normal times Company Law requires companies to file accounts within 6 months of the financial year end. However COVID has extended this period to December 31<sup>st</sup> for the ferry company and FG . The Inquiry should ask FG not to hide behind this extension and volunteer their accounts in advance of the Inquiry. They form an important part of the information required to ensure clarity as to where things stand.

**If the Inspector were to make an order that allowed the application to proceed as requested, it would substantially enrich the ferry company and it's shareholders at the expense of the users. There would also be no guarantee that the funds would be applied on a replacement ferry.**

I would be pleased if my objections can be put before the individual considering the application. In the event of a Public Inquiry being held I would hope to attend digitally.

Yours sincerely

Malcolm Tice

Ballard Glebe

Glebe Estate

Studland

Swanage

Dorset BH19 3AS

**From:** Malcolm Tice <[malcolmtice14@gmail.com](mailto:malcolmtice14@gmail.com)>  
**Sent:** 14 November 2020 15:32  
**To:** Tudor, Sarah <[sarah.tudor@planninginspectorate.gov.uk](mailto:sarah.tudor@planninginspectorate.gov.uk)>  
**Subject:** Re: URGENT - DPI/G1250/20/9 Bournemouth and Swanage Ferry Fees Inquiry

Good Afternoon Sarah

I am surprised that the Inspector has decided to postpone the Inquiry on the basis of the submission by DCC etc as this is only tinkering with the submission by the Applicant and allows greater projected tolls than already sought by the Applicant. I question the motives of DCC etc as I do not feel that they are serving the interests of residents of Dorset and other ferry users sensibly.

On the basis of your email to Nick Boulter I have decided to place on record the various papers that I will be speaking to as part of my objections to the proposed increases being sought by the Applicant. This also includes a counter proposal that there should be no increase in tolls for the next 12 years as there will be sufficient funds available to both replace the ferry and pay reasonable dividends to the shareholder of the Applicant.

Kindly acknowledge receipt.

Malcolm Tice

On Fri, 13 Nov 2020 at 08:31, Tudor, Sarah <[sarah.tudor@planninginspectorate.gov.uk](mailto:sarah.tudor@planninginspectorate.gov.uk)> wrote:

Good Morning

The Inspector dealing with the application made by the Bournemouth-Swanage Motor Road and Ferry Company has asked me to write to you.

She has, very recently, received a suggested alternative toll regime from a consortium of Councils (Bournemouth, Christchurch and Poole Council, Dorset Council and Swanage Town Council) who are working together in response to the application by the ferry company. The Inspector is content, having regard to the provisions of Section 6(2) of the Transport Charges &c. (Miscellaneous Provisions) Act 1954, that the submitted document can be accepted to the Inquiry. She is mindful though, that should the Secretary of State take that alternative proposal into account, not all those who may have an interest in the outcome of the decision will have had the opportunity to review the alternative regime before it is discussed at the Inquiry. In the interest of natural justice therefore, the Inspector considers that the submission will need to be subject to some form of consultation, with time allowed for the applicant to consider any responses received. In order to allow time for that, the Inquiry will need to adjourn at some point. The Inspector wishes to stress that that is not to be taken as indicating that she has any views one way or the other on the alternative regime. Rather, she will need to hear informed views on it in order to be able to report to the Secretary of State. The applicant will also need time to properly consider the submission and any implications that arise from it.

The Inspector's current thinking, on a without prejudice basis, is to open the Inquiry as planned at 09.30 on Monday morning. She will take appearances and run through the formalities and then explain the proposed course of action set out above. She will then take any questions on procedural matters and ask for any views on the suggested way forward. On the basis of the information that is before her at the present time however, she then anticipates adjourning the Inquiry, without hearing any evidence, to allow for a period of consultation. The Inquiry would then resume at a later date and would proceed to hear evidence on both schemes. The likely date for resumption of the Inquiry would be Tuesday 5 January, again proceeding as a virtual event.

I would just stress again, that the above arrangements are suggested by the Inspector on a without prejudice basis.

Kind Regards

Sarah

Sarah Tudor

The Planning Inspectorate

3A Eagle Wing

Temple Quay House

2 The Square

Temple Quay

Bristol

BS1 6PN

Tel: 0303 444 5572



### **1-FRR as method of funding replacement Ferry**

The Ferry Replacement Reserve (FRR) is not fit for the purpose of funding the ferry replacement. It would require the current, rather than future users, of the ferry to fund the purchase of a new vessel that would not come into service until 2032. .... Now hold that thought.....

- The Accounts and Balance Sheet of the Applicant: Bournemouth – Swanage Motor Road and Ferry Company - aka Sandbanks Ferry Company (SFC) - include Other Reserves which in the notes to the Balance Sheet are described as the Ferry Replacement Reserve (FRR). This is an arcane method of accounting and can be likened to a Sinking Fund which is rarely seen other than in exam papers of the Institute of Chartered Accountants back in the 1960's.
- The idea was to put aside Net Profit after Taxation to facilitate the purchase of a new ferry. Regrettably SFC have seen fit in past years to prioritise the payment of an ever increasing dividend at the expense of the FRR. It was therefore the FRR that suffered when there were not sufficient profits for the required dividend and the FRR was raided to maintain the ever-increasing dividends. The effect of this is highlighted by the fact that in 2008 the FRR stood at £2.496M and 10 years later in 2018 the balance was £2.491M. (Please see appendix MT1 for the historical movements).
- The estimated replacement cost of a new ferry in 2032 is £12.8M and appendix MT 2 shows the projected future movement in the FRR. This information is taken from Applicant's appendix 2.2. Following criticism from the 2018 Inspector, SFC have volunteered to make transfers to the FRR before payment of the dividend.
- There are no other Revenue Reserves of SFC as the company pursues a policy of total distribution. Consequently no fall back funds to cover unforeseen eventualities.
- The use of an FRR for replacing the Ferry is an extremely inefficient method of replacing the ferry. It pre-supposed that all funds are raised from existing users in advance of the event. These funds are treated by HMRC as revenue and are subject to tax in advance of the purchase. With current Corporation Tax (CT) rates at 19% SFC need to raise £15.8M gross to have £12.8M net of tax. In the event that the CT rate were to increase it would be necessary for the fares to increase pro rata.

- Commercial practice would be to match the purchase of the fixed asset with loan and equity using revenue streams and tax relief to fund the purchase. That way would ensure future users of the ferry would be paying for a new ferry that will operate from 2032. SFC would have the benefit of substantial tax reliefs which would equate to £2.43M in cash terms at current CT rates. In the 2020 Application the parent company have volunteered a £5M loan that was not included in the previous unsuccessful application and partially recognises that they cannot hope to put all the purchase cost onto the users by way of the FR
- If the Applicants were to be successful in the fare increase for the next 12 years, it would amount to enrichment of the SFC to the detriment of the existing users. SFC would have the ability to pay dividends to Fairacres Group Ltd in excess of £9M, transfer £5.3M to the FRR and have a shiny new ferry. They would benefit from lower running and maintenance costs, substantial tax reliefs and the ability to pay dividends in excess of £1M pa already projected.

Now back to the beginning -

The Ferry Replacement Reserve (FRR) is not fit for the purpose of funding the ferry replacement. It would require the current users of the ferry to fund the purchase of a new ferry that would not come into service until 2032. ....

Now hold that thought.....

Malcolm Tice

11<sup>th</sup> November 2020

## **2- Need to ring fence the FRR and no fare increase required**

The Applicant has given an undertaking to ring fence the FRR but regrettably this is not sufficient safeguard for the substantial funds held at bank which represent the FRR.

The FRR forms the only Revenue Reserves of the company and as such is totally at the mercy of the proprietor and creditors. There are no other distributable reserves available, as a policy of total distribution is adopted by the company. The SFC is party to a Bank Guarantee to the FG Bankers. As such the FRR is exposed to the non ferry FG activities. It is therefore imperative that if replacement is to be funded by means of the FRR, the funds are placed in an Escrow account or in trust to ensure that they are available when required and beyond the reach of the proprietors, creditors and bankers.

The reasoning behind this becomes clear when one looks at the history of the company. In the early 1960's the FC was sold by the original proprietors. The purchasers were Raglan Property Company who operated the Ferry for approximately 20 years. The ferry revenues were used to prop up the failing property company. Eventually Raglan failed and the company bankers seized the ferry operation and ultimately in 1983 sold it to Silvermist Properties (Chelmsford) Ltd – the forerunners of the Fairacres Group Ltd. Over the years of FG ownership ever increasing dividends have been paid. These dividends have not been passed on to the individuals owning the FG but used to help fund diversification into the Hotel business. By the end of 2018 FG had spent £23M on these other activities funded by cash balances and borrowing. This diversification has not been a success and Review Hotels Ltd have yet to earn a profit over the 8 years and has incurred substantial borrowing. The Inspector should ask FG to release the Accounts to 31<sup>st</sup> March 2020 of FG and Review Hotels to the Inquiry as they are pertinent to the risks that SFC is exposed to under the bank guarantee. They currently have a COVID dispensation on filing until 31<sup>st</sup> December.

SFC has applied for a fare increase over the 12 years to the projected ferry replacement date of 2032. Please find attached Appendix MT3 which shows that on the following assumptions there is no need for a fare increase at all:

- A loan or equity input by FG of £5M.
- Ferry cost of £12.8M.
- Current FRR balance of £3.6M

- Current FRR shortage = £12.8M - £5m - £3.6M = £4.2M
- Recovered over 12 years straight line =£346K pa
- Any shortfall of FRR in one year recovered in the next year

With no increase we can fully fund the FRR up to £7.8M as above and pay dividends over the period of nearly £3.3M. There could possibly be an argument for a small fare increase after year 6 to maintain dividend levels.

In conclusion – there should be no fare increase for the next 6 years and the FRR funds have to be legally ring fenced and not encompassed within the bank guarantee. There is not only the threat from the bank but as things stand today FG may not be in a position to renew the ferry at some future date and would be entitled to withdraw the FRR balance by way of loan or dividend.

Malcolm Tice

11<sup>th</sup> November 2020

### **3 - Ongoing ability to provide a reasonable return on investment**

The above is covered by appendix 3.3 in the ferry company's application for a fare increase. The ferry company admits that this is a contentious subject as there is no definition of what a reasonable return is. The appendices 4.1 and 4.2 show the forecast returns on investments and dividends, they calculate the returns on the basis of profit after tax (PAT) for calculating the return. Most calculations of return on investment utilise profit before tax (PBT). The use of PAT works for the benefit of the applicant as it shows a lower rate of return.

This inconsistency is confirmed by 5.1 where database RiskDisk.com uses the comparator of PBT in its' statistics as admitted by Ferry company.

Para 3.3.5 States that the dividend received represents the true return on investment. I take issue with this comment. The Dividend received by the owners is not the only return. As owners of the company they benefit from transfers to the FRR. It represents part of the Shareholders Funds albeit supposedly for the ferry replacement. It increases the net worth of the company for the long term and the benefit of the shareholders.

Para 3.3.9 refers to comparing the Ferry company returns with SIC code 6120 "Inland Water Transport" and SIC code 6110 "Passenger Sea and Coastal Water Transport". Reference to the Internet shows that these codes are incorrect. The correct codes should be 5010 and 5030. The Codes quoted by the applicant refer to "wired telecoms activity" and "wireless telecoms activity". We should seek clarification as to which statistics are included in the appendix 5.1.

I obtained financial data for the companies in SIC 5010 and 5030 from Experian. Of the 195 companies under these headings only 34 had lodged financial data at Companies House. They include very large operations such as P & O and Stena, cruise lines, Island Ferries and excursion companies, Bicycle hire, Port Management, back to back charter companies. It is well known that SIC codes are not accurate or policed by the ONS or Companies House.

It is questionable as to whether these sectors are the true comparative. According to Wikipedia there are 15 Chain Ferries operating in the UK.. They can be split as follows:

- 2 Incorporated by Act of Parliament.
- 1 exempt from filing detailed accounts.
- 2 owned by private individuals.
- 1 Community Trust
- 2 owned by Public Houses.
- 7 owned by Local Authorities or County Council.

None of the above are available as a comparator in the above SIC groups as their financial results are not on public record. The sample obtained are not comparable to a Chain ferry. By the very virtue that a Chain Ferry is still attached to the land that make it a much lower risk operation. You do not need to be a Master Mariner to operate it, and it is a low tech vessel with almost tractor technology for propulsion. It is often described as a floating bridge. A better comparative would surely be a toll bridge, tunnel or some other infra structure project. This return would be around 4- 6%.

It is interesting that the majority of the major Chain Ferries are in public ownership as they are considered part of the essential Infra structure.

The ferry company states that its return on capital employed at 7.8% is far below those in the comparative group. However the comparative group is not representative. This is once again overlooks the fact that the asset value of the ferry company is grossly overstated. In Shareholders Funds of approximately £16M is included a Revaluation Reserve of £12.5M. The ferry company is seeking a return on the revaluation of various assets. The main one is the road for which they paid no money to acquire the land upon which it sits, but merely had to bear the cost of putting down the tarmac surface. The valuation also includes the value of the right to receive the income from the road. This is introducing an element of circularity into the process and is inappropriate.

The original cost of the Land, roads and slipways is £138,977. Gerald Eve has valued them in total at £12.370M. An uplift of in excess of £12M. Shareholders funds also includes £3M of cash at bank which represents the FRR. It is unreasonable to expect a commercial return upon cash held to replace the ferry. Adjusting the road valuation to replacement cost of say £3M and removing the cash at bank from the calculation of return, we end up with a 17.8% return. This exceeds the median return of 14% stated in the application which is in itself inappropriate as previously stated. Including an element of risk for the ferry 6% would be appropriate on true capital employed.

In Para 3.3.10 the Applicant admits that they earn a higher PBT as a % of Turnover than other companies in the comparison group. The Application fails to show that it is 6 times higher (600%) higher. There is no information provided. The Ferry company shows between 40 -50% for this ratio. Research shows the comparatives are between 6 – 8%. The Applicant justifies this by dubious statements that the SFC are efficient and control costs. The plain fact is that the existing Tolls charged are far higher than required to cover the costs incurred in the operation. The fare tariff sought is driven by the scale of the dividend which is as much as 25% of revenue. However the transfer to FRR is also a return to the Applicant. True earnings are 40 – 50% of Turnover.

In summary the existing fare tariff for the next few years is sufficient to replace the ferry eventually, if a suitable loan to equity structure is planned for. At the same time reasonable dividends can be paid to the owners to reflect the true value of the investment in the Ferry. See Appendix MT3.

## Appendix - MT1

### SFC -Historical FRR and Dividend Info 2003 - 2020

	FRR Balance	Movement	Dividend	Ferry Replacement			FRR Transfer
				Date	Years	Cost	required pa
				2017	14	£6.203M	£361K
2003	1,145,000		??				
2006	2,072,000	927,000	??				
2008	2,495,940	423,940	??				
2009	860,432	-1,635,508	??	2017	9	£7.728M	£581K
2010	1,175,835	315,403	490,875				
2011	1,049,722	-126,113	611,795				
2012	1,519,340	469,618	626,400				
2013	1,208,450	-310,890	661,200				
2014	1,542,971	334,521	696,000				
2015	1,087,275	-455,696	713,400				
2016	1,566,685	479,410	730,800				
2017	1,931,434	364,749	748,200				
2018	2,491,091	559,657	751,875	2026	8	£10.669M	£1022K
2019	2,565,735	74,644	0				
2020	3,646,180	1,080,445	0	2032	12	£12.8M	£346K

£5M Loan  
to facilitate

## Appendix - MT2

### SFC - Proposed FRR and Dividend info 2021 - 2032

	FRR Balance	Movement	Dividend
2021	4,243,622	597,442	429,601
2022	4,620,930	377,308	990,807
2023	4,806,558	185,628	184,193
2024	5,270,755	464,197	998,690
2025	5,423,778	153,023	999,303
2026	5,995,891	572,113	996,137
2027	6,082,368	86,477	350,057
2028	6,763,489	681,121	997,667
2029	7,224,543	461,054	999,123
2030	8,010,830	786,287	996,283
2031	8,097,655	86,825	433,582
2032	8,985,334	887,679	999,541
		<b>TOTAL</b>	<b>TOTAL</b>
12 years to add to FRR.....		<b>Additions</b> 5,339,154	<b>Dividends</b> 9,374,984
		<b>AVERAGE</b> <b>Addition</b> 444,930	<b>AVERAGE</b> <b>Dividend</b> 781,249



## Appendix - MT3

### SFC - FRR and Dividend info 2021 - 2032 - No increase in Fares - Cost +3%

	Profit after Tax App 2.1	Transfer to FRR required	Shortage FRR	Balance as Cumulative Dividend	Dividend
2021	832,572	346,000	0	486,572	486,572
2022	1,227,736	346,000	0	881,736	1,368,308
2023	54,492	346,000	291,508	0	1,368,308
2024	1,038,024	346,000	-291,508	400,516	1,768,824
2025	636,102	346,000	0	290,102	2,058,926
2026	952,777	346,000	0	606,777	2,665,703
2027	-230,797	346,000	346,000	0	2,665,703
2028	853,104	346,000	-346,000	161,104	2,826,807
2029	405,971	346,000	0	599,711	2,886,778
2030	753,608	346,000	0	407,608	3,294,386
2031	-559,080	346,000	346,000	0	3,294,386
2032	638,051	346,000	-292,051	0	3,294,386
<b>TOTAL</b>	<b>6,602,560</b>	<b>4,152,000</b>	<b>53,949</b>	<b>3,294,386</b>	

- A loan or equity input by FG of £5M.
- Ferry cost of £12.8M.
- Current FRR balance of £3.6M
- Current FRR shortage = £12.8M - £5m - £3.6M = £4.2M
- Recovered over 12 years straight line =£346K pa
- Any shortfall of FRR in one year recovered in the next year

## Appendix MT - 4

Company Name		NPBT as a % of Sales		NPBT as a % of Equity	
		Period 1		Period1	
P&O FERRIES HOLDINGS LIMITED	06038077	1.1%		-3.5%	
P&O SHORT SEA FERRIES LIMITED	03291852	5.9%		8.5%	
DAVID MACBRAYNE LIMITED	SC015304	3.3%		20.9%	
CALMAC FERRIES LIMITED	SC302282	2.4%		23.3%	
P&O FERRIES LIMITED	00237626	9.1%		10.2%	
STENA LINE IRISH SEA FERRIES LIMITED	00247740	19.8%		92.7%	
STENA NORTH SEA LIMITED	04571379	42.9%		39.8% *	
SOUTHAMPTON ISLE OF WIGHT AND SOUTH OF ENGLAND ROY.	00002404	22.4%		21.6% *	
WESTERN FERRIES (CLYDE) LIMITED	SC091850	31.4%		18.2%	
ISLES OF SCILLY SHIPPING COMPANY LIMITED	05012204	6.4%		9.8%	
MERSEY FERRIES LIMITED	02495472	-2.4%		21.0%	
GOSPORT FERRY LIMITED	02254382	8.1%		12.7%	
IRISH FERRIES (U.K.) LIMITED	01019995	16.4%		8.9%	
JOHN O'GROATS FERRIES LIMITED	SC144259	10.9%		24.6%	
<b>AVERAGE FOR THE GROUP</b>		6.8%		30.0%	
		10.0%	Excluding insolvent & loss making	19.2%	Excluding insolvent & loss making companies *
		6.2%	removing Stena	12.1%	removing Stena
BOURNEMOUTH - SWANAGE MOTOR ROAD & FERRY CO	2020	41.3%		7.8%	12.2% Reduce road to £3M
					17.8% Reduce road to £3M - cash
	2030	49.9%		10.6%	15.5% Reduce road to £3M
					37.7% Reduce road to £3M - cash

**From:** Malcolm Tice [mailto:malcolmtice14@gmail.com]  
**Sent:** 09 December 2020 15:00  
**To:** ETC <ETC@planninginspectorate.gov.uk>  
**Cc:** Tudor, Sarah <sarah.tudor@planninginspectorate.gov.uk>  
**Subject:** National Trust alternative proposal

AS an objector to the proposals from the Sandbanks Ferry company I have studied the alternatives put forward by the National Trust using a variable pricing approach.

This has the following advantages:

- Utilises the spare capacity to encourage local businesses and residents to use the facility.
- Reduce traffic and pollution on the overburdened A354.
- More affordable commuting from and to the BCP conurbation and onwards.
- Help recruitment and employment in the Isle of Purbeck.
- A win - win for the ferry company as increased discounts will be offset by increased utilisation.

Malcolm Tice  
Studland

**From:** Malcolm Tice [mailto:malcolmtice14@gmail.com]  
**Sent:** 09 December 2020 15:00  
**To:** ETC <ETC@planninginspectorate.gov.uk>  
**Cc:** Tudor, Sarah <sarah.tudor@planninginspectorate.gov.uk>  
**Subject:** Alternative proposals from DC/ BCP/ STC (the "consortium") comments from Malcolm Tice as a Studland resident

In response to Sarah Tudor's email of the 18th November I wish to OBJECT to the alternative proposals put forward by the Consortium on the grounds that I consider them to be ill thought out, and do not serve the residents of the Purbeck area or those from outside who seek employment therein, and are frequent users of the ferry service.

The proposal supports the substantial increase sought by the Applicant for motor cars and vans as follows:

- Single fares for car users will rise from £4.50 to £6.50: a 44% increase
- Book of 10 tickets will rise from £3.60 a ticket to £4.90: a 36% increase
- Book of 50 tickets will rise from £3.40 a ticket to £4.60: a 35% increase

This will impact significantly on local residents who use the ferry for commuting as a car is essential within the rural area, due to being poorly served by public transport. Local employers state that the high cost of the Ferry is a significant issue in recruiting staff to what is a low wage area.

Local residents are already objecting to the Applicant's application to increase fares and questioning the excessive profitability of the operating company which is proposing to pay dividends of close on £1M per year to its shareholder. The Consortium appears deaf to these protests and it's proposal enables the Ferry company to earn revenues greater than they are seeking. See attached spreadsheet.

This illustrates revenues over the 13 year period of £898K in excess of the request by the Applicant. The Proposal is also front end loaded in that by the end of 2027 the Applicant would have received £1.273M more than requested in the Toll variation request.

The Consortium are focussing totally on the well being of Pedestrians, Cyclists and Motorcycles and maintaining the tolls at £1 for the whole 13 year period..

Very green of course except for the latter. They seem to have completely overlooked the significance of what they are proposing in the round. DCC, BCP and in particular Swanage Town Council, are failing to serve the frequent users of the ferry who can ill afford the ever increasing fares. I fail to understand how they can put this proposal forward with a clear conscience, when the operator is already excessively profitable.

## Summary of Turnover - Ferry Co application versus DCC/ BCP/ STC proposal

Turnover comparison				
	Application Ferry Co	Consortium	Difference	
2020	3,030,862	3,130,862	100,000	Caused by books discount
2021	3,196,332	3,138,002 -	58,330	
2022	3,323,598	3,628,196	304,598	
2023	3,201,028	3,645,750	444,722	
2024	3,535,573	3,667,017	131,444	
2025	3,576,276	3,699,792	123,516	
2026	3,764,751	3,720,261 -	44,490	
2027	3,615,570	3,987,820	372,250	
2028	4,008,137	4,014,895	6,758	
2029	4,214,022	4,039,926 -	174,096	
2030	4,243,202	4,062,425 -	180,777	
2031	4,088,227	4,088,639	412	
2032	4,491,641	4,364,581 -	127,060	
TOTAL	£ 48,289,219	£ 49,188,166	£ 898,947	Excess £ 898,947

Excess from  
2021 - 2027 £ 1,273,710

-----Original Message-----

From: Max Bond [mailto:max25bond@aol.com]

Sent: 03 April 2020 11:55

To: NATIONALCASEWORK <NATIONALCASEWORK@dft.gov.uk>

Subject: Bournemouth Swanage Ferry

Dear Madam/ Sir,

Regarding the repeated application from the Bournemouth-Swanage Motor Road and Ferry company for an increase in ferry charges I strongly urge you to deny this application.

The previous application was turned down and soon afterwards the ferry went out of service for almost a year.

They may claim this was co-incidental but to many, many people and businesses it appeared to be sour grapes and almost blackmail. The fact this ferry was out of action hurt not only ambulances and buses but the large amount of small trade businesses that go to and fro and earn low pay, as well as businesses in Swanage that depend on tourists.

If you look at every single road ferry charge in Britain you will see that only two have high charges. This one and one in Devon.

I recommend that you strip this company of their right to run the ferry and compulsory purchase the land.

Most ferry companies charge around 50 pence a journey. Look at their charge. Look at their dividends. Did they provide a service? No.

They say they needed a part they had to locate from abroad. We are a shipping maritime nation. One of our metal workshops could surely have made the part in no time.

Their behaviour has been greedy and devious.

I recommend you bring in another ferry company, perhaps MacBraynes on the west coast of Scotland.

Bring in any reasonably priced ferry company to run this and take away completely their right to run the ferry.

Please take into account that because of the Corona Virus almost every business in Swanage will be struggling and may not survive the year. This was not helped by this Bournemouth ferry company not running the ferry through spring and summer bringing much need tourists to Swanage upon whom many shops depend.

Max Bond  
Dorset

---

This email has originated from external sources and has been scanned by DfT's email scanning service.

---

**From:** max25bond [mailto:max25bond@aol.com]  
**Sent:** 03 December 2020 19:43  
**To:** ETC <ETC@planninginspectorate.gov.uk>  
**Subject:** Bournemouth - Swanage ferry fees

Dear Planning Inspectorate,

Having had time to consider the Counter- Proposals of both the Consortium and The National Trust I make the following comments :

1.  
The Consortium's points are good : They look ahead to a sustainable future with priority for pedestrians and cyclists while allowing workers on average pay (who cannot use the bus or cycle to work) to bulk buy tickets at a discount.

2.  
The suggestion of a **three - stepped** approach to increases is a practical solution and much better than a fragmented system.

3.  
To charge £2 a crossing for pre-bought tickets in batches of 50 or 100 as The National Trust suggest is indeed a good idea. It would return the ferry to being a useful local amenity and help workers on both sides of the channel.

This price is the same as the lower bulk ticket price as charged by the Dartmouth Lower Ferry. Scottish ferries operate in much worse weather and charge £6 from Mallaig to Skye a trip of 30 minutes and £8 for Skye to Tarbet which is 1 hour and 40 minutes and costs £7.

4.  
During November I used the ferry eight times and it was 50 % full on all but one occasion. During May to October on dry days it is usually 90% to 100 % full between 10 am and 6pm.

Very well done to the Consortium on putting forward this proposed plan in order to do a public good and help local people who use or would like to use the ferry and help reduce gridlock on the road through Sandford and on through Corfe Castle.

Regards,

Max Bond

**From:** Churcher, Tracey <[tracey.churcher@nationaltrust.org.uk](mailto:tracey.churcher@nationaltrust.org.uk)>  
**Sent:** 11 November 2020 15:46  
**To:** Tudor, Sarah <[sarah.tudor@planninginspectorate.gov.uk](mailto:sarah.tudor@planninginspectorate.gov.uk)>  
**Cc:** [Denise.Hoggins@dft.gov.uk](mailto:Denise.Hoggins@dft.gov.uk); [Kathleen.Watson@dft.gov.uk](mailto:Kathleen.Watson@dft.gov.uk); Budd, Graham <[graham.budd@planninginspectorate.gov.uk](mailto:graham.budd@planninginspectorate.gov.uk)>; Street, Mark <[Mark.Street@nationaltrust.org.uk](mailto:Mark.Street@nationaltrust.org.uk)>  
**Subject:** National Trust Objection to planned Ferry toll raise

Dear Sarah

Please find the National Trust objection to the forthcoming inquiry in to the Bournemouth Swanage Ferry toll rise application.

We would like to join the inquiry as an objector, with the option of asking questions.

Many thanks

Tracey Churcher



**Tracey Churcher**  
General Manager, Isle of Purbeck  
National Trust, Isle of Purbeck  
☎ Direct line - Currendon: 01929 452317  
☎ Mobile: 07870 364727  
✉ [tracey.churcher@nationaltrust.org.uk](mailto:tracey.churcher@nationaltrust.org.uk)

**Advance notice of leave:**

♻️ Please consider the environment before printing this e-mail



The National Trust is a registered charity no. 205846. Our registered office is Heelis, Kemble Drive, Swindon, Wiltshire SN2 2NA. The views expressed in this email are personal and may not necessarily reflect those of the National Trust unless explicitly stated otherwise. This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error, please notify me immediately. If you are not the intended recipient of this email, you should not copy it for any purpose, or disclose its contents to any other person. Senders and recipients of email should be aware that, under the Data Protection Act 2018, the contents may have to be disclosed. The National Trust has scanned this email for security issues. However the National Trust cannot accept liability for any form of malware that may be in this email and we recommend that you check all emails with an appropriate security tool.



### **Objection to proposed Toll Increases from the National Trust**

The Ferry Company states that it has two main objectives.

- From a public service point of view to be able to provide and maintain a safe, reliable and cost-effective ferry service.
- To provide a reasonable return on investment to the owner.

The National Trust objects to the proposed toll increases on the following grounds.

#### **Affordability of the ferry**

The ferry tolls compared to others around the country, as stated in the objection of John South is exceptionally expensive. It is not always practical or indeed equitable to assume commuters can use foot or bicycle to reach their places of work and thus avoid the vehicle charges. Much of the work in the Studland area is in the service sector which is not highly paid. 70% of National Trust Staff in Purbeck reside on the Poole side of crossing and thus need to use the ferry to access work or to make the long drive around the harbour. The ferry fare as it stands, used for car based commuting purposes takes up 11.6% of take-home pay of the average National Trust employee (when taking full advantage of discounts available). We already find it difficult to attract and retain staff because of this cost. Further raises will make this situation more acute.

This rationale also applies to local residents, many of whom are older and living on pensions, who need to access Poole for healthcare and provisions needs. Car use is key.

Whilst mileage-based comparisons are used to suggest that the ferry offers comparable value for money, this does not take into account the additional time factor this builds into the day for regular commuters. This easily adds an additional 90 minutes travel time each day, which is significant for individuals and families.

The ferry was created *'to provide a more direct means of communication between Bournemouth and Swanage and be of local and public advantage'* (Bournemouth-Swanage Motor Ferry Act, 1923).

Nearly 100 years after this, that regular users cannot afford this more direct means of communication does not seem to be of local or public advantage. Far from increasing tolls, ways to reduce them for regular users seems to be urgently required.

#### **Right of free access to Toll road**

The 1923 Act gave rights for the Ferry Company to raise a toll for the use of the Ferry Road as well as the use of the Ferry itself. In the same Act there were provisions for certain users to have free use, without toll, of the Ferry Road. Section 97 (6) sets out these benefits that the Bankes Settled Estates, now the National Trust would enjoy. The Ferry Company's current justification for increasing the toll is to secure a reasonable financial return from all its assets, including the Ferry Road. Since the separate road toll was removed it can reasonably be assumed that a proportion of the single toll charge includes a return on the valuation or investment in the Ferry Road, the status of which will be raised later in this submission. It is The National Trust's assertion that whenever its employees and anyone else who should benefit from Section 97 (6) pays a single toll it is in fact paying a sum for the use of the road and that it should not be liable for the payment of this

proportion of the charge. Therefore, any new schedule of charges should set out the specific rate applicable to the Ferry only proportion of the charge due to be paid by the beneficiaries of Section 97(6) of the 1923 Act. Alternatively, the Ferry Company could remove any value of the Ferry Road in their calculation of the reasonable return to reach a revised single toll charge for the various types of vehicles and passengers.

#### **Estimated costs and ferry replacement plans.**

The requirement for toll increases is based upon a need for the ferry company to replace the current ferry in 2032 with the new ferry expected in service in 2034 (as shared at the last liaison group meeting). The calculations are thus based upon raising £12.8million for the replacement cost of the ferry, less borrowings that can be up to £5m, by increasing current toll levels in order to have this amount put aside by that date.

In a recently added statement to the Toll Inquiry appendices, the Ferry Company made the following statement

*"To meet this priority, SFC is today making a public commitment to carry out ongoing robust investigations into emerging environmentally -friendly alternatives to diesel propulsion for the replacement of the Bramble Bush Bay, which is due to be ordered in 2032. Currently, Naval Architects do not believe there is a viable non-diesel alternative drive system available on the market and the costs of unproven emerging technologies are an unknown. However, as and when alternative power sources become available, SFC will continue to evaluate their viability and sustainability. These alternative power sources will include but not be limited to electric, hydrogen and biofuel".*

The statement is weakened by the addition below that suggests this is a possibility not a firm commitment for the 2032 replacement.

*"Alongside increases in efficiency, cost savings and the commitment from the Directors not to pay dividends to the owners until the ferry replacement fund is topped up, sound financial planning also ensures that a replacement ferry – ideally a more environmentally-friendly one than the Bramble Bush Bay – can be purchased, when it is judged necessary by the Company's Naval Architects."*

Whilst it is accepted that ferries powered by cleaner technologies are still fairly new. If this is a genuine intention, rather than a populist statement, it is of concern that the finances put forward justifying the fare increases are based upon a quotation of £12.8m for a replacement diesel ferry and the costs for maintaining the current ferry until that time. No exploration has been made of greener alternatives and what impact they might have on financial projections.

Enclosed are some links below to green commercial ferry options to illustrate that this technology is already available in the commercial sector and the general consensus is that they offer significantly lower running costs to the tune of around 80% less. As a total of £7.5 million is costed in for maintenance and running of the diesel ferry between now and 2032, this is potentially a significant saving. Less time out of the water, will also offer opportunities for increased income and a better continuity of service for users.

Whilst the purchase price of newer ferries is still higher than traditional technologies, it is also possible to retrofit existing ferries with electric motors. Whilst the general consensus is that the hull of the existing ferry is in excellent condition, this might offer an alternative way to reduce running costs and improve service without raising tolls further.

It is appreciated that the detail is key. The general point is that no exploration of these options has been carried out before this Inquiry, thus the need for toll rises is predicated upon the quotation for replacing a diesel ferry, which does not reflect the ferry companies stated intent.

### **Environmentally friendly ferries**

<https://www.insider.co.uk/news/debut-most-environmentally-friendly-ferry-20785525>

A new £14 million ferry which operators claim is the most environmentally friendly in Scotland is going into service. The twin-hulled ship takes 430 passengers and 98 cars, and operators **Pentland Ferries** said its green design means it can run for up to six days on the fuel needed for one day on most traditional mono-hull ferries of equivalent capacity

<https://www.bbc.co.uk/news/business-50233206#:~:text=The%20first%20fully-electric%20car%20ferry%20was%20launched%20in,maritime%20industry%20is%20not%20the%20fastest%20to%20change.%22>

Powered entirely by batteries, Ellen is something of a Tesla among ferries. Fully charged, the 60m vessel can sail 22 nautical miles with up to 200 passengers and 30 cars onboard.

<https://www.danfoss.com/en/service-and-support/case-studies/dps/finland-s-oldest-ferry-goes-all-electric/>

### **Retro fitting of existing ferry with electric propulsion**

<https://electrek.co/2018/03/05/all-electric-ferries-battery-packs/>

A new fleet of all-electric ferries with massive battery packs is going into production. This includes new ferries as well as retro fitting existing diesel ferries.

### **Who should pay for the new ferry?**

The financial projections of the ferry company indicate that current users will be those paying for the future ferry. This does not seem to be fair or logical. It would be possible to lease a ferry, which if paired with significantly lower running costs, would create a situation when sufficient revenue from future users may well be adequate for this purpose.

It would have helped to have seen alternative funding scenarios in the figures put forward to demonstrate that the ferry company had fully investigated alternatives to fare rises before making these proposals.

### **Calculation of reasonable return on investment**

The Ferry Company have approached the calculation of a Toll charge with reference to the overall value of their assets and the need for the company to obtain a reasonable return from the valuation of such assets.

The 1923 Ferry Act provided the necessary rights for the company to build a road and take land for certain other purposes. For the Ferry Road, in relation to the land owned by the Bankes Estate in 1923 (which is the heathland over which the road was constructed) the company was given the right to enter into an easement and to take a conveyance of other land. These rights are set out in Section 97 (1) (a & b); further restrictions of sale were applied to these rights and lands and on the Ferry Company by Section 97 (16). The National Trust is not aware of an easement or a conveyance having been agreed.

The National Trust is the successor to the Bankes Estate via a Deed of Assent dated 19<sup>th</sup> August 1982 which was completed some 12 months after the death of Henry John Ralph Bankes on the 19<sup>th</sup> August 1981.

I would refer the Inspector to Appendix 1 which is the first page of the Assent of 1982. This extract clearly identifies that all of the Bankes Estate (Bankes Land) was vested to The National Trust including the Ferry Road verges which are accurately described in the Schedule of Lands via reference to the relevant OS Field Parcel number and area. Whilst the width of the actual carriageway of the Ferry Road was not included in the detailed schedule the final section of this page of the Assent document vests all of the late Mr Bankes's remaining interest in property in the Parish of Studland to The National Trust. We have not seen any evidence to indicate that this would not have included the freehold of the width of the carriageway of the Ferry Road. the carriageway of the Ferry Road remains unregistered. If the company owns the carriageway, why have they not registered it despite having registered other lands acquired by them. (Please note that when the Land Registry registered The National Trust's Title under DT350216 it appears that the exclusion of the carriageway was an error – the registration was done as part of a wider project which did not afford time for detailed analysis).

A combined value of £11.529 million is shown on the balance sheet of the Ferry Company for the year ended 31<sup>st</sup> March 2019 for the value of land, road and slipways.

The balance sheet notes that the land occupied by the buildings, causeway and slip way is freehold. This amounts to 0.6 acre at Southhaven.

It further notes that the two and a half miles which is occupied as the Ferry Road is held in perpetuity under the terms of the 1923 Act.

# THE BOURNEMOUTH-SWANAGE MOTOR ROAD & FERRY COMPANY

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2019

### 4 Tangible fixed assets

	Land, roads & slipways	Buildings	Motor Ferry	Equipment and motor vehicles	Total
	£	£	£	£	£
<b>Cost or valuation</b>					
At 1 April 2018	11,528,971	967,981	1,900,000	110,701	14,507,653
Additions	-	-	-	13,157	13,157
At 31 March 2019	11,528,971	967,981	1,900,000	123,858	14,520,810
<b>Depreciation and Impairment</b>					
At 1 April 2018	-	105,572	814,288	80,054	999,912
Depreciation charged in the year	-	26,589	67,857	6,626	101,072
At 31 March 2019	-	132,161	882,143	86,680	1,100,984
<b>Carrying amount</b>					
At 31 March 2019	11,528,971	835,820	1,017,857	37,178	13,419,826
At 31 March 2018	11,528,971	862,409	1,085,714	30,647	13,507,741

The two and a half mile strip of land which is occupied for the ferry road is held in perpetuity under the terms of The Bournemouth-Swanage Motor Road and Ferry Act 1923.

The land for the buildings, causeway and slipways is freehold.

As detailed in the accounting policies, the land, buildings and ferry are carried at a transitional deemed cost.

The Ferry Company is not claiming ownership of the road, the description is 'held in perpetuity'. However, when considering the impact of this term on the overall valuation on the balance sheet, it feels a little disingenuous. The Ferry Company do not 'hold' Ferry Road and have not adequately explained the basis on which they have rights over it.

If the company are able to establish that they have an easement. It is crucial to understand how this balance sheet figure was reached, In order to understand if the valuation upon which the Ferry Company seeks reasonable return is fairly assessed.

The Gerald Eve valuation carried out for the company in 2015 made the below assessment in terms of values, which is the basis of the balance sheet figure. It refers to the perpetual interest but gives no legal basis for the interest.

#### 14. Existing Use Value

We are of the opinion that the Existing Use Value of the freehold interest in the subject interest, as at 31 March 2015, is in the sum of:

**£14,270,000**

**Fourteen Million, Two Hundred and Seventy Million Pounds**

The various elements of the valuation are apportioned as follows:

Site Works	£5,120,000
Causeway	£2,400,000
Buildings	£850,000
Land associated with the above	£200,000
Land, including the rights to operate the ferry & miscellaneous property income	£3,800,000
Ferry	£1,900,000
	<b>£14,270,000</b>

Gerald Eve LLP is a national firm of chartered surveyors and property consultants with a network of nine offices and more than 300 employees.



**GERALDEVE**

In addition to valuation our range of services includes occupational

#### 9. Tenure

We understand that The Bournemouth-Swanage Motor Road and Ferry Company retains either the freehold title to the properties or has a perpetual interest or power over the properties vested in it by statute. We have not been provided with and have not inspected the deeds from which this information is derived.

#### 10. Tenancy

The property and assets are owner occupied.

A small area of land at Ferry Road / Causeway is let to Poole Harbour Commissioners for a mast site. This is let on a 10 year lease, from 2 March 2011, with a review in March 2016. The current passing rent is £5,200 per annum. The lease has a six month mutual break clause.

The restriction on disposal of the Bankes Lands and the lack of freehold ownership of the Ferry Road are material factors in the valuation of the assets of the company and as such any valuation that is relied upon to calculate a reasonable return and subsequently used to set new toll charges should refer specifically to the legal status of these assets.

If the Toll revision calculations are based on a valuation where the assumptions are materially incorrect or the valuer has not been fully apprised on restrictions on sale we submit that the whole set of calculations are not reasonable due to a gross over-valuation of the land assets and are therefore built on sand.

Whatever view is taken of our reasoning above, a crucial consideration is whether it is appropriate for what was given freely by the Bankes estate under an Act of Parliament 'to provide a more direct means of communication.... And to be of public and local advantage' should now be used as the

basis of a valuation from which the Ferry Company are seeking to make financial return. Many such ferry operations are in public ownership, possibly for this very reason.

Finally, below is a section from the 2019 accounts of the Ferry Company. According to this statement the Ferry company has entered into a composite guarantee with four other group companies in respect of bank overdrafts.

As the objective of the proposed toll raise is to create a fund to purchase a new ferry. It seems necessary that such savings are protected from being potentially used as a guarantee against overdraft in other parts of the Fairacre group trading activities.

Without some kind of ringfenced Trust fund arrangement, any savings made could be used to manage overdraft issues elsewhere. If a decision is made to accept the proposed raises, it seems necessary for a simultaneous order directing how these monies are protected and used for this purpose only.

#### **12 Financial commitments, guarantees and contingent liabilities**

The company, together with four other group companies, has entered into a composite guarantee in respect of bank overdrafts of those companies. There is a right to set off incorporated within the cross guarantee. The net overdraft indebtedness of the group companies to the bank at the year end date was £Nil (2018: £Nil).

The company, together with four other group companies, has also entered into a composite cross guarantee in respect of bank loans totalling, at the balance sheet date, £8,000,000.



194. Henry was with Bishop John of Kington Long (London, 1290-1300) [possibly called "the Deacon"] died on the Wednesday 24th of August 1300 (thousand nine hundred and eighty-one) and his Will was proved to the Chancery on the twenty day of December his thousand nine hundred and eighty-one to the Principal Priore Beatus.

(3) The Deceased was at the time of her death owner of the property hereinbefore described for as estate in fee simple in possession subject as same hereunto mentioned but otherwise free from incumbrances.

10. The beneficiaries being immediately notified through law, requested the Executive to assist in the setting up of the said property.

[illegible]

1. The Deed contained an Archaic representation of the Indenture, IN WITNESS SAID by the writing to the Sheriff (the said National Trust for Places of Historic Interest or Natural Beauty) of all those places or parts of land containing lands thousand two hundred and ninety-three Acreal or over (1,293.53) more or otherwise situate in the parishes of Arde, Corfe Castle, Studland, Langton Matravers, North Matravers and Swanage in the County of Dorset (including the Corfe Castle and Purbeck Extraneous Corfe stonefield as the same is more particularly described in the Schedule hereto and is for the purpose of identification only delineated and shown edged out on the plan annexed hereto TOGETHER WITH all the Tenant's interest as Lord of the Manor of Studland to the Forthore and as Lord of the Manor of Corfe and Admiral of the Isle of Purbeck certain rights of wood pasture and stream and other rights all of which are more particularly described in an Agreement dated the Twenty-ninth day of April the thousand nine hundred and twenty-six made between the Board of Trade on the one part and the Tenant of the other part and shown for identification on the plan hereto annexed TOGETHER WITH all the Tenant's right title and interest in any other land (other than that described in the Schedule hereto situate in the said parishes of Arde, Corfe Castle, Studland, Langton Matravers, North Matravers, and Swanage in the County of Dorset or otherwise forming part of the Corfe Castle and Purbeck Extraneous



**From:** Churcher, Tracey [mailto:tracey.churcher@nationaltrust.org.uk]  
**Sent:** 14 November 2020 11:32  
**To:** Tudor, Sarah <sarah.tudor@planninginspectorate.gov.uk>; Budd, Graham <graham.budd@planninginspectorate.gov.uk>  
**Cc:** Street, Mark <Mark.Street@nationaltrust.org.uk>  
**Subject:** FW: URGENT - DPI/G1250/20/9 Bournemouth and Swanage Ferry Fees Inquiry

Good Morning Both

From corresponding with Studland Parish Council I understand that you are accepting alternative proposals to the Dorset Council one until Monday. In the spirit of this I have attached an alternative proposal for consideration.

As below, our objections still stand, but feel that this additional submission is in the spirit of looking for an acceptable solution and way forward for all.

I am a little confused as to whether we are convening on-line Monday or Tuesday now and would be grateful if you could confirm please.

Best Wishes

Tracey Churcher

**From:** Churcher, Tracey  
**Sent:** 13 November 2020 13:02  
**To:** 'Tudor, Sarah' <[sarah.tudor@planninginspectorate.gov.uk](mailto:sarah.tudor@planninginspectorate.gov.uk)>  
**Cc:** Street, Mark <[Mark.Street@nationaltrust.org.uk](mailto:Mark.Street@nationaltrust.org.uk)>  
**Subject:** RE: URGENT - DPI/G1250/20/9 Bournemouth and Swanage Ferry Fees Inquiry

Good Afternoon Sarah

Whilst we can understand that there may be a need for longer consideration of the Dorset Council proposals and are happy for the inquiry to be opened and adjourned. I would like to ensure that responses / counter suggestions to this proposal and indeed original objections are given equal consideration in terms of the enquiry. We are happy to respond to the Dorset submission, but feel the application by the Ferry Company to raise to Tolls is the primary consideration of the enquiry and should remain so.

As it stands, the Dorset proposal does not address some of our fundamental objections to the Toll application increase, and are keen to receive your assurance that our views will receive due and equal consideration.

With kind regards

Tracey Churcher  
National Trust



**National  
Trust**

tracey.churcher@nationaltrust.org.uk

Direct line: +44 (0) 01929 452317

14<sup>th</sup> November 2020

## **A variable pricing model proposal for the Sandbanks Ferry**

### **Premise**

1. The model relates to vehicle movements only as this is where the bulk of income is drawn from
2. The ferry company quotes 788,000 vehicle movements a year
3. This equates to an average fee achieved of around £3.70 per vehicle (Income £2,901,946)
4. The ferry undertakes 32,760 crossings per year. (Winter 84 per day, Summer 96 per day)
5. The ferry can take 48 vehicles per crossing. This the maximum capacity per year is  $48 \times 32760 = 1,572,480$  vehicles.
6. The ferry is thus running on average at 50.11% full

### **November Refit**

7. In the years when the ferry company closes for a refit for three weeks in November it is possible to calculate from projections that the loss of Income for this period is £69,534.
8. At an average crossing cost of £3.70 this equates to 18,793 journeys down or 6264 each week.
9. In winter the capacity is 588 crossings each week, each carrying 48 vehicles = 28,224 vehicle spaces each week.
10. Thus, in a normal November the ferry runs at only 22% full.

### **Points to consider**

The ferry was established to provide local benefit and improve communication yet is running half empty on average across the year and significantly more than this in the winter months.

As the ferry is obliged to provide a regular service, it would seem logical to consider how to increase usage levels of the ferry to improve its' income as well as its utility to regular users.

Anecdotally, I use the ferry at prime commuting times throughout the year and it is typically at least half empty for prime commuting slots (morning and evening off season and morning only during sunny summer days), with only one side of the ferry opened to traffic. My experience confirms the figures. Usage in the middle of the day during low season is even less.

The commuting alternative around the harbour is busy with traffic at commuting times, suggesting that the issue is the too high pricing to regular users, not that the ferry is not required.

National Trust staff regularly refer to 'treating themselves' to a ferry ride in the mornings, illustrating that they consider it to be a luxury not their regular option.

National Trust  
Purbeck Office, Currendon Farm  
Currendon Hill, Swanage,  
Dorset BH19 3AA  
Tel: +44 (0)1929 450002  
Fax: +44 (0)1929 452348  
Email: purbeck@nationaltrust.org.uk

President: HRH The Prince of Wales  
Regional Chair: Doug Hulyer  
Regional Director: Rebecca Burton

Registered office:  
Heelis, Kemble Drive, Swindon, Wiltshire SN2 2NA  
Registered number 205846



Virtually all deliveries received by the NT, are from routes driving around the harbour to avoid the ferry cost.

### **Proposal and model**

The proposal therefore is to introduce a variable pricing model to incentivise people who would benefit from regular ferry use to do so, in order to increase overall usage figures as an alternative to the blanket fare rise proposal that is currently on the table.

It is proposed that pre-bought tickets in batches of fifty for £100 be available. This equates to £2 per crossing. By restricting it to a bulk purchase, casual users are unlikely to purchase this amount and will pay the full ticket price of £4.50. This also prevents complicated administration over who may be entitled to buy. In our view it should be anybody who needs to use this route regularly, wherever they live. (70% of NT staff live the BCP side for example)

Most regular users are likely to still avoid the ferry at busy times, so the cheaper tickets are unlikely to be used when higher premiums could be achieved by visitors. However, it would be possible to limit cheaper ticket use to specific times.

In order to manage traffic on ferry road better – it could even be possible to flex the model further to include a super peak charge to reduce traffic on the road on the really problematic days.

### **Conclusion**

The attached spreadsheet has broken the year down into times of year and day and calculated through likely occupancy by regular users and casual users. It clearly demonstrates that by incentivising the locals to use the ferry more for commuting and necessary journeys – an increase of only around 7% usage of the ferry per year, at currently quiet times, would achieve the following benefits.

1. An affordable crossing price for regular users, (£80per month for daily commuting as opposed to the current £136).
2. This model only increases use to 57% of capacity. This conservative improvement still leaves much capacity for future growth. For example, lower fares again for off season middle of day usage.
3. A return to the ferry being seen as the utility it was originally intended to be.
4. The ferry company able to achieve its financial targets.
5. Less impact on the environment by avoiding the 44 mile round trip for regular users.
6. The potential ability to manage peak traffic on ferry road better.
7. A reduction on traffic on commuter routes around the harbour. This will also benefit the Purbeck villages on main roads.
8. Reputational benefit for the Ferry Company.
9. A benefit to businesses in Studland/ Swanage from additional business in the off season.
10. A clear benefit to people of BCP wishing to access nature on their doorstep.
11. A benefit to Purbeck residents needing to access the facilities of BCP.

This off-peak model works well for other travel industries, it is therefore a proven model. As part of the inquiry - We cannot see what would be lost by a trial period in the current winter months.

Cont/d

## Variable Pricing Model

Local Rate £2 per crossing Regular £4.50

School Holidays		No weeks	7am	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	Total
Summer School Holidays - All days		9	63	No spaces per hour at £8 per crossing															
% Local occupancy			288	288	288	288	288	288	288	288	288	288	288	288	288	288	288	288	205027 806954.4
Income			70%	75%	35%	0%	0%	0%	0%	0%	0%	0%	0%	25%	10%	10%	5%	5%	
% Regular Occupancy			403.20	432.00	201.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	144.00	144.00	57.60	28.80	28.80	
Income			10%	15%	70%	80%	80%	80%	80%	80%	80%	80%	80%	70%	60%	35%	25%	20%	
No of trips			129.60	194.40	907.20	1036.80	1036.80	1036.80	1036.80	1036.80	1036.80	1036.80	1036.80	907.20	777.60	453.60	324.00	259.20	
Summer Holiday Total Income			33556.4	39463.2	69854.4	65318.4	65318.4	65318.4	65318.4	65318.4	65318.4	65318.4	65318.4	66225.6	58060.8	32205.6	22236.4	18144	9979.2
Winter School Holidays - All days		4	28	288	288	288	288	288	288	288	288	288	288	288	288	288	288	288	47581 157449.6
% Local occupancy			45%	45%	20%	15%	10%	10%	10%	10%	10%	10%	10%	45%	10%	10%	5%	0%	
Income			259.20	259.20	115.20	86.40	57.60	57.60	57.60	57.60	57.60	57.60	57.60	259.20	57.60	28.80	0.00	0.00	
% Regular Occupancy			10%	15%	20%	30%	30%	30%	30%	30%	30%	30%	25%	25%	15%	10%	0%	0%	
Income			129.60	194.40	259.20	388.80	388.80	388.80	388.80	388.80	388.80	388.80	324.00	324.00	194.40	129.60	0.00	0.00	
No of trips			158	173	115	130	115	115	115	115	101	101	101	202	173	58	43	0	
Winter School Holiday Total Income			10865.4	12700.8	10483.2	13305.6	12469.2	12469.2	12469.2	12469.2	10684.8	10684.8	16329.6	12700.8	5241.6	4435.2	0	0	
Nov - Mar Mon-Fri excluding school holidays		19	93	288	288	288	288	288	288	288	288	288	288	288	288	288	288	288	196049 531662.4
% Local occupancy			75%	75%	40%	25%	25%	20%	20%	20%	20%	20%	20%	75%	25%	25%	5%	0%	
Income			432.00	432.00	230.40	144.00	144.00	115.20	115.20	115.20	115.20	115.20	432.00	432.00	144.00	28.80	0.00	0.00	
% Regular Occupancy			15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	0%	0%	
Income			194.40	194.40	194.40	194.40	194.40	194.40	194.40	194.40	194.40	194.40	194.40	194.40	194.40	194.40	0.00	0.00	
No of trips			259	259	158	115	115	115	101	101	101	101	101	259	115	58	0	0	
Nov - Mar Mon - Fri Total			58255.2	58255.2	39506.4	31471.2	28792.8	28792.8	28792.8	28792.8	28792.8	28792.8	28792.8	58255.2	31471.2	20757.6	0	0	
v - Mar Sat and Sun excluding school holidays		19	37	288	288	288	288	288	288	288	288	288	288	288	288	288	288	288	60695 189676.8
% Local occupancy			25%	25%	30%	25%	25%	20%	20%	20%	20%	20%	20%	25%	25%	15%	10%	0%	
Income			144.00	144.00	172.80	144.00	144.00	115.20	115.20	115.20	115.20	115.20	115.20	144.00	144.00	86.40	57.60	0.00	
% Regular Occupancy			20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	10%	10%	0%	
Income			259.20	259.20	259.20	259.20	259.20	259.20	259.20	259.20	259.20	259.20	259.20	259.20	259.20	129.60	129.60	0.00	
No of trips			130	130	144	130	130	115	115	115	115	115	115	130	130	72	58	0	
Nov - Mar Sat and Sun Total			14818.4	14818.4	15384	14818.4	14818.4	13852.8	13852.8	13852.8	13852.8	13852.8	14818.4	14818.4	7292	6926.4	0	0	
April - End Oct Mon-Fri and School Holidays		20	102	288	288	288	288	288	288	288	288	288	288	288	288	288	288	288	264680 825465.6
% Local occupancy			65%	65%	35%	20%	20%	20%	20%	20%	20%	20%	20%	65%	65%	35%	15%	10%	
Income			374.40	374.40	201.60	115.20	115.20	115.20	115.20	115.20	115.20	115.20	115.20	374.40	374.40	201.60	86.40	57.60	
% Regular Occupancy			15%	15%	20%	40%	40%	40%	40%	40%	40%	40%	40%	20%	25%	25%	15%	10%	
Income			194.40	194.40	259.20	518.40	518.40	518.40	518.40	518.40	518.40	518.40	518.40	259.20	324.00	324.00	194.40	129.60	
No of trips			230	230	158	173	173	173	173	173	173	130	115	245	259	173	86	58	
Nov - Mar Sat and Sun Total			58017.6	58017.6	47001.6	64627.2	64627.2	64627.2	64627.2	64627.2	44798.4	38188.8	64627.2	71236.8	53611.2	28641.6	19094.4	19094.4	
April - End Oct Sat and Sun and School Holidays		20	41	288	288	288	288	288	288	288	288	288	288	288	288	288	288	288	120495 399700.8
% Local occupancy			25%	35%	40%	35%	40%	40%	40%	40%	40%	40%	40%	35%	30%	20%	20%	10%	
Income			144.00	201.60	230.40	230.40	230.40	230.40	230.40	230.40	230.40	201.60	201.60	172.80	115.20	115.20	86.40	57.60	
% Regular Occupancy			15%	15%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	35%	25%	15%	10%	
Income			194.40	194.40	583.20	583.20	583.20	583.20	583.20	583.20	583.20	583.20	583.20	583.20	324.00	194.40	129.60	129.60	
No of trips			115	144	245	245	245	245	245	245	245	230	230	230	187	130	101	72	
Nov - Mar Sat and Sun Total			13874.4	16236	33357.6	32176.8	33357.6	33357.6	33357.6	33357.6	33357.6	32176.8	32176.8	32176.8	25882.4	18007.2	12693.6	8856	

Current data suggest Nov average space use is just 20.1%

From Ferry Company Projections  
Vehicle crossings per year quoted 788,000  
Total spaces available per year 1572000  
Average space full per crossing 50.1%

From Spreadsheet  
Vehicle crossings per year quoted 894,926  
Total spaces available per year 1572000  
Average space full per crossing 56.9%

Trips  
£

894926  
2910910

Gross Income (for bus and truck) 2910910  
Add back Bus and Truck 88846  
Total Income 2999856  
Average Income per crossing £3.35

**From:** Churcher, Tracey <[tracey.churcher@nationaltrust.org.uk](mailto:tracey.churcher@nationaltrust.org.uk)>  
**Sent:** 09 December 2020 09:17  
**To:** ETC <[ETC@planninginspectorate.gov.uk](mailto:ETC@planninginspectorate.gov.uk)>  
**Cc:** Tudor, Sarah <[sarah.tudor@planninginspectorate.gov.uk](mailto:sarah.tudor@planninginspectorate.gov.uk)>  
**Subject:** NT Comments on alternative proposal

Good Morning

Please find the National Trust comments on the alternative proposal from the Consortium

Best Wishes

Tracey Churcher



**Tracey Churcher**  
General Manager, Isle of Purbeck  
National Trust, Isle of Purbeck  
☎ Direct line - Currendon: 01929 452317  
☎ Mobile: 07870 364727  
✉ [tracey.churcher@nationaltrust.org.uk](mailto:tracey.churcher@nationaltrust.org.uk)

**Advance notice of leave:**

 Please consider the environment before printing this e-mail



The National Trust is a registered charity no. 205846. Our registered office is Heelis, Kemble Drive, Swindon, Wiltshire SN2 2NA. The views expressed in this email are personal and may not necessarily reflect those of the National Trust unless explicitly stated otherwise. This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error, please notify me immediately. If you are not the intended recipient of this email, you should not copy it for any purpose, or disclose its contents to any other person. Senders and recipients of email should be aware that, under the Data Protection Act 2018, the contents may have to be disclosed. The National Trust has scanned this email for security issues. However the National Trust cannot accept liability for any form of malware that may be in this email and we recommend that you check all emails with an appropriate security tool.

## **National Trust Response to the Counter Proposal to the Ferry Company's Toll Increase Application**

The National Trust notes that the rationale behind this alternative proposal was to attempt to align the toll increases with the Consortiums goals for sustainability in terms of transport, highways use and infrastructure. The National Trust as a conservation charity, recognises this and shares these aspirations. We very much look forward to engaging with Local Government to improve these aspects of Purbeck for the benefit of locals, visitors and the environment.

We also note that one of the key objectives of the Consortium's proposal was to demonstrate that there was an alternative way for the Ferry Company to achieve its' financial targets (Whether the need is disputed or not). The National Trust agrees with this exploration of options and believes, that wider issues such as sustainability and utility of the ferry, should be considered when understanding the financial goals of the Ferry Company.

Our differences with regards to this proposal and the NT proposal are based more around the impact of the toll rise on local car users, also the wider practicality of their proposals at the current time.

The Consortium quotes a number of key policy statements that they are obliged to implement that effectively inform their suggestion of a maintenance of toll fees for walkers and cyclists but increases to be borne by all vehicles. Whilst the aspiration for sustainable travel is shared by the NT, we feel this approach will not deliver this outcome for the following reasons.

The Ferry was created to be of local and public advantage and the co-operation of the Bankes Estate in granting interests in its land, at no direct cost to the company, reflected its support of these original purposes and the rights it did grant reflected its concerns of the risk that later incarnation of the ferry operations would begin to diminish these. The rights conferred on the Ferry Company to have an easement over the ferry road and the ability to occupy land free of charge for the purposes of the ferry on condition that it returned them to the original owners or their successors should the operation ever cease have already been eroded by actions of the Ferry Company in its various ownerships since the first Act in 1923.

The Studland side of the ferry is located a couple of very exposed miles from the nearest village and facilities. The road is narrow, often significantly congested and with a speed limit of 60 mph. The ferry company have yet to share council and NT aspirations for a cycle lane in place of parking along one side of the road. They are also not wishing to seek a reduction in speed limit to 40 mph along the private road section. It is currently not clear if cycling infrastructure improvements can be achieved without Ferry Company consent, as the legal situation over who has what control is complicated. The original intent was for the road to pass into Public Ownership in 1988. The local authority declined to take on this responsibility at this time, so Ferry Road responsibility and liabilities remains with the Ferry Company. As the road is in a SSSI, a new cycle lane is unlikely to be legally possible without loss of current road width, which could be problematic. The Consortium quote that Active Travel England have power to inspect Highway Authorities. Ferry Road is operated by way of an Easement on privately owned land, so would not come under Active Travel England scope.

The road is fundamentally unsafe to cycle upon and it will take some time to resolve this situation. Beyond the ferry road itself, there is no continuing cycle infrastructure, so the ongoing journey

continues to be less than ideal. Whilst the NT would be very supportive of achieving improvements, the wider challenges to this are recognised.

It is unrealistic to expect many regular users to adopt bike or foot travel as an alternative to the car to reach either Bournemouth, Poole or Swanage. As described the road is exposed, un-lit, hilly, over five miles to population centres either side and dangerous. It is highly unlikely that families with children or those not in great physical health could walk or cycle to reach the ferry, let alone continue with their onward journeys on either side. The time factor for walking is also a deterrent for those needing to use the ferry for general life purposes such as commuting, shopping, healthcare, family visits etc. In terms of equality, the consortium proposal does not seem to be fairly weighted towards those who cannot cycle or walk. Those that can for regular journeys, already do so as it is so much more affordable. The 2011 census data shows that around 85% of people coming to and from Purbeck for work do so using vehicles, this reflects the reality of living and working in rural areas with large distances to reach workplaces. The current hourly public bus service is not regular enough or has any flexibility in route or timings to support the hospitality sector, so is not a realistic option in many cases.

In terms of NT staffing and local community engagement, I do not feel the bike / foot toll reduction will create more regular users or indeed have much of an impact on leisure users, who do not seem to find the current toll unacceptable.

Thus, locals seem to be unfairly bearing the weight of the Consortiums toll proposals.

The price for car travel is already seen as beyond the affordable point by most regular users. This can be evidenced by local feedback, low year-round usage of the ferry, also difficulty in recruiting staff. Using information extrapolated from the Ferry company submission, the ferry is only around 50% full across the year. This figure drops to 22% in the winter months. 2011 Census data indicates that around 7000 cars each day travel for work each way in and out of Purbeck. The ferry runs at least half empty between 7.00 - 9.00am and 4.30 – 6.30pm during the off season. Thus only 576 vehicles on average use the morning or evening commuter slots each day. Whilst it is unlikely that all 7000 commuters are likely to need the ferry, only 576 more of the 7000 would be needed for it to be full. An additional 1152 cars each day avoiding the 44mile detour would have a more significant environmental benefit than reducing bike and foot passenger tolls. It would also contribute to reducing congestion on the alternative route, which during the period of extended ferry shut down in 2019 was considerable at times.

The charges are also out of line with other similar ferry crossings across the country.

Whilst we share with the Consortium the belief that single car users should probably pay the higher fee for ferry use, and regular users benefit from a discount, we differ in how in practice as to what these charges should be.

The current price is £4.50 one off use and £3.40 with maximum discount for a car. The Consortium proposal is for this to rise to £6.50 one off and £4.61 with maximum discount.

<b>Ferry</b>	<b>One off cost</b>	<b>Regular user cost</b>
Dartmouth Higher Ferry	£11.50 return	£1.55 single
Dartford Crossing	£2.50 single	£20 a year or £10 for 50 crossings, plus 20p for each additional crossing

Falmouth (Falmussel)	£7 single	£2.30 single
Tamar-Torpoint	£2 single	£1 single
Cowes Floating Bridge	£2.40 single	£1.80 single

Although many are in public ownership, the NT are keen to understand why the current and proposed tolls for the Sandbanks Ferry are so high in comparison? Even those in public ownership would not be able to run with significant deficits in their operating costs.

It would seem logical that greater affordability for regular users would create increased ferry usage year-round, which would bring in more income in the non-visitor season. An extension of this logic would be that the current toll proposal may create a net decrease in income for the ferry company. As the price becomes less affordable there may well be less usage by locals.

To conclude,

- The use of land associated with the rights to run the Ferry was given without charge by the Bankes Estate (now NT) to improve local communications. This is a material factor in the setting of any new toll charges. It is not equitable to justify any toll increase on a notional return on asset values when those assets were freely given at the outset.
- We object to the Ferry Company proposal and the alternative proposed by the Consortium on the grounds that neither are in the local interest and now are actively reducing the ability of people living on either side of the harbour to link across, creating greater traffic on the alternative route, more car based pollution, difficulties in recruiting and retaining staff and real hardship and reduced opportunities for many as a result.
- With advances in technology a smarter charging approach including the use of number plate recognition to improve efficiency of charging is much more possible.
- Investment in cycling infrastructure should be part of all of our obligations as landowners and business operators in the area.
- Greater environmental improvements could be achieved by moving earlier to a more sustainable propulsion fuel for the ferry.

We admire the aspiration of the Consortium to increase sustainable travel but feel that because of the challenging rural location and no current onward safe biking network, this aspiration cannot be achieved through manipulation of ferry charges to encourage change to cycle use. We do however feel that significant reduction in fees for regular users would contribute to greater overall use of the ferry and a net reduction in car miles travelled and therefore pollution and carbon created. We welcome however the opportunity to work further on sustainable transport, particularly with reference to the design of the new ferry and future onward safe biking routes.

We therefore ask if an off-season trial period could be used to understand if a significant reduction in ferry fees for potential regular ferry users would help the company achieve its' financial goals.



**From:** Nick [mailto:njmmboulter@btinternet.com]

**Sent:** 17 April 2020 11:29

**To:** NATIONALCASEWORK <NATIONALCASEWORK@dft.gov.uk>

**Subject:** Objection to proposed toll increase: Bournemouth - Swanage ferry: FAO of Sandra Zamenzadeh

Dear Sandra,

Whilst I have sent you an objection on behalf of Studland Parish Council, I also wish to submit an objection as a resident.

I have lived in Studland for 14 years, and am a regular user of the ferry. The ferry is an essential part of our life living in Studland: without it, we have to drive lengthy distances through Wareham to reach Poole and Bournemouth.

I have 3 main objections:

My first objection to the proposed toll increase is that the Ferry Company is already very profitable, and pays very high dividends to its Directors. The profitability – forecasted to rise to 36% - is very high by any standards, and more than sufficient to meet all the business needs to the Ferry Company is running a safe ferry.

My second objection is that the Ferry Company always seeks to justify toll increases by saying it needs the extra money to build up the Ferry Reserve Fund – to buy a new ferry. But this “fund” is now no higher than it was 10 years ago. The Inspector at the 2018 inquiry said he had no confidence that the Ferry Company has the method / process to build a fund, and so he rejected their claim for a toll increase. There is no difference in this claim. The reserve fund must be a proper escrow account or a trust fund with independent oversight – otherwise the Ferry Company will continue to do what it has done for the last 10 years: use the “reserves” as cash balances to fund other operational needs – often in the wider Fairacres Group.

My third objection is that the “discounts” for local residents are insufficient: with other operators – such as the Dartford Crossing – residents can get unlimited use for £20 a year. Such a scheme should be implemented here for Studland residents. While the details of this are being worked out, the current bulk purchase through the Sandbanks Ferry Ticket Card system should be extended indefinitely at today's prices.

My hope is that the DfT will reject this proposal for a toll increase in that it does not answer the reservations made by the Inspector to the 2018 inquiry, and because the Ferry Company is already extremely profitable.

Thanks,

Nick Boulter

07831 581157

Sent from [Mail](#) for Windows 10

---

This email has originated from external sources and has been scanned by DfT's email scanning service.

---

**From:** P BOWYER <[pnbowyer@btinternet.com](mailto:pnbowyer@btinternet.com)>

**Sent:** 16 November 2020 13:00

**To:** Tudor, Sarah <[sarah.tudor@planninginspectorate.gov.uk](mailto:sarah.tudor@planninginspectorate.gov.uk)>

**Subject:** Sandbanks Ferry Public Inquiry DPI/G1250/20/9 Studland Parish Plan

Dear Sarah

Arising from this morning's meeting I agreed to supply addition evidence to my earlier representation . This takes the form of the attached Studland Parish Plan. The Action Plan on page 36 TR9 concerns the ferry company and toll fares. This will form part of my representation to the rearranged Virtual Public Inquiry in January 2021.

Can you please forward this information to the Inspector in due course.

Yours sincerely

Peter Bowyer     Chair of the Studland Parish Plan Group



# A PARISH PLAN FOR STUDLAND

Produced by the Residents

# A Parish Plan for STUDLAND 2008

*Produced by the residents of  
The Parish of Studland  
2006-2008*



# CONTENTS



## PAGE:

• Purpose, Mission and Vision	3
• Introduction	4
• How the Parish Plan was Prepared	5
• Background Statistics	6
• Living in Studland	8
• Knowing about what is going on in the Parish	10
• Environment	11
• Social Community and Leisure	14
• Social and Medical	16
• Crime	17
• Economy, Shopping and Tourism	18
• Transport, Traffic and Parking	20
• Housing	23
• Youth	26
• Appendix-Questionnaire Results	28
• Appendix - Questionnaire Explanation	33
• Action Plan	34
• Acknowledgements	37



## PURPOSE, MISSION AND VISION STATEMENT

**T**he general purpose or mission for this Parish Plan is for-  
*"Studland to be an active community in a special area"*  
 For the future, the vision for this Parish Plan is for-  
*"Studland to continue to be an active community in a special area."*

*A heathland village by the sea - the product of trusteeship by the Banks Estate, and now the National Trust. Years of dedication and determination have made the village what it is: unspoiled in natural surroundings yet wrestling with the issues of tourism, access and excess. Ongoing protection of the area can only ensure that what was given remains as intended. Vigilance is required to ensure that self-interested motes and atoms do not undermine this generous and lasting gift.*

*This Parish Plan is a contribution to ensuring that the nature of the area is maintained whilst meeting the aspirations of the residents and those who value the unique characteristics of the Parish and its surroundings.*

**Peter Bowyer**  
 Chairman of the Steering Group  
 January 2008





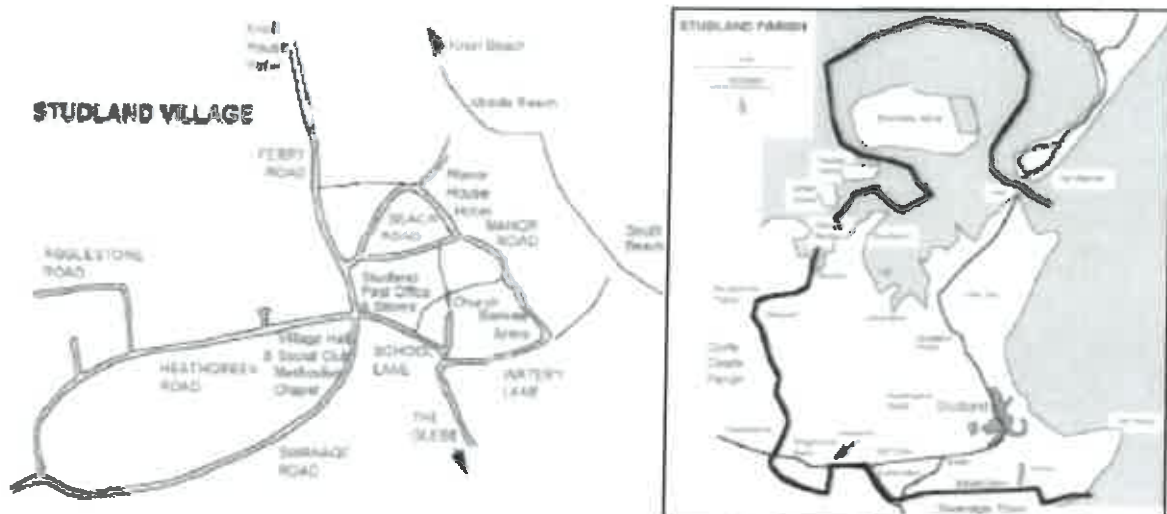
# INTRODUCTION

*Studland is a small village and parish situated by the Coast adjacent to Poole Harbour and includes Brownsea Island. It is 3 miles from Swanage and 10 miles from Poole via a chain ferry. The current resident adult population of the Parish is 412 (i.e. those on the electoral register). The total population is estimated by the District Council at around 500. Almost all the residents live within the village itself and the remainder of the Parish is heathland and countryside.*

At least 1 in 5 of all houses are second homes. House prices are extremely high, making it impossible for our young people to have a home and to be able to remain in the Parish, which is having a dramatic impact upon the social and economic structure of the Parish.

There is no school and the nearest doctor is in Swanage.

The area around the village is beautiful and residents and visitors can enjoy heath and coast, both of which are protected and of national significance. The Jurassic Coast World Heritage Site starts in the Parish whilst Godlingston and Studland Heaths are Sites of Special Scientific Interest and National Nature Reserves for wildlife. A large part of the village is within the Studland Conservation Area and the whole Parish lies within the Area of Outstanding Natural Beauty (AONB).



The one main road through the village links Swanage to Poole via the ferry, causing problems with speeding vehicles, mainly late for the ferry. Currently there is also a serious problem with indiscriminate parking, and the overnight and extended parking of camper vans. With up to a quoted 25,000 visitors to Studland on a busy day, summer traffic is a particular problem.

Studland is an active community. Activities are centred on the Village Hall, Social Club, St Nicholas Church and Hall, and the Methodist Chapel. A parish magazine is produced monthly by the Church and distributed free of charge to every household in the village by volunteers. Contributions to the magazine come from the Women's Institute, Gardening Association, the Parish Council, Village Hall Management Committee, Fircones Club, Floral Art Club, Carpet Bowls club, Cricket Club, Methodist Church, Mother's Union, the Local History Group, SAGE (Studland Art Group for Enjoyment), the Community Coffee Morning and the Church itself.

The village has an active Parish Council, consisting of nine members who meet on a monthly basis; many are members of the various village organizations and are well aware of local issues. The Parish Council maintains notice boards outside the Village Hall.

Planning applications are displayed together with other County and District Council community related publications in the Village Hall at the weekly Community Coffee Morning held on Thursdays between 10.30am and noon. This is also the occasion for the monthly visit of the Dorset Police Community support vehicle and the Mobile Library.



# HOW THE PARISH PLAN WAS PREPARED

***“Two ‘drop-in’ coffee mornings were held to help publicise the Plan and gather residents’ views on problems and issues in Studland.”***



**Parish Plans** have been, or are in the process of being, produced for most parishes in the country. They are a way for the local community to help plan its own future and is a way for the residents to set out what is important to them and what changes they would like to see to local services and facilities. The Plan will help the Parish Council and other local organisations plan for the future. The District and County Council, and other service providers, should also take note of parish plans, which are also an important input into the Purbeck and Dorset community strategies.

The Parish Council resolved to carry out a parish plan for Studland in early 2005. Following a successful grant application to the Dorset Strategic Partnership, volunteers were sought to form the Steering Group. The first meeting of the group took place in July 2005; presentations from Simon Thompson (Dorset Community Action) and Ros Cartright (Purbeck District Council) explained to Steering Group members the background to parish plans and the important stages in the process.

Two “drop-in” coffee mornings were held in October 2005 to help publicise the Plan and gather residents’ views on problems and issues in Studland. A total of 48 people attended these two sessions, which resulted in a large number of comments. These comments helped in formulating the questionnaires over the coming months. Work on preparing the questionnaires was complete by May 2006, and they were distributed to all residents by members of the Steering Group during July. A separate questionnaire was prepared for the under 18 year olds. Great effort was made to ensure that people’s responses remained confidential; not only when the questionnaires were returned (in sealed envelopes) but also while the Steering Group were coding up the answers. The questionnaire answers (which were anonymous) were transferred to coding sheets by members of the Steering Group in group sessions, under the scrutiny of an independent scrutineer. The answers were then tabulated using a computer. All the written comments on the questionnaires were also brought together in a similar process. This work took the Steering Group a considerable amount of time and it was not until February 2007 that the full analysis from the questionnaires was available.

A number of separate topics were identified and each individual member of the Steering Group led on a particular topic. This took the form of a short report bringing out the main results and issues from the questionnaires, which were then discussed by the Steering Group as a whole. These discussions resulted in the Action Plans (i.e. a series of action points) for each topic. This process was complete by June 2007.

In the meantime the survey results and conclusions so far were reported back to residents at the Annual Parish Meeting in April. Short reports also appeared in several issues of the Parish News. All businesses were invited to a special meeting in June to feedback the results and to discuss issues of particular concern to them, although the attendance was not as universal as the Steering Group might have hoped. A separate meeting was held with the National Trust.

A draft plan was prepared in July and August 2007. Two drop-in coffee mornings were held at the end of August/beginning of September to give residents the opportunity to comment on the proposals.

The Parish Council adopted the Plan in September 2007.



**I**n our questionnaire survey 181 questionnaires were returned. Information from the latest National Census indicates that there were 368 people resident in Studland aged 18 or over. 181 people replying to our survey from a total of 368 gives a response rate for the survey of 49%, similar to other Parish Plans, and which represents a very good rate of response for surveys in general. This shows how important people in Studland felt the survey to be.


82 males and 99 females returned the forms. This is a very slight over-representation of women compared with the population as a whole (48% were male and 52% female in the National Census figures), but this is unlikely to be significant. (In some of the tables below the results from our survey are compared with the National Census to see if the people answering the survey are likely to be representative of everybody in the Parish.)

The ages of people participating in the survey is shown below, together with a comparison with the population as a whole and their individual response rates.

Age Group	Males	Females	Total	% the total number of responses	Equivalent figure from National Census	Response Rate
18-24	3	5	8	4%	5%	80%
25-44	12	14	26	14%	29%	25%
45-54	23	29	52	29%	24%	55%
55-74	33	28	61	34%	34%	66%
75+	11	23	34	19%	16%	50%
Total	82	99	181	100%	100%	49%

This shows that the age pattern of the people answering the questionnaire reflects broadly the overall age structure of the population, but that fewer under 45 year olds answered the questionnaire than would be expected and a greater proportion of the over 45s, and especially the 60-74 year olds, did. This is not entirely unexpected, but this bias could be reflected in some of the views emerging from the results, especially those relating to employment and childcare.

Two-thirds of the people who returned the questionnaires owned their home (whether with a mortgage or not). This is a higher figure than in the 2001 National Census, which suggests that owner-occupiers may be slightly over-represented in the survey. People renting from the District Council were correspondingly lower than would be expected from the National Census figures. This difference from 2001 figures may however, be as much a reflection of council house sales since 2001 as bias in the survey response, especially as all other tenures seem to reflect the National Census pattern.

Number of people answering questionnaire whose home was:	Number answering	% of total response	Equivalent figure from National Census
Private rented	24	13%	14%
District council rented (now Purbeck Housing Trust)	7	4%	9%
Housing association rented	11	6%	11%
Owner occupied (whether with a mortgage or not)	120	66%	57%
Shared Ownership* 	4	2%	3%
Provided with employment	8	4%	7%
Other	1	1%	2%
Not answered	1	1%	

## BACKGROUND STATISTICS

*“...the age pattern of the people answering the questionnaire reflects broadly the overall age structure of the population, but that fewer under 45 year olds answered the questionnaire than would be expected and a greater proportion of the over 45s, and especially the 60-74 year olds, did.”*



\* Shared Ownership is a part of a separate category on the questionnaire; the number has been added on from those who wrote this answer to the question and the other figures adjusted accordingly.



## BACKGROUND STATISTICS



**“ The most popular reason for moving to Studland was that people liked the area. ”**



**“ The actual proportion of second homes in Studland is at least 21% (according to the 2001 National Census, which is, however, generally thought to be an underestimate...) ”**



Just under a third of people answering the questionnaire had lived in Studland or had had family who had lived in Studland for 10 years or less, just under a further third for 10 to 25 years, and more than a third for longer. This is almost exactly the same pattern as in the Parish Plan survey for Corfe Castle and this suggests it is likely to be a fairly typical pattern for this sort of area.

<i>How long have you or your family lived in the parish?</i>	<i>Number answering</i>	<i>% answering</i>
0-10 years	14	32%
11-25 years	14	31%
26-50 years	11	25%
50+ years	10	23%
For generations	16	36%

The most popular reason for moving to Studland was that people “liked the area”. There was a fairly even spread amongst the other reasons (in addition to those that have always lived here). Most people living in Studland have consciously chosen to live here.

<i>How did you come to live in Studland Parish?</i>	<i>Number answering</i>	<i>% answering</i>
Always lived here	29	64%
Moved to be with or near family	21	46%
Moved for employment	25	55%
Moved here on retirement	23	50%
Liked the area	59	129%
No particular reason	2	4%
Other	16	34%

For 34% of those answering the question this was their main residence, with 16% as their second or holiday home. The actual proportion of second homes in Studland is at least 21% according to the 2001 National Census, which is, however, generally thought to be an underestimate because whether a house was a second home was left to Census enumerators to judge and probably closer to a quarter. This suggests that whilst the survey does reflect views of second home owners to some extent, the views of permanent residents are given a little more weight in the questionnaire answers.

40% of those responding to the survey were now retired, with a similar proportion working. The National Census data is not given in a form that is directly comparable, but an approximate comparison does seem to suggest that the proportion of people in the survey that are retired is higher than might be expected and this is clearly tied in with the greater response rate for the older age groups compared with the working age population. From the survey answers, a quarter of those working are self-employed; this seems to be a little higher than the figure for Purbeck as a whole and certainly higher than the national average. Part-time employment is clearly also important, although it is not clear from the survey whether people working part-time are doing so because they choose to or because that is all that is available to them.

<i>Employment status</i>	<i>Number answering</i>	<i>% answering</i>
In full time employment	30	67%
In part time employment	20	44%
Unemployed	1	2%
Self-employed - employing others	6	13%
Self-employed - not employing others	14	31%
Full time education/student	4	9%
Unemployed housewife/husband	10	22%
Retired	22	49%
Permanent sick/disabled	1	2%
Other	1	2%

Of the 311 people who said they were working (or going to college) almost a third work from home and a further fifth within the Parish (i.e. of those people working half travel less than a mile or two to work). Relatively few seem to travel to work in the local towns. Whilst this is partly a reflection of the local labour market and the sort of jobs Studland residents might pursue, it is clear that for certain types of job Studland residents may need to be prepared to travel some distance within Dorset; there appears to be no one area acting as the natural focus for job seeking outside the Parish. Of those travelling further afield, most said that they worked in London or elsewhere in the South East. As with the high numbers working from home this is possibly a reflection of the high number of self-employed people living in the Parish, but also could reflect a trend for people to move to Studland in semi-retirement.

Where do you work for if a student, go to college?	Number answering	% of those working or in full time education
From Home	24	32%
In the parish	13	20%
Swanage area	9	17%
Wootton area	5	8%
Holton Heath/ Hamworthy/ Poole area	4	5%
Elsewhere	19	28%
Not answered	47	4%

## BACKGROUND STATISTICS



**Studland** was viewed by respondents to the questionnaire in mixed ways, with some aspects as favourable and other aspects as unfavourable. There was a general view that the village was a pleasant and friendly place as well as being peaceful and in a beautiful location. The beaches, heath, wildlife and the scenery made the village ideal for walking, cycling, and even bringing up families. The whole area of the Parish was seen as attractive in the winter as well as the summer.

However, there were a number of concerns raised in the comments to this question. While many of these are dealt with in more detail under individual topics, the principal concerns raised by residents are summarised in the remainder of this section.

A particular concern shared by many was the growth of second homes, especially in the last ten years.

### **ACTION POINT LS1**

The Parish Council, together with the District Council, County Council and MP, to monitor the impact of second homes and develop an inclusive approach towards village matters.

### **ACTION POINT LS2**

Greater effort should be made to direct the additional council tax from second homes to those areas, including Studland Parish, that have the second homes and from which the tax is raised.

## LIVING IN STUDLAND



## LIVING IN STUDLAND



*“Traffic volume and speed were also mentioned by many respondents as negative aspects of living in the village.”*

Traffic volume and speed were also mentioned by many respondents as negative aspects of living in the village. Traffic volumes in the summer and speeding for the ferry all through the year were cited as particular issues. Parking within the village and, in particular, on the ferry road was a concern. Inappropriate parking by campervans and their impact in terms of waste and rubbish disposal was a concern shared by many. (For **ACTION POINT**s relating to these issues please see T1, T2 and T3)

There was a clear view that the National Trust could improve its communications with village residents, and in particular tackle the problems of the deer population and illegal behaviour in the area associated with the Naturalist Beach

### **ACTION POINT LS3**

The Parish Council should explore additional means of liaison with the National Trust with a view to improving communications.

See also **ACTION POINTS** En1, En6 and Cr1 for more detailed issues/

The loss of amenities including the closure of two shops and a petrol station, as well as changes to refuse collection and poorer clearance of drains (especially after heavy rain) were all raised as examples which demonstrated adverse changes over the last 10 years. However, the retention of the village shop was commented on favourably with many respondents valuing its importance and in particular the provision of a Post Office.

### **ACTION POINT LS4**

The Parish Council and other authorities as appropriate to work to maintain existing amenities and services and to develop these as required over the duration of this plan

### **ACTION POINT LS5** see also **ACTION POINT Sh2:**

The Parish Council to take action to support the continued provision of a Post Office and the local shop.

Respondents commented that larger local employers appeared to make little effort to recruit local persons.

### **ACTION POINT LS6** see also **ACTION POINT Ec1:**

The Parish Council should work with other relevant bodies to monitor and encourage local employment opportunities.

