

**M**ost respondents (89% of those answering) read the Parish News and said they found this a useful publication for finding out what went on in the village. Whilst there is no suggestion that the Parish News will cease, it is clear that if for some unforeseen reason the Church were unable to continue with it in its present form this would leave a large gap in local community information. Other sources of information for what was going on were (in order of the numbers mentioning them) word of mouth, local press (especially the Advertiser), posters, the Parish Notice Board and local radio. Suggestions for improvements to information provision included: more information from the National Trust, guided walks, coverage by local TV, and the development of a website.

#### **ACTION POINT LS7**

The Parish Council should work with others to improve communications regarding village matters.

The continued publication of the Parish News is vital. Many residents said they had little or no idea of the role of Studland Parish Council and would like more information on its functions and powers. It was suggested that the Parish Council needed to project its image better. A Parish Council newsletter, a website, and greater publicity regarding the work of the Council were all comments made by respondents.

#### **ACTION POINT LS8**

The Parish Council review its profile, communications and links with residents.

There were views that Studland Parish Council served the Parish well yet more objective, assertive, and proactive approaches were needed in order to move issues forward (e.g. the provision of allotments).

#### **ACTION POINT LS9**

The Parish Council review its operations so as to embrace more proactive ways of working.

## **KNOWING WHAT'S GOING ON IN THE PARISH**



*“...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.”*



## ENVIRONMENT



**69%** of those answering the survey felt that protecting the environment was very important to them and a further 28% regarded it as important (total 97%). Just 2% said that it was not very important to them.

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123 respondents expressed satisfaction with the environment in general (representing 90% of those answering the question).

Questions were asked regarding specific aspects of the environment and the following levels of satisfaction were expressed by those answering the question.

	Satisfied	Dissatisfied	Not sure
Pollution levels around the coast	55%	38%	7%
Upkeep of ponds/ditches/wetlands	30%	49%	21%
Cleanliness of countryside (litter etc.)	55%	37%	8%
Upkeep of woods/fields/hedges etc.	56%	25%	19%
Upkeep of paths/lanes	77%	15%	8%
Upkeep of roads and verges	15%	67%	18%
Upkeep of heathland surrounding village	82%	10%	9%
Upkeep of bridleways in parish	78%	10%	12%
Upkeep of coastal path	95%	5%	0%
General cleanliness of beaches	67%	27%	6%
Upkeep of beach car parks	88%	12%	0%

The highest levels of satisfaction were recorded for upkeep of the coastal path and the heathland, and lowest levels of satisfaction for general cleanliness of the countryside, upkeep of roads and verges and upkeep of ponds and ditches.

While no specific questions regarding the National Trust were included in the survey, certain aspects of their involvement in the Parish were apparent from the survey comments. It should be noted that the response to the questions regarding the upkeep of the general environment indicated a high satisfaction level and this is in large part thanks to the National Trust. However, views were expressed that better liaison is required between the National Trust and the village (i.e. the Parish Council). Subjects of concern arising from comments expressed in the survey included:

- Any proposed sale or development of land or property owned by the National Trust in the Parish should be communicated to the Parish Council to consider implications.
- Culling of wildlife e.g. deer.
- Role of the Dunnes Arms as a village friendly public house.
- Camping and barbecues in general, but particularly on South Beach.
- Beach mosaic.
- Spending and pollution from boats in Inisland Bay.
- Hedgebank cutting.
- Tree cutting and tree planting.
- Maintenance of Village Road.
- Allocation of beach huts for local people.
- Beach hugging by dogs.
- Numbers and increase of advertising signs in the village.





From some of the comments in the survey it appears that a certain level of misunderstanding exists between the residents of Studland and the National Trust. In some cases this manifests as actual distrust. This situation has existed for some years and could stem from a lack of communication, which has not been sufficiently addressed either by the National Trust or the Parish Council. The Steering Group concludes that some form of liaison should be set up between an independent group of Studland residents and the National Trust. This group could provide the effort needed to bridge the gap and address the sorts of problems raised above.

**ACTION POINT En1** (see also **ACTION POINT LS3**)  
Establish a better understanding between the National Trust and residents of Studland by setting up an independent residents' liaison group working with the National Trust and the Parish Council.

At present only part of Studland village is in a conservation area. Several suggestions were made that the whole of Studland Parish should be designated as a conservation area and that protection should be given to all significant trees in the Parish. This suggests a concern by residents that the special character and environment of Studland is not being protected sufficiently rigorously.

**ACTION POINT En2**  
The Parish Council to continue to press for the Studland Conservation Area to be reviewed and extended.

**ACTION POINT En3**  
A strategy and management plan for all trees in the Parish should be instigated by the Parish Council and National Trust. This would include the Parish Council maintaining a register of trees and seeking protection where necessary. It would also include the replacement of trees that have been felled.

Although the upkeep of footpaths was regarded as largely satisfactory in the survey (70% expressed satisfaction), concern was indicated that the footpaths are not always properly used. It would be helpful if it was made clear that footpaths are for walkers only, with no cycling, motor cycles and horses.

## ENVIRONMENT



*“ It would be helpful if it was made clear that footpaths are for walkers only, with no cycling, motor cycles and horses. ”*



## ENVIRONMENT

**“ Studland Parish is an important area for nature, with many nature conservation sites and with abundant wildlife. To most of the residents and to the numerous visitors, the wildlife is of great importance and in need of protection. ”**



**“ ...the National Trust carry out a deer count and a limited amount of culling takes places to stabilise the deer population, but the view was expressed by both residents (in their questionnaire responses) and farmers (in the consultation with businesses) that the management of deer is inadequate. ”**



Concerns were also raised that rights of way do not always link up well when crossing roads and that a more direct linking of footpaths is required across roads, especially where road conditions pose a danger for walkers. (An example is the network of footpaths that do not link up well in the vicinity of the golf course where the Corfe and Swanage roads have to be crossed.) The Steering Group note that this issue is a key objective of the County Council's proposed Rights of Way Improvement Plan. (It should be noted that this is a similar, though not identical, issue as that raised in the Traffic section regarding provision of footways in the village.)

### **ACTION POINT En4**

Wherever footpaths are signposted make clear that there is no cycling, no motor cycles and no horses permitted.

### **ACTION POINT En5 (see also ACTION POINT Tr7)**

A joint review should be undertaken by the Parish Council, the County Council and the National Trust of the rights of way network to identify where footpath routes do not link well across roads, with a view to providing safer and more direct links.

Studland Parish is an important area for nature, with many nature conservation sites and with abundant wildlife. To most of the residents and to the numerous visitors, the wildlife is of great importance and in need of protection. However, from the survey there appears to be a significant problem associated with wildlife in regard to the deer population. Two concerns expressed are the damage caused in gardens and the danger to traffic on the roads. It should be noted that twice a year the National Trust carry out a deer count and a limited amount of culling takes places to stabilise the deer population, but the view was expressed by both residents (in their questionnaire responses) and farmers (in the consultation with businesses) that the management of deer is inadequate. This is an issue that needs to be addressed properly across an area wider than the Parish alone, by the Poole Basin Deer Management Group.

### **ACTION POINT En6**

The National Trust should report back to Studland residents on an ongoing basis regarding the management of deer in the area.

### **ACTION POINT En7**

The Parish Council to continue to press the County Council to provide suitable road signs warning motorists of the presence of deer.

One of the greatest environmental concerns evident from the survey is the amount of litter in the village. Visitors leaving bags of rubbish was also raised as a concern. From the comments received, residents feel that more resources should be put into:

- a) Providing litter bins
- b) More frequent emptying of bins
- c) Providing more opportunities for recycling
- d) More road sweeping and cleaning of gutters
- e) Dealing with litter

### **ACTION POINT En8**

The Parish Council should consider methods of reducing litter and improving litter collection.

Recycling facilities in Studland village are regarded by many residents as inadequate. It was felt that the District Council needed to ensure that appropriate and adequate recycling facilities were available for residents and visitors (both doorstep and 'bring' facilities as appropriate) to include:

- a) plastic bottles
- b) glass
- c) paper
- d) cans



Where facilities are available the survey showed that 79% of residents use mini recycling facilities within and outside the parish and 56% dispose of garden waste at sites or by home composting.

#### **ACTION POINT En9**

The Parish Council to request Purbeck District Council to improve and extend recycling facilities and to ensure that they are adequately serviced.

Turning to energy conservation and alternative energy, the questionnaire sought views on the potential future installation of two forms of power generation within the Parish. Of those answering the question, 41% would encourage wind powered generation with 32% against and 79% would encourage solar energy installations with 10% against.

With regard to energy conservation the survey showed that only 1% of respondents had taken advantage of home insulation grants. Judging by the low figure and the absence of comments it may be that awareness should be increased with regard to grants and benefits concerning energy conservation.

#### **ACTION POINT En10**

Parish Council to raise awareness of Purbeck District Council's insulation grants and the benefits of energy conservation.

If beach erosion continues as predicted, the Knoll Beach car park could be reduced or lost completely and alternative car parks may have to be considered. There were a limited number of locations suggested by residents in their questionnaire responses as suitable possible sites (with the number of responses):

National Trust storage area	(1)
Country Fair field	(1)
National Trust overflow car park	(2)
Moss's ground	(1)
Field next to Knoll House Hotel	(2)
Park and ride outside Shillford Village	(2)

From opinions expressed in the survey 77% considered that the public toilets within the Parish are adequate and 72% considered that they were kept in good condition.

46% of respondents were in favour of erecting monuments and additional signage for the Jurassic Coast while 54% were against.

**A**part from the playing field which caters for children with a children's play area, football posts and a basketball hoop, there are no other outdoor public sports facilities within the Parish. From the survey it appeared that 39% of those answering played some form of sport while 42% considered that sports facilities are required in the Parish. Of the facilities suggested the most significant were tennis (mentioned by 19% of those answering), badminton (10%) and football (10%). A badminton club has recently been formed and has just received an 'Award for All' grant for equipment and the marking out of a badminton court in the Village Hall. The support for tennis and football facilities needs to be investigated further.

#### **ACTION POINT SCL1**

Conduct a survey of those interested in forming a tennis or football club.

Other sports amenities within the Parish are provided by the use of Purbeck Golf Club, Shillford Cricket Club, Shillford Hiding Scrapes and water sports at Knoll Beach and Shill Bay. Private facilities exist at the hotels.

#### **ACTION POINT SCL2**

Local bus service to be investigated to make available leisure facilities to residents at appropriate times and cost.

## **ENVIRONMENT**



*"If beach erosion continues as predicted, the Knoll Beach car park could be reduced or lost ..."*



## **SOCIAL COMMUNITY AND LEISURE**



## SOCIAL COMMUNITY AND LEISURE



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From the survey, 42% of those answering indicated a desire to improve the playing field to include other facilities. Suggestions for improvement were mainly for new equipment in the children's play area. Other suggested possible uses for the playing field were for football, hockey, tennis, basketball and athletics. From the survey, 34% respondents indicated that they were prepared to assist in the organisation of other activities. It should be noted that the playing field is limited in size and may not be suitable for some of the suggested activities. Further investigation is obviously needed to establish the level of support.

### **ACTION POINT SCL3 (see also ACTION POINT Yo4)**

The Parish Council to continue to examine the potential and support for improving the facilities of the playing field.

It must be recognised that provision for sports facilities will always be limited in the Parish due to the size of population. However, consideration should be given to improving access to facilities in Swanage and Weymouth. To achieve this, the possibility of providing transport could be explored.

### **ACTION POINT SCL4 (see also ACTION POINT Yo5)**

The Parish Council to investigate the possibility of public transport jointly funded with other Parishes to allow those without transport access to sports facilities in Purbeck.

In using the surrounding countryside, by far the most popular pastime was walking with 80% of respondents stating that they undertake this activity. The survey indicates that of those answering, 90% considered that local footpaths and bridleways were adequate in number and 77% thought that they were well maintained. Other popular pastimes in the countryside were cycling, horse riding and bird watching.

The advent of the new Village Hall in Studland, incorporating the Social Club, provides the Parish with an excellent venue for social, cultural and indoor leisure activities. The hall is widely used by various organisations and clubs for numerous activities such as committee meetings, socials, wedding receptions, dancing, films, plays, whist, carpet bowls, flower shows, art exhibitions, talks, sales, and so on. It is clear that the Village Hall in conjunction with the Social Club is a focal point for the village and a substitute for the traditional "local pub". It could be argued that it provides the basis for the good community spirit in the Parish, which is evidenced in the survey.

Beach hut allocation, which is controlled by the National Trust, is a subject of some concern and confusion amongst local residents, as it is not clear how the system operates. The survey indicates only 35 of the 173 respondents have a beach hut and that 43% believed that some priority should be given to local residents in the allocation of beach huts.

### **ACTION POINT SCL5**

The National Trust be encouraged to develop a policy for the allocation of beach huts to local residents.

The provision of allotments in the Parish was considered in the survey with 62% of those answering supporting the proposal. 22 respondents indicated that they would actually use one if provided. At present, following a request from the Parish Council, the National Trust is considering making land available for this purpose.

### **ACTION POINT SCL6**

The Parish Council and National Trust to continue to work towards the provision of allotments in the village.

Each year there is a Studland Country Fair. This survey indicated a strong support for the fair (76% of those answering the question) and 71% of those answering considered it to be a benefit to the Parish.



Although not specifically addressed in the questionnaire survey, it has come to the steering group's attention that since the survey considerable concern has been raised by residents over the changes to the out of hours medical service, with confusion as to what to expect.

#### **ACTION POINT MS1**

The Parish Council should seek clarification from Dorset Urgent Care Services as to what will happen to patients when obtaining medical help out of hours.

The majority of respondents to the questionnaire (82%) were not registered disabled but inevitably mobility decreases as age increases and it is reasonable to assume that, even if not registered disabled, elderly residents may have difficulty getting around generally and accessing local facilities. Specific responses identified a difficulty in accessing South Beach and the church hall.

In percentage terms the number of those registered disabled total was of the same order (5.5%) of those respondents that have difficulty in getting to or accessing local facilities, although it should not be assumed that they are the same people. Those with prams and carers with wheelchairs, whilst not registered disabled, will experience similar difficulties as individuals with mobility problems.

The results of the survey reveal that 90% of respondents used their own car to access their doctor and dentist with just 5.5% using the bus and 2.2% getting a lift from a friend. Not all car journeys will be exclusively for visiting the doctor or dentist, it is reasonable to assume that many respondents combine a visit to the doctor or dentist with shopping. It is not possible for patients visiting the medical centre in Swanage to use public transport if they have an early morning appointment. This issue is addressed in the Transport Section (Action Point T18). A specific question was not asked regarding people's awareness of the Communicare scheme to help with transport to the surgery but it might be the case that some are unaware of it.

#### **ACTION POINT MS2**

Raise the profile and awareness of the existing "Communicare" scheme in the provision of transport for appointments when public transport is not available.

Not surprisingly in a village with an ageing population, 52% of respondents felt there should be increased provision of community/nursing care in the home with 19% suggesting that a residential care home and 12% a nursing home facility be provided. The delivery of such a facility in Studland might need a new and imaginative solution.

#### **ACTION POINT MS3**

The Parish Council should monitor the provision of nursing care at home and identify shortfalls.

#### **ACTION POINT MS4**

The Parish Council should investigate the need for and feasibility of providing a nursing and/or residential care home in the village.

The final question in this section sought to ascertain the need of respondents to a range of medical services. Conclusions that can be drawn indicate that nearly half of respondents have the need of a dentist, one in five require the services of a chiropodist, one in eight need a physiotherapist, about one in twenty have need of reflexology, osteopathy, counselling, homeopathy, aromatherapy or audiology. One in twenty need assistance in the delivery of medication.

## **SOCIAL AND MEDICAL SERVICES**

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## CRIME



***“ The National Trust, as the major landowner in the Parish, should consider taking a more active and direct role in policing its land, especially in relation to illegal behaviour on and around the beach. ”***



***“ There appears to be more a fear of crime than people being a direct victim of crime (although it is probably true to say that both crime and the fear of crime are low compared with some other parts of the country). ”***



The questionnaire survey results indicate that whilst Studland does not appear to suffer from significant and serious crime, it does occur. Of the 149 replies to the question, 30 (20% of those answering) indicated that they had been a victim of crime. House burglary (10) and other burglary such as from sheds (8), harassment by strangers/hawkers (6) and vandalism.

69 people (out of 115 answering that question) said they had no particular concerns over crime, but 46 did have concerns, based mainly on the personal experience of others and to slightly less extent their own personal experience. Media reports of crime seemed to feature less prominently in causing concern locally.

There appears to be more a fear of crime than people being a direct victim of crime (although it is probably true to say that both crime and the fear of crime are low compared with some other parts of the country).

Perceived fear of crime in particular focussed on the illegal behaviour on and around the nation's beach (46%) and thefts of boats and thefts from beach huts (27%). In addition, concern was expressed over the fears of burglary, traffic, vandalism, camper vans, and children downloading illegal images from the Internet.

### **ACTION POINT Cr1**

There needs to be continued ongoing monitoring of crime in the Parish and also monitoring of measures aimed at combating crime and reassuring residents. The Purbeck Crime Reduction Partnership and the Studland Beach Users Group should continue to be supported. The National Trust, as the major landowner in the Parish, should consider taking a more active and direct role in policing its land, especially in relation to illegal behaviour on and around the beach.

In relation to measures to deal with crime there was clear support for greater police presence in vehicles (supported by 41% of people answering the questionnaire) and on foot (53%). Lower, but still significant, levels of support were forthcoming for neighbourhood watch (24%), more frequent visits by a mobile police station (20%), an emergency telephone (18%) and improved street lighting (15%).

### **ACTION POINT Cr2**

Regular police presence, both in vehicles and on foot, should be requested.

### **ACTION POINT Cr3**

The local Neighbourhood Watch should be reinvigorated, and the scheme promoted.

Turning to environmental legislation, support for its enforcement was strong. Replies to the survey showed 103 wanting action on dog fouling (representing 52% of those replying) and 111 wanting action on litter (51% of those replying). Action on vandalism and fly posting was also requested. The employment of a warden/support officer to deal with the enforcement of environmental crime was clearly shown in the survey with 100 replies in favour of such a position and 32 against.

### **ACTION POINT Cr4**

The Parish Council should explore the feasibility of employing a warden/support officer to deal with enforcement of environmental legislation, possibly on a shared basis with other Parishes.



**Economy** There are few employment or career opportunities within the Parish, especially for young persons, and respondents to the survey considered this to be an important issue. A majority of respondents (55%) considered that employment opportunities were required, whilst 22% considered that they were not, the remaining 23% had no opinion. A view was expressed in comments that there were existing local job opportunities which were not taken up by local people.

Additional employment opportunities considered best for the Parish were agriculture, horticulture and conservation work (favoured by 45% of respondents), whilst tourism and light craft industry were less favoured (24% of respondents in each case). Fewer respondents still (13%) felt that information technology employment would be suitable for the Parish.

34% of respondents felt there was a shortage of employment for adults and 37% for school leavers. 15% wished to have part time employment to fit in with school holidays, 20% would like the opportunity for teenagers to be able to work part time at the weekends and during the holidays, and a further 8% would like to job share on a part time basis.

From the survey there appear to be few people where there are barriers preventing them taking up employment locally. A small number of respondents (just two or three) gave as their reasons as lack of care for an adult dependent, lack of child care, cost of care and the lack of advice on job opportunities. There were no responses indicating a lack of qualifications or training, lack of experience or problems caused by disability. Whilst the answers in the survey represent a small number of people, these issues are clearly significant for those affected.

**ACTION POINT Ec1** (see also ACTION POINT L56)  
Local employers should be encouraged to advertise locally for staff and make greater efforts to employ local people.

Provision of child care was not considered important by the majority of those respondents who work. 28% specifically said they did not require or would not find childcare useful (most of the remainder did not answer the question and can be assumed not to require childcare). However, 5% did say they would find it useful for pre school children on weekdays, 3% for school pupils after school, 2% for children during the school holidays and 1% for children at weekends.

At the meeting with local businesses the lack of employment opportunities was raised. The major employer is the National Trust who, it was suggested, appear to employ very few local residents, apparently favouring the use of volunteers and casual staff for the holiday period. Businesses considered that these employees being temporary, with no career prospects have little incentive and job satisfaction. Local businesses reported communication difficulties and a lack of urgency by the National Trust to what are considered reasonable requests. Local businesses were also critical of the National Trust for failing to offer local businesses the opportunity to bid for local contracts, favouring outside companies.

**ACTION POINT Ec2**  
Consideration be given to the formation of a local employers group to take forward common concerns.

## ECONOMY, SHOPPING AND TOURISM



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## ECONOMY, SHOPPING AND TOURISM



***“An overwhelming majority (89%) said they supported the retention of the post office in Studland: there were no respondents who stated that they did not. The Steering Group note that Studland Stores have already been active in publicising the possibility of closure of the post office and the importance of using it.”***



### Shopping:

The majority of residents (63%) do their main shopping out of the Parish, whilst just 3% use the village stores as their main shop. However, 76% use the village shop for “top up” shopping. 84% regularly use the Studland post office, while 9% do so for banking. An overwhelming majority (89%) said they supported the retention of the post office in Studland: there were no respondents who stated that they did not. The Steering Group note that Studland Stores have already been active in publicising the possibility of closure of the post office and the importance of using it.

### ACTION POINT Sh1

In view of the threat of closure of rural post offices, residents should continue to be made aware of the services available from the Studland post office and encouraged to use it whenever possible.

### ACTION POINT Sh2 (see also ACTION POINT L55)

The Parish Council should make representations to the appropriate authorities in order to prevent the closure of the post office.

### Tourism:

In the survey 75% of respondents regarded tourism as very important or important to the parish economy. Just 10% of respondents considered it not really important.

This issue prompted many comments which overlap with other topics. Several related to traffic, with provision of footpaths and footways featuring prominently. Other comments suggested traffic calming to deal with tourist traffic, and a park and ride scheme including the closure of the car parks and the introduction of access by bus and boat. The Steering Group concurs that the issue of too many people trying to access Studland on very busy days needs far better management.

Several respondents requested a footpath from Beach Road to the shop, footpaths from the village to Knoll House Hotel and Hill Close to the Village; others suggested additional footpaths to the Swanage road and Corfe road at and beyond Woodhouse Hill, and beyond that to the rear of the hedge to the golf club and beyond. There was also very strong support for the provision of a pedestrian crossing to the shop. There was also a comment suggesting there was a need for footpaths in School Lane and from Watery Lane past the Banks Arms.

Other visitor-related issues evident from the survey were support for more litter bins, and the reintroduction of weekly waste collections during the summer months to avoid the build up of waste (presumably in this context, from holiday homes). Other comments related to a suggested cycle routes map, more showers on the beach and notices pointing out the danger of fires. There was also a suggestion to create a local history museum and the provision of a Studland web site. One respondent considered that there was sufficient provision of visitor facilities such as barbeque places and further commercialisation should be resisted.

### ACTION POINT To1 for this ACTION POINT Yo7

The Parish Council to investigate the possibilities for production of a Tourist Guide and website to the Parish and its facilities.



### **ACTION POINT To2**

The traffic implications of too many visitors attempting to access Studland beaches on particular days of the year (e.g. August Bank Holiday coinciding with good weather) needs to be addressed, for example, installing advance warning signs at Wareham stating that all car parks are full at Studland and that Park and Ride is available.

### **ACTION POINT To3**

Parish Council to negotiate with the District Council and the National Trust for the provision and siting of additional appropriate (e.g. animal proof) litter bins.

### **ACTION POINT To4**

Additional linking footways and footpaths required - see Action Points Tr7 and En5

### **ACTION POINT To5**

Pedestrian crossing near to the shop and actions to limit traffic speed - see Action Points Tr3 and Tr5

## **ECONOMY, SHOPPING AND TOURISM**



**T**he issue of traffic and parking is one that causes considerable concern to people in Studland and many comments and suggestions were received on this subject.

When asked what were the most serious problems with traffic, the most frequent responses were, in terms of type of traffic, holiday traffic (125 responses, representing 69% of those answering the questionnaire) and in terms of the type of problem, speed of traffic (122 responses, 67%) and volume of traffic (119 responses, 66%). Although speed of traffic is clearly an all year round issue (and covered in more detail later), holiday traffic and the volume of traffic are linked. People are clearly concerned about the level of summer traffic, although it is not clear what action the Parish Plan could propose that would make a significant impact on this. We can only, perhaps, seek to mitigate its effects through the actions suggested later. A small number of respondents suggested that the National Trust stop advertising Studland beaches, thereby reducing traffic volumes.

Caravans and camper vans were also mentioned by a majority of respondents (94 respondents, 52% of those replying) and this is clearly linked with the 105 respondents (58%) who considered 'Inconsiderate and inappropriate overnight parking' to be a

## **TRANSPORT, TRAFFIC AND PARKING**

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problem. Whilst action has subsequently been taken to tackle overnight parking on the Ferry Road, overnight parking at the Viewpoint and within the village itself continues to be an issue. (Throughout this report 'overnight parking' is, of course, referring to camping in vehicles overnight rather than merely parking a vehicle on the road overnight). Several people added the comment that there needed to be regular liaison with the National Trust and the District and County Councils over the parking problems.

### **ACTION POINT Tr1**

Measures to manage and eliminate overnight sleeping in vehicles (in particular camper vans and caravans) in the Parish need to be developed, particularly in relation to the Viewpoint and within the village itself. The ban on overnight parking on the Ferry Road needs to continue to be enforced.



## TRANSPORT, TRAFFIC AND PARKING



**“ Respondents felt that the most effective solutions to reducing the speed of traffic locally would be a speed camera (72 responses), a pedestrian crossing (also 72 responses) and traffic calming (70 responses). ”**



**“ There was a specific question relating to the need for a pedestrian crossing near the shop. ”**



### ACTION POINT Tr2

Liaison between the Parish Council, the National Trust and the County and District Councils to address the issue of parking should be developed further.

Respondents felt that the most effective solutions to reducing the speed of traffic locally would be a speed camera (72 responses), a pedestrian crossing (also 72 responses) and traffic calming (70 responses). The other suggestions listed in the questionnaire (a lower speed limit and more signs) were less popular. The Steering Group note that the most serious problem with speeding traffic and careless driving is focussed on the Swanage/Ferry Roads in the vicinity of the crossroads. In particular traffic emerging from School Lane, where visibility is very poor. In any case, is endangered by vehicles overtaking others slowing down to turn into Heathgreen Road (in the words of one respondent “an accident waiting to happen”). Measures to reduce speed and allow safer manoeuvring are required at this location; suggested improvements include double solid white lines, a traffic island (which would incidentally allow safer crossing by pedestrians) and a traffic mirror.

### ACTION POINT Tr3

Action is required to reduce traffic speed and enforce existing speed restrictions on the B3351 through the village. Without discounting other possible measures, this could include: Speed Indicator Devices, more policing and a pedestrian crossing.

### ACTION POINT Tr4

Measures to improve safety for traffic emerging from School Lane are required.

There was a specific question relating to the need for a pedestrian crossing near the shop. 128 respondents agreed that there is a need (representing 77% of those answering the question) and just 28 (17%) who disagreed. Indeed, one person wrote: “A priority above all else”. Such a crossing would “link” the two halves of the village that is otherwise cut by the busy road and would not only significantly aid pedestrians to cross but would also slow traffic at this dangerous junction.

### ACTION POINT Tr5 (see also: ACTION POINT Yo8)

A pedestrian crossing is required by the shop on the B3351 immediately north of the junction with School Lane/Heathgreen Road.

Other written comments relating to the traffic issue included:

- Visual speed indicators
- Chicanes and traffic islands to calm traffic.
- More police visibility
- More roundabouts at crossroads
- Police speed traps 8.00am to 4.00pm
- No action - too many signs already spoiling village
- Cycling around area very hazardous and safer facilities and cycleways required
- Lark Castle to Shindon Road - divert heavy traffic via Seeridge via a vehicle weight restriction except for access to The Steering Group. Remarks that the danger posed to other road users by HGVs on this road suggests that those that do not have to travel the road (i.e. all) poppers along its length should use the more appropriate main route via Seeridge and Lark Castle?
- Action across the road and the Heathgreen Road to entry



### ACTION POINT Tr6

Seek to restrict the use by large vehicles of the Corfe Castle-Studland road

Turning to specific parking problems there was limited response. Written suggestions included:

- The parking bay opposite the Village Hall be marked "Residents only"
- National Trust car parks should remain open later than the current 6pm on summer evenings
- More enforcement of parking regulations
- The National Trust should provide larger car parks at the ferry and English Nature should be pressurised on safety grounds to agree

Although opinions on whether there is a need for more footways or pavements were divided, with 64 respondents saying "yes" and 65 saying "no", several locations kept cropping up in comments. The Steering Group concurs that there are specific stretches of road which are dangerous to walk on and for which there are no current suitable alternative pedestrian routes. The view was often expressed that whilst there is a strong need to be able to walk (and cycle) safely off road on these stretches, further traditional tarmac pavements adjacent to the road would not be appropriate in Studland; for example, a simple gravel path behind the hedge line would be more suitable if this could be achieved.

### ACTION POINT Tr7 (see also ACTION POINT Tr5)

Convenient off-road pedestrian (and where appropriate, cycling) routes are needed to provide links where the only alternative is to walk on dangerous stretches of road:

- a) Beach Road to shop (The steering Group note that the request to the National Trust made three years ago remains outstanding)
- b) From roads to the House Farm and beach
- c) Crossroads up Swanage Road and past Woodhouse Hall turning
- d) Ferry Road to ferry

Turning to public transport, 141 respondents (representing 86% of those answering the question) stated that they are within easy walking distance of a bus stop, so inaccessibility to the bus route is a problem for a minority only. Only 24 people said they use the bus at least once a month and also 24 said they used a taxi at least once a month. Few people thought that they would make frequent use of a dial-a-ride scheme if one was introduced. The main concern raised over public transport was the lack of an early morning bus into Swanage for getting to work or to medical appointments (the first bus of the morning arrives in Swanage at 10.05).

### ACTION POINT Tr8

Earlier morning buses between Studland and Swanage are needed to allow access to work and for medical appointments. These could possibly be provided as part of a circular route Studland-Swanage-Corfe Castle (which would incidentally contribute to a park and ride service between Norden and Studland).

## TRANSPORT, TRAFFIC AND PARKING

*"The Steering Group concurs that there are specific stretches of road which are dangerous to walk on and for which there are no current suitable alternative pedestrian routes."*



*"The main concern raised over public transport was the lack of an early morning bus into Swanage for getting to work or to medical appointments..."*



## TRANSPORT, TRAFFIC AND PARKING

**“The Ferry Company should be encouraged to develop a discount scheme for Studland residents irrespective of the number of tickets purchased...”**

The “public transport” used by most people (at least once a month) is the ferry (112 respondents, representing 62% of those answering the questionnaire) although this is obviously mainly using their own vehicles. This does indicate, however, how vital the ferry is to residents, and there were concerns raised in comments over the high cost of the ferry, especially in relation to residents.

### **ACTION POINT Tr9**

Independent assessment of the cost justification for the ferry fares should be undertaken. The Ferry Company should be encouraged to develop a discount scheme for Studland residents irrespective of the number of tickets purchased (rather than the present bulk purchase discount available to everyone who is able to purchase books of tickets at a time).

There were a few written comments relating to this general topic which do not fit into any issue so far covered. These included;

- Speeding boats, and rubbish from boats
- Steps down to South Beach from top field are dangerous
- Request the National Trust to re-surface lane up to Village Hall car park

## HOUSING



**“...even the lowest price housing (ex-local authority stock) is beyond anyone locally with a normal income...”**



**The Parish Plan** survey did not include questions about housing need as the District Council had carried out their own survey in June 2005. This section is based on the Studland results of that survey, given in a report by the Rural Housing Enabler. Questionnaires went to every household in the Parish; 57 were returned, representing a 27% response.

There is clearly an “affordability gap” locally. The survey identified that a “typical” 3 bed terraced house for sale at that time in the District at £245,000 would require a £66,800 pa income. A 3 bed terraced house for rent at £750 pm would require an income of £48,000 pa and a bedst (if available) renting at £400 pm would require an income of £25,000 pa. Prices in Studland are generally even higher than these typical district figures. During 2006 the following house sales were recorded for Studland at the Land Registry (information obtained via [www.ourproperty.co.uk](http://www.ourproperty.co.uk)).

£184,000	£249,950	£250,000	£310,000	£395,000
£467,500	£475,000	£545,000	£625,000	£852,500

This shows that even the lowest price housing (ex-local authority stock) is beyond anyone locally with a normal income. The Land Registry data also suggests that local house prices are increasing rapidly: one property had been sold for over double the price paid for it just four years earlier, whilst the price paid for another had increased by 2/3 in five years.

There is some existing social housing in the Parish. The Rural Housing enabler’s report states that the Purbeck Housing Trust have 11 houses for rent and Raglan Housing Association 5 houses for rent, and that when there is a vacancy these are filled on highest points from the District Housing Register. In addition, Raglan have 8 elderly persons units. The Rural Housing Trust have 3 shared equity houses. Both Purbeck Housing Trust and Raglan have an average of just 1 let per year. It seems, however, that those with a strong Studland connection are rarely, if ever, eligible or a priority for housing in these situations and the let usually goes to someone from outside the parish.



### ACTION POINT Ho1

The Parish Council should continue to seek clarity over the lettings policy for Purbeck Housing Trust and Raglan housing in Studland and increase pressure for those with a Studland connection to receive priority in allocations. The Parish Council should be involved when vacancies arise.

The National Trust is the only other significant landlord in the Parish. Where appropriate, when properties become vacant it would be helpful for the Trust to more consciously target people in local housing need as potential tenants.

### ACTION POINT Ho2

The Parish Council should explore with the National Trust, Purbeck Estate and Brownsea Island, the scope to ensure that some of their housing stock is maintained for meeting local needs.

There were just two households on the District Council's Housing Register at the time of the Rural Housing Enabler's survey. However, based on the questionnaire returns, the survey estimated that there were potentially 10 households unable to access suitable accommodation in the Parish. A further 9 households stated that a family member had moved away in the past five years because of difficulties in finding a suitable home in order to determine whether there is a substantial enough housing need to realistically be addressed by new development, there is a requirement to establish on an ongoing basis the level and type of housing need for those with a Studland connection (i.e. currently living in or working in Studland, or who have had to move away because of lack of suitable housing). This information has to be "owned" by the local community to be of use locally, but clearly there are issues of confidentiality to be addressed, as personal details of individuals living in or connected with Studland will have to be sought.

### ACTION POINT Ho3

As a priority, the Parish Council should explore setting up its own Housing Needs Register and encourage those with a strong Studland connection to register with it. The responsibility for maintaining the Register would be transferred to a Studland Community Housing Trust if and when this was created.

The declared annual household incomes of those expressing housing need were one household under £10,000, three between £10,000 and £15,000, four between £15,000 and £20,000 and two between £20,000 and £30,000. All would be classified by the District Council as in affordable housing need. The Rural Housing Enabler suggested in the report that a suitable mix of housing at that time to meet the needs and income of the respondents in the survey would be:

Income			Proposed mix of units		
1 bed	1 person	2 units	1 bed	1 person	1 unit
1 bed	2 person	1 unit	1 bed	2 person	1 unit
2 bed	1 person	2 units	2 bed	4 person	1 unit
3 bed	4 person	2 units	A suggested 10 units in total		

The actual size and type of homes built if a further scheme were to go ahead would need to be worked up in close coordination with those identified in need in the Parish at the time. In general terms, however, this suggests that whilst there is a fair range of need in terms of size, there might be a fairly strong "demand" for smaller units, especially as these would be cheaper to rent or buy into if shared equity.

### ACTION POINT Ho4

Investigate the need for a range of housing, but especially smaller accommodation, for example "starter flats" to enable people still living with their parents a home of their own locally.

## HOUSING



*“ There were just two households on the District Council's Housing Register at the time of the Rural Housing Enabler's survey. However, based on the questionnaire returns, the survey estimated that there were potentially 10 households unable to access suitable accommodation in the Parish. ”*



*“ As a priority, the Parish Council should explore setting up its own Housing Needs Register and encourage those with a strong Studland connection to register with it. ”*

## HOUSING



*“ People expressed the concern that housing should be available only for those with a local connection or that priority should be given to Studland residents (“local housing for local people”), and it was suggested that this does not happen at present with existing housing. ”*

All 10 respondents in housing need felt that a garden and parking were important. Other considerations were seen as less important: low heating costs (5 respondents), adequate storage (4), ability to work from home (2) and car free zone (2).

The report concludes that there is community support for additional new social housing: 93.5% of the households responding to the survey said they would support a small development of affordable housing in the Parish. Comments given by people responding to the Parish Plan questionnaire, however, do qualify that to a certain extent. People expressed the concern that housing should be available only for those with a local connection or that priority should be given to Studland residents (“local housing for local people”), and it was suggested that this does not happen at present with existing housing. Other comments suggested that a local Housing Trust should be formed. It is clear that there is insufficient local control over allocations in existing social housing to merit further developments by outside Housing Associations: if a need is proven, there will only be support for further development if the housing is permanently controlled by the local community, via a local housing trust.

### **ACTION POINT Ho5**

Once sufficient housing need is established via a local housing register, the setting up of a Studland Community Housing Trust should be investigated.

There would then be the need to locate suitable land for housing development. There is a substantial part of the Parish (and indeed of the village itself) lying outside the defined settlement boundary, which would enable suitable exceptions sites possibly to be found.

### **ACTION POINT Ho6**

If and when a Studland Community Housing Trust is established it should explore with local landowners the scope for new social housing on exceptions sites in the Parish.

The scope for new sites will, however, be limited by suitability and the willingness of owners to release them. Existing houses might be another source for increasing the Community Housing Trust's portfolio, although the high market price of housing in Studland may counter against this.

### **ACTION POINT Ho7**

In addition to building new houses, a Studland Community Housing Trust could, subject to finance, seek to “buy-back” existing suitable housing in Studland when this comes onto the market (i.e. most likely to be ex council housing) thus building up a portfolio of both new and existing stock.





A separate questionnaire was issued to the under 18s. A total of 25 replied, which probably represents about half of the children in the Parish who would have been of an age to answer the questionnaire. Responses were evenly balanced between males and female, and across the ages from under 10 up to 17.

Feedback from the meeting with business representatives indicated that there were growing difficulties for children on Brownsea Island who wished to attend schools local to them due to school catchment area restrictions and Parish boundaries.

#### **ACTION POINT Yo1**

The Parish Council to work with others to ensure that children living on Brownsea Island are able to attend their most convenient local school.

The majority of the children responding to the survey (54%) considered that enough, to some extent, was being done to make life enjoyable in the parish but from the comments made improvements are obviously needed. Leading among the suggestions for improvements were additional facilities and activities centred on the Social Club, where several respondents suggested they could meet and get to know one another.

#### **ACTION POINT Yo2**

The Social Club to investigate the use of the Club for youth activities.

The youths themselves recently initiated a Youth Club that would help meet this need, which met weekly at the Village Hall and was well supported, but this has faltered due to shortage of adult volunteers. The degree of support that was evident from the youth of the village suggests that a more permanent and properly funded solution would be worth pursuing.

#### **ACTION POINT Yo3**

The Parish Council to explore with the County Youth Service or other provider the possibility of a youth worker to assist with the Youth Club.

The playing field and play area are well used but the facilities for sport are very limited. The replies indicate that the youth of the village engage in a large number of sports (presumably largely elsewhere) including football, tennis, cricket, swimming, hockey, rounders, netball, sailing, basketball, archery, rugby, canoeing, walking and horse-riding. Several respondents to the youth survey stated that they would be prepared to assist in organising activities. Among the additional recreational facilities requested were a tennis court, better football goals with nets, a wicket for cricket and a decent basketball area with net. Replacement and additional equipment, including another climbing frame and a roundabout, were suggested for the play area and a tree house and a flat cycling track were also requested. There was also a suggestion that a regular disco for the more senior youngsters should be provided in the Village Hall.

#### **ACTION POINT Yo4 (see also ACTION POINT SCL3)**

The Parish Council playing field working group to investigate the provision of additional youth sport and recreation facilities.

As facilities are available within the surrounding area, 62% of the respondents said they would take advantage of transport if this were to be organised by the Parish Council.

#### **ACTION POINT Yo5 (see also ACTION POINT SCL4)**

The Parish Council to investigate the demand for and practicalities of providing transport for young people to surrounding towns for leisure activities.

## **YOUTH**

*“ Leading among the suggestions for improvements were additional facilities and activities centred on the Social Club, where several respondents suggested they could meet and get to know one another. ”*



*“ The replies indicate that the youth of the village engage in a large number of sports (presumably largely elsewhere) including football, tennis, cricket, swimming, hockey, rounders, netball, sailing, basketball, archery, rugby, canoeing, walking and horse-riding. ”*

# YOUTH



*“When asked what was best about living in Studland, the beach and use of the surrounding countryside for cycling and horse riding featured in many of the replies, together with the peacefulness and the variety of wildlife and plants.”*



48% of young people answering the survey said they would like to remain in the Parish when leaving school. Although half of these did not consider it would be possible to do so just 16% said they definitely did not wish to remain. Reasons given for not expecting to remain in the Parish included lack of further education, employment and affordable housing. Comments were also made that the lack of activities and very few other young people resulted in life in the Parish being very boring for young people.

When asked what was best about living in Studland, the beach and use of the surrounding countryside for cycling and horse riding featured in many of the replies, together with the peacefulness and the variety of wildlife and plants. Some of the worst things about living in Studland included there being nothing to do, no swimming pool, too much traffic, too many people, inaccessibility, too far away from friends, shops and sports centres and the lack of friendliness.

## **ACTION POINT Yo6**

Set up a joint working party between the Parish Council and local youth representatives in order to try and improve work, education, leisure and long term housing opportunities for local young people.

There was little interest in the production of a history of Studland but over 50% of those replying were prepared to assist with the establishment of a web site and a guide for young visitors to the parish.

## **ACTION POINT Yo7 (see also: ACTION POINT To1)**

Ensure the Parish Council are aware that the youth of the Parish would be keen to help with the production of a web site and guide for young visitors.

Walking and cycling featured prominently in the use of the surrounding countryside, followed by picnics, running and studying animals. The protection of the countryside was of importance to almost all the respondents (88%) with the remainder saying they were not sure.

When asked what sort of transport they used at least once a month, all replied that they used family transport, compared with the 20% using a bus (other than the school bus). The ferry was mentioned by just over half (56%).

The majority of young people (84%) agreed that there is a need for a pedestrian crossing near the Shop.

## **ACTION POINT Yo8 (see also: ACTION POINT Tr3)**

Ensure Parish council is aware of the requirement by the youth of the Parish for a pedestrian crossing near the shop.

Most young people responding to the survey agreed that there is a shortage in the Parish of full-time employment for young people and weekend and holiday part-time employment.





# APPENDIX - QUESTIONNAIRE RESULTS- 181 REPLIES



3. Are you?		
Male	82	64%
Female	45	35%

1. Is your property?	n	% of total	non-answering response
a. Private rented	28	14%	13%
b. District council rented	2	1%	7%
c. Housing association rented	12	10%	7%
d. Owner occupied			
- whether with a mortgage/rental	122	69%	67%
e. Provided with employment	8	3%	4%
f. Other	3	7%	7%
Not answered	5		3%

4. How long have you or your family lived in the parish?	n	% answering	% of total response
a. 1-10 years	54	31%	30%
b. 11-25 years	54	31%	32%
c. 26-50 years	33	19%	18%
d. 51+ years	18	10%	10%
e. For generations	14	5%	3%
Not answered	8		4%

5. How did you come to live in Shadlow Parish?	n	% answering	% of total response
a. Always lived here	24	14%	13%
b. Moved to be with or near family	21	12%	7%
c. Moved for employment	25	15%	14%
d. Retired here	23	14%	13%
e. Liked the area	54	35%	33%
f. No particular reason	3	1%	1%
g. Other	16	9%	9%
Not answered	17		8%

6. Is this your?	n	% answering	% of total response
a. Main residence	146	84%	81%
b. Second home	22	13%	12%
c. Holiday home	3	3%	3%
Not answered	8		4%

10. Employment status - Are you at present?	n	% answering	% of total response
a. Full time employment	20	12%	7%
b. Part time employment	26	15%	14%
c. Unemployed	3	3%	2%
d. Self-employed - employing others	6	3%	4%
e. Self-employed - not employing others	14	8%	9%
f. Full time education/student	4	2%	2%
g. Unwaged housewife/husband	16	9%	9%
h. Retired	72	42%	43%
i. Permanently disabled	1	1%	1%
j. Other	1	1%	1%
Not answered	8		4%

11. Where do you work (or if a student, go to college)?	n	% answering	% of total response
a. From home	34	19%	13%
b. In the parish	15	11%	9%
c. Warrington	9	7%	3%
d. Walsby area	8	4%	3%
e. Holton Health (unworthy/Redditch)	4	3%	2%
f. Elsewhere	19	14%	14%
g. Not applicable	52	43%	31%
Not answered	42		26%

12. How do you feel about the quality of life in the parish, compared with 10 years ago?	n	% answering	% of total response
a. It's better	26	14%	14%
b. It's worse	10	12%	10%
c. It's the same	42	23%	23%
d. It's better in some ways, but worse in others	39	25%	22%
e. Don't know	27	17%	12%
Not answered	24		13%

15a. Do you read the Parish News every month?	n	% answering	% of total response
Yes	136	89%	77%
No	18	11%	10%
Not answered	24		13%

15b. Is it useful?	n	% answering	% of total response
Yes	133	85%	77%
No	7	3%	4%
Not answered	35		19%

16. Which are your additional sources of information?	n	% of respondents
a. Word of mouth	131	72%
b. Parish noticeboard	91	51%
c. Posters in the shop	110	61%
d. Advertiser	129	71%
e. Purbeck Gazette	68	38%
f. Newspapers		
- Daily, Modern Gazette, etc	29	16%
g. Local Radio (Solent, JCR, etc)	34	19%
h. Other	3	2%

17. Is there enough information available about what the Parish Council does?	n	% answering	% of total response
Yes	124	79%	69%
No	43	27%	24%
Not answered	24		8%

19a. Do you consider that the parish council serves the needs of the parish well?	n	% answering	% of total response
Yes	102	62%	56%
No	15	9%	8%
No opinion	48	29%	27%
Not answered	16		9%

19b. Are you aware of the democratic half hour at the start of the Parish Council meeting when you can ask questions and express your views?	n	% answering	% of total response
Yes	114	68%	63%
No	33	12%	20%
Not answered	24		8%

20. Do you consider that you can have a say in local issues that affect you?	n	% answering	% of total response
Yes	119	73%	65%
No	26	16%	14%
No opinion	18	17%	10%
Not answered	18		10%

21 How easy/difficult do you find it to contact the Parish, District and County Councils to complain or enquire about their services?							
	Very easy	Easy	Not easy	Difficult	Very difficult	Not contact or answer	
Parish Council	41	44	24	8	1	41	22
District Council	14	59	15	12	5	32	45
County Council	8	29	27	10	4	49	54
How easy/difficult	Very easy	Easy	Not easy	Difficult	Very difficult	Not contact	
Parish Council	26%	26%	15%	5%	1%	26%	
District Council	10%	43%	17%	7%	4%	23%	
County Council	5%	23%	21%	8%	3%	39%	
How easy/difficult	Very easy	Easy	Not easy	Difficult	Very difficult	Not answer	
Parish Council	23%	24%	4%	1%	2%	12%	
District Council	13%	33%	3%	7%	4%	24%	
County Council	4%	15%	6%	5%	2%	10%	

### 32 Do you use the Internet?

Yes	108	85%	65%
No	50	19%	13%
Not answered	14		8%

### 33 Would you find a Studland community website, including information on the Parish Council and other groups, helpful?

Yes	99	85%	52%
No	14	32%	24%
Not answered	47		21%

## SOCIAL, COMMUNITY AND LEISURE

### 34 Do you play any sport?

Yes	41	30%	34%
No	96	69%	53%
Not answered	24		13%

### 35 Are sports facilities required in the parish?

Yes	82	42%	27%
No	66	38%	35%
Not answered	67		32%

### 36 Would you like to see the recreation ground improved to include other facilities?

Yes	48	42%	27%
No	67	58%	37%
Not answered	66		36%

### 37 Would you be prepared to assist in the organisation of these or other activities?

Yes	34	30%	17%
No	99	80%	59%
Not answered	58		32%

### 38 Do you use the surrounding countryside?

a For walking	145	82%	
b Horse riding	22	12%	
c Cycling	51	28%	
d Bird watching	46	25%	
e Other	7	4%	

### 39 Do you consider that the local footpaths, bridleways are:

a Adequate in number	155		
Yes	140	90%	77%
No	15	10%	8%
Not answered	26		74%

### b Well maintained

Yes	111	77%	61%
No	34	23%	19%
Not answered	36		20%

### c Well marked

Yes	124	84%	63%
No	24	16%	13%
Not answered	37		30%

### 40 Do you attend the Parish Church or Chapel?

Yes	95	53%	47%
No	76	47%	47%
Not answered	20		11%

### 41 How often do you use the Parish Church Hall?

a Never	43	20%	
b Once or twice a year	40	18%	44%
c Once or twice a month	24	10%	13%
d More regularly	18	11%	10%
Not answered	16		9%

### 42 How often do you use the Village Hall?

a Never	25	5%	14%
b Once or twice a year	66	46%	46%
c Once or twice a month	41	24%	31%
d Weekly	16	9%	9%
e More often	4	3%	2%
Not answered	17		6%

### 43 Please state your specific use:

a Sport	12	4%
b Children's activities	8	3%
c Social	10	4%
d Educational	2	1%
e Religious	2	1%
f Gardening	1	0%
g Travelling	1	0%
h Other	18	7%

### 44 Are you a member of the social club?

Yes	71	43%	34%
No	125	56%	57%
Not answered	7		4%

### 45 Do you have a beach hut?

Yes	35	20%	14%
No	133	80%	75%
Not answered	3		4%

### 46 Should local residents be given priority in the allocation of beach huts?

Yes	44	81%	77%
No	11	20%	14%
No opinion	22	39%	17%
Not answered	30		28%

### 47 Do you feel that there is a need for cycle ways in the parish?

Yes	50	40%	38%
No	78	62%	35%
No opinion	41	32%	17%
Not answered	28		10%

### 48 Do you support the provision of allotments in the Parish?

Yes	135	62%	58%
No	71	32%	11%
No opinion	44	28%	14%
Not answered	32		12%

### 49 If Yes, would you use an allotment?

Yes	24	72%	13%
No	54	32%	38%
No opinion	16	15%	8%
Not answered	27		40%

### 50 Do you support the Studland Country Fair?

Yes	130	75%	72%
No	21	12%	12%
No opinion	20	12%	11%
Not answered	20		6%

### 51 Do you consider it of benefit to the Parish?

Yes	126	73%	70%
No	17	10%	3%
No opinion	26	17%	14%

### 52 Do you feel inconvenienced by tourism in the Parish?

Yes	51	31%	29%
No	93	54%	50%
No opinion	16	10%	14%
Not answered	14		8%

### 53 Do you consider that there is a good community spirit in the Parish?

Yes	148	82%	78%
No	25	15%	12%
No opinion	16	9%	8%
Not answered	9		5%



#### 43 Would you support the writing of a "History of Studland"?

a By providing photographs and interviews for inclusion.

	Yes	% answering	% of total response
Yes	15	100%	43%
No	10	67%	29%
Not answered	17		27%

#### ENVIRONMENT

#### 44 Is protecting the environment important to you?

		% answering	% of total response	
a	Very important	114	100%	56%
b	Important	44	28%	22%
c	Not sure	0	0%	0%
d	Not really important	3	2%	1%
e	No opinion	3	1%	1%
f	Not answered	12		7%

#### 46 How satisfied are you with the following in the Parish?

	Satisfied	Dissatisfied	Not sure	Not answered	
a	The environment in general	123	3	11	34
b	Pollution levels around the coast	29	8	24	37
c	The upkeep of the ponds/ditches/streams etc.	76	43	11	32
d	General cleanliness of the countryside (litter etc.)	92	58	13	28
e	Upkeep of woods/fields/hedges etc.	99	37	13	32
f	Upkeep of paths/lanes	104	34	10	33
g	Upkeep of roads and verges	81	55	11	34
h	Upkeep of heathland surrounding the village	104	14	13	36
i	Upkeep of bridleways etc. in the Parish	111	16	15	36
j	Upkeep of the coastal path	114	7	11	49
k	General cleanliness of the beaches	105	42	9	25
l	Upkeep of the beach car parks	116	21	17	33
<b>% answering in individual items</b>					
a	The environment in general	100%	2%	4%	
b	Pollution levels around the coast	55%	28%	17%	
c	The upkeep of the ponds/ditches/streams etc.	50%	29%	21%	
d	General cleanliness of the countryside (litter etc.)	55%	30%	15%	
e	Upkeep of woods/fields/hedges etc.	56%	19%	25%	
f	Upkeep of paths/lanes	59%	21%	20%	
g	Upkeep of roads and verges	55%	32%	13%	
h	Upkeep of heathland surrounding the village	61%	12%	27%	
i	Upkeep of bridleways etc. in the Parish	58%	14%	28%	
j	Upkeep of the coastal path	57%	5%	16%	
k	General cleanliness of the beaches	60%	27%	13%	
l	Upkeep of the beach car parks	60%	14%	26%	
<b>% of total response</b>					
a	The environment in general	58%	7%	6%	29%
b	Pollution levels around the coast	14%	13%	13%	20%
c	The upkeep of the ponds/ditches/streams etc.	41%	34%	17%	9%
d	General cleanliness of the countryside (litter etc.)	43%	32%	2%	14%
e	Upkeep of woods/fields/hedges etc.	53%	23%	2%	18%
f	Upkeep of paths/lanes	57%	19%	2%	18%
g	Upkeep of roads and verges	40%	30%	6%	18%
h	Upkeep of heathland surrounding the village	54%	9%	7%	21%
i	Upkeep of bridleways etc. in the Parish	51%	9%	8%	22%
j	Upkeep of the coastal path	52%	6%	5%	27%
k	General cleanliness of the beaches	58%	13%	5%	19%
l	Upkeep of the beach car parks	54%	12%	6%	19%

#### 47 If the Knoll beach erosion takes place should alternative car park be provided?

	Yes	% answering	% of total response
Yes	11	51%	46%
No	10	46%	42%
No opinion	11	50%	10%
Not answered	16		9%

#### 48 Do you have any problems with the following?

	Yes	% answering	% of total response	
a	Yes	114	100%	61%
b	No	41	26%	21%
c	Not sure	3	2%	1%
d	Not answered	19		14%
<b>Light aircraft</b>				
Yes	11	63%	12%	
No	15	85%	31%	
Not sure	2	14%	1%	
Not answered	41		22%	
<b>Boat</b>				
Yes	11	25%	12%	
No	30	75%	47%	
Not sure	1	2%	1%	
Not answered	43		39%	
<b>Plants</b>				
Yes	14	17%	8%	
No	68	83%	45%	
Not sure	1	1%	1%	
Not answered	25		42%	

#### 49 Do you make use of any of the following environmental facilities?

	Yes	% of respondents
a	Mini recycling centre including those outside the Parish	142 78%
b	Garage/vehicle disposal & sites for home composting	102 56%
c	Countryside centre etc.	12 7%
d	Other	2 1%

#### 50 Would you encourage within the parish the installation of:

	Ward power generators	% answering	% of total response
a	Yes	54	47%
b	No	30	32%
c	Not sure	44	27%
d	Not answered	24	12%
e	Solar energy	10	2%
f	No	16	10%
g	Not sure	14	1%
h	Not answered	17	9%

#### 51 Should we be putting more resources into?

	Yes	% of respondents
a	Providing more litter bins	30 57%
b	More frequent emptying of litter bins	105 59%
c	Providing more opportunities for recycling	36 52%
d	More road sweeping	39 27%
e	Dealing with litter	80 48%

#### 52a Do you think the public toilets in the parish are adequate?

	Yes	% answering	% of total response
Yes	100	59%	55%
No	32	18%	7%
No opinion	39	23%	12%
Not answered	12		7%

#### 52b Do you think they are kept in good condition?

	Yes	% answering	% of total response
Yes	69	41%	36%
No	27	16%	15%
No opinion	71	43%	39%
Not answered	15		7%

#### 53 Are you in favour of erecting monuments or additional signage in the open countryside designating the Jurassic Coast?

	Yes	% answering	% of total response
Yes	17	38%	31%
No	71	42%	57%
No opinion	11	24%	11%
Not answered	12		7%

#### SOCIAL AND MEDICAL SERVICES

#### 54 Are you registered disabled?

	Yes	% answering	% of total response
Yes	11	7%	4%
No	145	93%	82%
Not answered	27		12%

#### 55 Do you (whether registered disabled or not) have any difficulty in getting to or accessing local facilities?

	Yes	% answering	% of total response
Yes	11	7%	6%
No	11	7%	10%
Not answered	40		42%

### 56 How do you usually get to your Doctor/Dentist surgery?

	Number of responses	% of total responses
a Your own car	41	91%
b Get a lift from a friend	4	9%
c Get a lift from Communicate	0	0%
d Bus	10	24%
e Other	3	7%
Not answered	1	2%

### 57 What other facilities are needed for the frail and elderly?

	Number of responses	% of total responses
a Int respite community nursing	1	2%
b Live in the home	95	52%
c Residential home	35	19%
d Nursing home	21	12%

### 58 Do you have an actual need for the following services?

	Number of responses	% of total responses
a Chiropody	26	33%
b Reflexology	7	9%
c Physiotherapy	21	12%
d Osteopathy	10	6%
e Counselling	6	3%
f Homeopathy	3	2%
g Acupuncture	3	3%
h Dentist	30	44%
i Audiology	8	10%
j Medication delivery	9	5%

### TRANSPORT, TRAFFIC, PARKING

#### 59 Which do you think is the most serious problem?

	Number of responses	% of total responses
a Cars in general	50	30%
b Holiday traffic	125	69%
c Lorrys/Coaches	32	18%
d Caravans and campervans	64	32%
e Bicycles	29	16%
f Pedestrians	1	1%
g No opinion	7	4%

#### 60 What do you think are the main problems?

	Number of responses	% of total responses
a Volume of traffic	119	66%
b Speed of traffic	122	67%
c Congestion	52	30%
d Noise	30	17%
e Pollution	45	25%
f Inconsiderate and inappropriate overnight parking	105	58%
g No opinion	3	2%

#### 61 Which do you consider to be the most effective in reducing traffic speed locally?

	Number of responses	% of total responses
a Speed camera	72	40%
b Pedestrian crossing	72	40%
c Traffic calming	70	39%
d Lower speed limit	44	24%
e More signs	22	12%
f Other	10	6%

#### 62 Do you think a pedestrian crossing is required near the shop?

	Number of responses	% of total responses
Yes	128	73%
No	28	15%
No opinion	70	39%
Not answered	15	8%

#### 64 Do you think more footways/ pavements are required?

	Number of responses	% of total responses
Yes	24	12%
No	67	35%
No opinion	25	13%
Not answered	27	15%

### 65 Do you live within easy walking distance of a bus stop?

	Number of responses	% of total responses
Yes	141	65%
No	23	11%
Not answered	17	8%

### 66 What public transport do you use at least once a month?

	Number of responses	% of total responses
a Bus	24	13%
b Taxi	24	13%
c Ferry	112	62%
d None	31	17%

### 67 If there was a Dial-A-Ride scheme for bus or shared taxis, do you think you would use it?

	Number of responses	% of total responses
a Daily	0	0%
b Weekly	9	5%
c Monthly	13	7%
d Occasionally	20	11%
e Never	24	13%
Not answered	25	14%

### ECONOMY

#### 68 Do you think that Studland Parish needs additional employment opportunities?

	Number of responses	% of total responses
Yes	84	46%
No	34	19%
No opinion	36	20%
Not answered	27	15%

#### 69 Which of the following additional employment opportunities would be best for the parish?

	Number of responses	% of total responses
a Tourism	48	26%
b Light craft industry	44	24%
c Information Technology	24	13%
d Agriculture, Horticulture, Conservation	52	29%

#### 70 Do you consider there is a shortage of employment locally and within the District?

	Number of responses	% of total responses
a Full time adult employment	61	34%
b Full time employment for school leavers	67	37%
c Part time employment to fill in with school holidays	28	15%
d Part time employment job sharing	14	8%
e Part time employment for teenagers at weekend/holidays	37	20%

#### 71 If you are seeking work, are there any barriers preventing you taking up employment or training?

	Number of responses	% of total responses
a Lack of care for adult dependents	2	1%
b Lack of child care	2	1%
c Cost of child care	3	2%
d Problems with transport	2	1%
e Don't have the right sort of experience	0	0%
f Don't have the right sort of training/qualifications	0	0%
g Disability or ill health	0	0%
h Lack of information and advice on job opportunities	1	1%
i Not seeking work	38	21%
j Other barriers	0	0%

#### 72 What sort of childcare facilities for people at work would you find useful?

	Number of responses	% of total responses
a For pre-school children weekdays	9	5%
b For pre-school children weekends	1	1%
c For school pupils after school	5	3%
d For school pupils during the school holidays	4	2%
e For school children at weekends	1	1%
f Do not require childcare facilities	50	28%

### SHOPPING

#### 73 Where do you regularly do the following?

	Number of responses	% of total responses
a Main food shopping	5	3%
b Top up food shopping	137	75%
c Post Office	152	83%
d Banking	17	9%

#### 74 Where do you regularly do the following?

	Number of responses	% of total responses
a Main food shopping	136	75%
b Top up food shopping	16	9%
c Post Office	9	5%
d Banking	15	8%



14. Do you support the provision of a Post Office within the village shop?		% answering	% of total population
Yes	38	86%	93%
No	3	7%	3%
No opinion	2	5%	1%
Not answered	7		10%

#### TOURISM

15. How important do you think that tourism is to the economy of the Parish?		% answering	% of total population
Very important	37	85%	90%
Important	45	100%	100%
Not sure	0	0%	0%
Not nearly important	0	0%	0%
No opinion	0	0%	0%
Not answered	0	0%	0%

#### 16. What should be provided for visitors to the Parish?

		% of respondents	% of total population
a. Better Transport facilities	52	100%	100%
b. More Advertising	4	8%	4%
c. More Accommodation	26	50%	50%
d. More cycle routes/footpaths	36	70%	70%
e. More cycle shops to hire	14	27%	27%
f. Better information facilities	20	40%	40%
g. Better parking facilities	42	80%	80%
h. More events day in the village	34	65%	65%
i. More litter bins	70	100%	100%
j. Safer pedestrian routes around the village	17	33%	33%
k. Other	4	8%	8%

#### CRIME

17. Have you been the victim of crime within the parish that you have reported?		% answering	% of total population
Yes	20	36%	37%
No	34	60%	63%
Not answered	23		24%

#### 18. If you, want this:

		% of respondents	% of those who have been a victim of crime
a. more Burglary	10	50%	33%
b. Other Burglary such as theft	6	30%	17%
c. Vehicle being stolen	6	30%	20%
d. Vehicle being stolen	5	25%	17%
e. Insulted or harassed by strangers including thieves	4	20%	30%
f. Being mugged/pickpocket	0	0%	0%
g. Being assaulted	2	10%	7%
h. Vandalism or malicious property	0	0%	0%
i. Other	6	30%	0%

#### 19. Is there any particular type of crime in the parish that concerns you?

		% answering	% of those who have been a victim of crime
Yes	45	43%	23%
No	53	53%	30%
Not answered	66		30%

#### If yes, what is the main reason for your concern?

		% of respondents	% of those who have been a victim of crime
a. Personal experience	10	17%	41%
b. Someone close to them	25	44%	58%
c. Media reports	7	13%	15%
d. Other	13	26%	13%

#### 20. Do you think that any of the following measures are needed?

		% of all respondents	% of those who have been a victim of crime
a. Greater Police presence in vehicles	34	45%	45%
b. Greater Police presence on foot	40	53%	58%
c. Emergency telephone	11	15%	15%
d. More frequent visits by a mobile Police station	30	40%	40%
e. Community support on foot	39	52%	52%
f. Neighbourhood Watch	44	59%	59%
g. Improved Street lighting	28	37%	37%
h. Other	4	5%	5%

#### 21. Would you like to see local enforcement of (enforcement of) legislation relating to:

		% of all respondents	% of those who have been a victim of crime
a. Litter	11	15%	15%
b. Graffiti	11	15%	15%
c. Vandalism	11	15%	15%
d. Flyposting	11	15%	15%
e. Dog fouling	11	15%	15%

#### 22. Would you support the employment of a Caretaker/Warden/Support Officer to deal with any problems relating to the provision of accommodation?

		% answering	% of total population
Yes	30	100%	100%
No	0	0%	0%
Not answered	0	0%	0%

#### YOUTH QUESTIONNAIRE - 25 replies

1. Are you a?		% answering	% of total population
Male	11	44%	44%
Female	13	56%	56%
Not Answered	1		4%

#### 2. How old are you?

		% answering	% of total population
Under 10	6	24%	24%
10-11	6	24%	24%
12-13	5	20%	20%
14-17	5	20%	20%
Not Answered	0	0%	0%

#### 3. Do you think enough is being done to make life enjoyable in Studdard?

		% answering	% of total population
Yes	8	32%	32%
Yes to some extent	10	40%	40%
No	5	20%	20%
No, not really	2	8%	8%
No, not at all	0	0%	0%
Not Answered	0	0%	0%

#### 4. How satisfied are you with the facilities provided for the youngsters in the parish?

		% answering	% of total population
Very satisfied	0	0%	0%
Satisfied	11	44%	44%
Not sure	4	16%	16%
Not satisfied	0	0%	0%
Not Answered	0	0%	0%

#### 5. Do you use the play area?

		% answering	% of total population
Yes	17	68%	68%
No	4	16%	16%
Not Answered	0	0%	0%

#### 6. Do you use recreation field?

		% answering	% of total population
Yes	12	48%	48%
No	8	32%	32%
Not Answered	0	0%	0%

#### 7. Do you play any sport?

		% answering	% of total population
Yes	10	40%	40%
No	7	28%	28%
Not Answered	0	0%	0%

#### 8. Would you be prepared to assist in organising other facilities?

		% answering	% of total population
Yes	8	32%	32%
No	12	48%	48%
Not Answered	5	20%	20%

#### 9. Are recreational facilities available in the surrounding towns. Would you be happy to use these facilities if a leisure bus or taxi were to be provided by the council?

		% answering	% of total population
Yes	15	60%	60%
No	6	24%	24%
Don't know	4	16%	16%
Not Answered	0	0%	0%

#### 10. Would you like to remain in Studdard after leaving school?

		% answering	% of total population
Yes	10	40%	40%
No	10	40%	40%
Don't know	5	20%	20%
Not Answered	0	0%	0%

#### 11. Are you interested in contributing to the publication of a History of Studdard?

		% answering	% of total population
Yes	6	24%	24%
No	10	40%	40%
Not Answered	9	36%	36%

# APPENDIX

## QUESTIONNAIRE

### ~ RESULTS

16 Would you be interested in helping to produce a web site and/or visitors guide for young visitors to Studland?

Yes	13	52%
No	12	48%
Not answered		

17 Do you use the surrounding countryside:

		% respondents
a	For walking	23 92%
b	Horse riding	3 12%
c	Cycling	11 45%
d	Bird watching	3 12%
e	Other	4 16%

18 Is protecting the Countryside important to you?

Yes	22	88%
No	0	0%
Don't know	3	12%
Not Answered		

19 What transport do you use at least once a month?

		% of respondents	
a	Bus (not a School Bus)	5	20%
b	Taxi	0	0%
c	Ferry	14	56%
d	Family Transport	25	100%
e	None		

20 Do you think a pedestrian crossing is required near the shop?

Yes	21	84%
No	4	16%
Not Answered		

21 Do you consider there is a shortage locally of:

		% answering	% of total response
a	Full time employment for school leavers?		
Yes	16	80%	64%
No	2	11%	8%
Not Answered	7		28%

b Part time employment for teenagers at weekends/holidays?

		% answering	% of total response
Yes	11	55%	44%
No	5	25%	20%
Not Answered	9		36%

22 Do you think Studland needs additional employment opportunities?

		% answering	% of total response
Yes	16	80%	64%
No	2	11%	8%
Not Answered	7		28%

## THIS APPENDIX

Contains the numerical results for all the questions for the two questionnaires.

Most questions, especially in the main survey, were not answered by every respondent; the "not answering" column ignores those not answering the question and quotes the % of those that did answer, whilst the "% of total response" column includes the people who did not answer that question with the figures given as a % of everyone who returned a questionnaire (181 in the case of the main questionnaire and 25 in the case of the under 18 questionnaire). Other questions took the form of a number of items, several of which could be ticked; these questions are indicated by "tick all that apply" or similar wording, and in these cases the percentage figures are given as a % of the total number of people returning a questionnaire.

The numbers in the top left corner of the tables are the original question numbers on the forms. Question numbers that appear to be missing are those for which written comments only were required.



# ACTION PLAN

Action Plan

Action Plan

Studland Parish Council has the responsibility for the actions including a monitoring role with partners.

		Priority / Sme Rating	Responsibility	Action
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.	**	SPC	PDC DCC/MP
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.	**	DCC	PDC/SPC
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 EN7 for more detailed issues).	**	SPC	NT
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.	**	SPC	NT/PDC DCC
LS5	(See also Action Point SN2) The Parish Council to take action to support the continued provision of a Post Office and the local shop.	***	SPC	PDC DCC
LS6	(See also Action Point EC1) The Parish Council should work with other relevant bodies to monitor and encourage local employment opportunities.	**	SPC	NT/PDC LBG
LS7	The Parish Council should work with others to improve communications regarding village matters.	***	SPC	
LS8	The Parish Council review its profile, communications and links with residents.	**	SPC	NT DCC PCC
LS9	The Parish Council reviews its operations so as to embrace more proactive ways of working.	**	SPC	NT
EN1	Establish a better understanding between the National Trust and residents of Studland by setting up an independent residents liaison group working with the National Trust and the Parish Council.	**	SPC	NT
EN2	The Parish Council to continue to press for the Studland Conservation Area to be reviewed, and extended.	**	SPC/PDC	NT
EN3	A strategy and management plan for all trees in the Parish should be instigated by the Parish Council and National Trust. This would include the Parish Council maintaining a register of trees and seeking protection where necessary. It would also include the replacement of trees that have been felled.	**	SPC	NT/PDC ANOR
EN4	Wherever footpaths are signposted make clear that there is no cycling, no motor cycles and no horses permitted.	*	DCC	SPC/NT PDC
EN5	(See also Action Point SN2) A joint review should be undertaken by the Parish Council, the County Council and the National Trust of the rights of way network to identify where footpath routes do not link well across roads with a view to providing safer and more direct links.	*	SPC/DCC NT	
EN6	The National Trust should report back to Studland residents on an ongoing basis regarding the management of deer in the area.	**	NT	SPC/PDC
EN7	The Parish Council to continue to press the County Council to provide suitable road sign warning motorists of the presence of deer.	**	DCC	SPC/PDC
EN8	The Parish Council should consider methods of reducing litter and improving litter collection.	*	PDC	DCC/SPC
EN9	The Parish Council to request Purbeck District Council to improve and intensify recycling facilities and to ensure that they are adequately serviced.	**	PDC	DCC
EN10	Parish Council to raise awareness of Purbeck District Council's resolution regarding the benefits of energy conservation.	**	SPC	PDC
SC11	Conduct a survey of those interested in forming a tennis or football club.	*	SPC	
SC12	Local businesses to be encouraged to make a suitable leisure facilities to residents at appropriate times and cost.	*	SPC	LBG
SC13	(See also Action Point EN5) The Parish Council to continue to examine the potential and support for improving the facilities of the playing field.	*	SPC	DCC/PDC
SC14	(See also Action Point EN5) The Parish Council to investigate the possibility of public transport jointly funded with other Parishes to allow those without transport access to sports facilities in Purbeck.	**	SPC	PDC/DCC
SC15	The National Trust be encouraged to develop a policy for the allocation of beach huts to local residents.	**	NT	SPC
SC16	The Parish Council and National Trust to continue to work towards the provision of allotments in the village.	**	SPC/NT	

Item	Priority	Rating	Responsibility
MS1 The Parish Council should seek clarification from Dorset Urgent Care services as to what will be offered to patients when obtaining medical help out of hours.	***	PCT	SPC
MS2 Raise the profile and awareness of the existing "communiCare" scheme in the provision of transport for appointments when public transport is not available.	*	SPC	PCC
MS3 The Parish Council should monitor the provision of nursing care at home and identify shortfalls.	*	SPC	DCC
MS4 The Parish Council should investigate the need for and feasibility of providing a nursing and/or residential care home in the village.	*	SPC	DCC
CR1 There needs to be continued ongoing monitoring of crime in the Parish and also monitoring of measures aimed at combating crime and reassuring residents. The Purbeck Crime Reduction Partnership and the Studland Beach Users Group should continue to be supported. The National Trust, as the major landowner in the Parish, should consider taking a more active and direct role in policing its land, especially in relation to illegal fly-tipping on and around the beach.	***	DPA	SPC PCC DCC NT
CR2 Regular police presence, both in vehicles and on foot, should be requested.	**	DPA	SPC
CR3 The local Neighbourhood Watch should be investigated, and the scheme promoted.	*	DPA	SPC
CR4 The Parish Council should explore the feasibility of employing a wildlife support officer to deal with enforcement of environmental legislation, possibly on a shared basis with other Parishes.	**	SPC	PCC DCC
EC1 Local employers should be encouraged to advert the locally for staff and make greater efforts to employ local people.	***	SPC	PCC NT LBC
EC2 Consideration be given to the formation of a local employers group to take forward common concerns.	***	SPC	PCC NT
SH1 In view of the threat of closure of rural post offices, residents should continue to be made aware of the services available from the Studland post office and encouraged to use it whenever possible.	***	SPC	PCC DCC
SH2 [see also Action Point 15.9] The Parish Council should make representations to the appropriate authorities in order to prevent the closure of the post office.	***	SPC	PCC DCC
TO1 [see also Action Point 10.1] The Parish Council to investigate the possibilities for production of a Tourist Guide to the Parish and its facilities.	*	SPC	PCC DCC NT LBC
TO2 The traffic implications of too many visitors attempting to access Studland beaches on particular days of the year (eg. August Bank Holiday coinciding with good weather) needs to be addressed, for example advance warning signs at Wareham warning that all car parks are full at Studland and park and ride is available.	**	DCC NT	SPC PCC
TRR Parish Council to negotiate with the District Council and the National Trust for the provision and siting of additional appropriate (eg. animal proof) litter bins.	*	SPC	PCC NT
TD4 Additional linking footways and footpaths required - see Action Points T17 and T19.	***	DCC	SPC
TO5 Pedestrian crossing near to the shop and actions to limit traffic speed - see Action Points T16 and T18.	***	DCC	PCC NT SPC
TR1 Measures to manage and eliminate overnight sleeping in vehicles (in particular campervans and caravans) in the Parish need to be developed, particularly in relation to the viewpoint and within the village itself. The ban on overnight parking on the Ferry Road needs to continue to be enforced.	***	DCC NT	PCC SPC
TR2 Liaison between the Parish Council, the National Trust and the County and District Councils to address the issue of parking should be developed further.	*	DCC	PCC SPC NT
TR3 Action is required to reduce traffic speed and enforce existing speed restrictions on the B3351 through the village. Without discounting other possible measures, this could include speed indicator Devices, more policing and a pedestrian crossing.	***	DCC	SPC
TR4 Measures to improve safety for traffic emerging from School Lane are required.	**	DCC	SPC
TR5 [see also Action Point 10.1] A pedestrian crossing is required by the shop on the B3351 immediately north of the junction with School Lane/Heating Ben Road.	***	DCC	SPC
TR6 Seek to restrict the use by large vehicles of the Corfe Castle Studland road.	**	DCC	SPC
TR7 [see also Action Point 1.15] Convenient off-road pedestrian (and where appropriate, cycling) routes are needed to provide links where the only alternative is to walk on dangerous stretches of road. a) Beach Road to shop. (The Steering Group note that the request to the National Trust made three years ago remains outstanding). b) Crommads to Knoll House Hotel and beach. c) Crommads up two hedges Road and past Woodhouse Hill turning off Ferry Road to ferry.	***	NT	PCC DCC





T06	Earlier morning buses between Studland and Swanage are needed to allow access to work and for medical appointments. These could possibly be provided as part of a circular route Studland Swanage-Cornel Castle (which would incidentally contribute to a park and ride service between Norden and Studland).				
T09	Independent assessment of the cost justification for the ferry lines should be undertaken. The Ferry Company should be encouraged to develop a discount scheme for Studland residents irrespective of the number of tickets purchased (rather than the present bulk purchase discount available to everyone who is able to purchase books of tickets at a time).			SPC	DCC, PDC
H03	The Parish Council should continue to seek clarity over the lettings policy for Putbeck Housing Trust and Raglan housing in Studland and increase pressure for those with a Studland connection to receive priority in allocations. The Parish Council should be involved when vacancies arise.	***		PDC, PHT	SPC
H03	The Parish Council should explore with the National Trust, Putbeck Estate and Brownsea Island, the scope to ensure that some of their housing stock is maintained for meeting local needs.	***		PDC, NT	SPC
H03	As a priority, the Parish Council should explore setting up its own Housing Needs Register & encourage those with a strong Studland connection to register with it. The responsibility for maintaining the Register would be transferred to a Studland Community Housing Trust if and when this was created.	***		(SP)	
H04	Investigate the need for a range of housing, but especially smaller accommodation, for example 'starter flats' to enable people still living with their parents a home of their own locally.	**		SPC	PDC
H05	Once sufficient housing need is established via a local housing register, the setting up of a Studland Community Housing Trust should be investigated.	**		SPC	PDC
H05	If and when a Studland Community Housing Trust is established it should explore with local landowners the scope for new social housing on exceptional sites in the Parish.	**		SCNT	SPC, PDC, NT
H07	In addition to building new houses, a Studland Community Housing Trust could, subject to financial back to 'buy-back' existing suitable housing in Studland when this comes onto the market (ie most likely to be ex council housing) thus building up a portfolio of both new and existing stock.	**		SCNT	SPC, PDC
Y01	The Parish Council to work with others to ensure that children living on Brownsea Island are able to attend their most convenient local school.	***		DEA	PHT
Y02	The Social Club to investigate the use of the Club for youth activities.	**		SSC	SPC
Y03	The Parish Council to explore with the County Youth Service or other provider the possibility of a youth worker to assist with the Youth Club.	**		DCC	SPC
Y04	(See also Action Point SC.3) The Parish Council playing field working group to investigate the provision of additional youth sport and recreation facilities.	**		SPC	DCC
Y05	(See also Action Point SC.4) The Parish Council to investigate the demand for and practicalities of providing transport for young people to surrounding towns for leisure activities.	**		DCC	SPC
Y06	Set up a joint working party between the Parish Council and local youth representatives in order to try and improve work, education, leisure and long-term holiday opportunities for local young people.	*		SPC	PDC, DCC, NT
Y07	(See also Action Point T07) Ensure the Parish Council are aware that the youth of the Parish would be keen to help with the production of a web site and guide for young visitors.	*		SPC	PDC
Y08	(See also Action Point T05) Ensure Parish Council is aware of the requirement by the youth of the Parish for a pedestrian crossing near the school.	***		DCC	SPC

**Priority of order for the actions is shown by three stars. Magnitude of order is indicated by \*\*\* being the highest priority; \*\* and \* stars indicate subsequent priorities.**

**Legend**

ACTY	Action Plan/Working Group/Initiative	DCC	Dorset County Council	DEA	Dorset Education Authority
DEA	Dorset Education Authority	SPC	Studland Parish Council	NT	National Trust
PDC	Parish Development Committee	WBC	Weymouth & Portland Town Council	PL	Portland Local Council
SC	Sturton Community	Y01	Youth 01	SCNT	Sturton Community Network
SCNT	Sturton Community Network	Y02	Youth 02	SSC	Sturton Social Club

## ACKNOWLEDGEMENTS

### *The Parish Plan Steering Group Members*

*Barry Bowyer - Chairman of the Group*  
*Robin Hilton - Secretary of the Group*  
*Sara Brown*  
*Keith Doherty*  
*June Hilton*  
*Keith Robertson*  
*Bob Suhr*  
*Yvonne Suhr*  
*Fay Taylor*  
*Keith Tillyard*  
*Stephen Newman*

### *With the grateful thanks to –*

*Philip Mudge – Stature of Purline*  
*Derek Withobon – Christ Church School*

### *Supported by –*

*Dorset Strategic Partnership*  
*Purbeck Parish Council*  
*The National Trust – Purbeck Estate*

### *Assisted by –*

*Dorset Community Action*  
*Purbeck District Council*

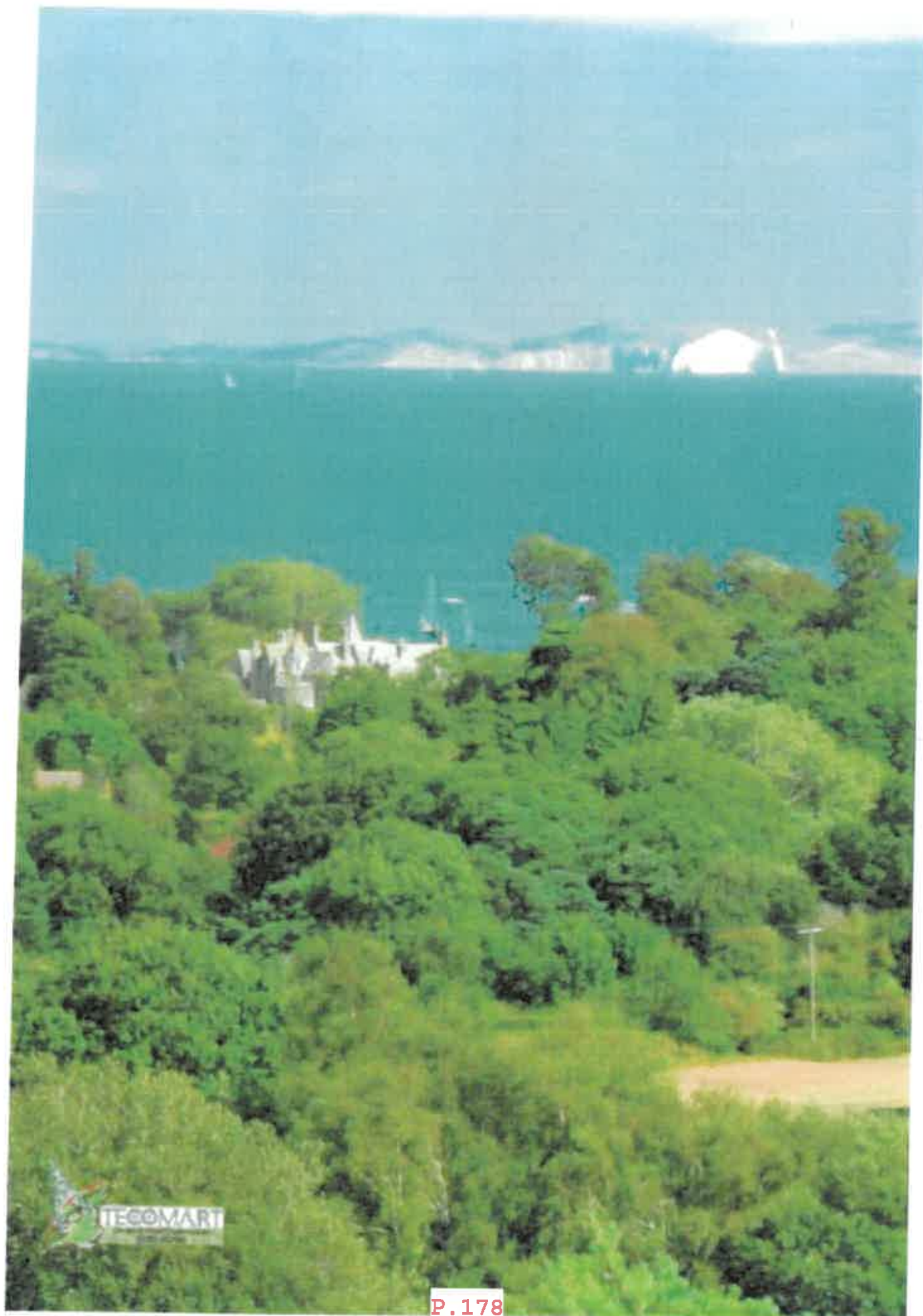
### *Special thanks to –*

*Simon Thompson of Dorset Community Action*  
*for drawing out the demand*  
*of Community Planning: Purbeck District Council*

*Artwork, design and production –*  
*Islandart*

### *Photographs –*

*www.leanblue.dorset.co.uk*  
*Plus members of the Steering Group.*





Hi Graham,

Yes we are a Studland business who's staff rely on commuting each day. It would significantly affect their daily commuting costs, and even though we pay our staff well, we feel this is a huge sum for the average household and we fear that we will lose staff and the ability to recruit based on this added cost.

Thank you  
Tara



**Tara Crabb**

General Manager

THE PIG-on the beach  
Manor Road, Studland, Dorset, BH19 3AU

Tel: 01929 450288

[thepighotel.com](http://thepighotel.com)

Proud supporters of



**From:** Budd, Graham <[graham.budd@planninginspectorate.gov.uk](mailto:graham.budd@planninginspectorate.gov.uk)>

**Sent:** 02 November 2020 14:09

**To:** Tara Crabb <[Tara.Crabb@thepighotel.com](mailto:Tara.Crabb@thepighotel.com)>

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

**Subject:** FW: DPI/G1250/20/9

Tara

The inspector would find it helpful to know the nature of your objections or representations in advance if possible.

Kind regards

Graham Budd  
Transport and Environment Team  
07710 969708

**From:** Tara Crabb <[Tara.Crabb@thepighotel.com](mailto:Tara.Crabb@thepighotel.com)>

**Sent:** 05 October 2020 14:51

**To:** ETC <[ETC@planninginspectorate.gov.uk](mailto:ETC@planninginspectorate.gov.uk)>

**Subject:** DPI/G1250/20/9

To Whom it may concern,

I would like to join the inquiry as an objector reference DPI/G1250/20/9, with the option of asking questions.

Thank you  
Tara



**Tara Crabb**

**General Manager**

THE PIG-on the beach

Manor Road, Studland, Dorset, BH19 3AU

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Proud supporters of



**From:** Richard Krause <Rich330@btinternet.com>  
**Sent:** 09 October 2020 16:35  
**To:** ETC <ETC@planninginspectorate.gov.uk>  
**Subject:** DPI/G1250/20/9

I have been made aware that the Ferry company operating the crossing from Sandbanks to Studland Bay are seeking to raise the car fare from £4.75 to £6.75 per single journey. As local residents who use this service often, we feel it is an outrageous and unjustified increase and would like to exercise our democratic right to be present at any enquiry.

Sincerely  
Claire and Richard Krause

Sent from [Mail](#) for Windows 10





**Protecting Dorset**  
Campaign to Protect Rural England

**Dorset CPRE**

Patron: Her Majesty The Queen

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

*Please reply to:*

9 Sundew Road  
Broadstone  
Poole, BH18 9NX  
[gerald.rigler@gmail.com](mailto:gerald.rigler@gmail.com)

6<sup>th</sup> April 2020

FAO : The Casework Manager, National Transport Casework Team.

Dear Sir / Madam,

**OBJECTION to TOLL APPLICATION made by**

**THE BOURNEMOUTH – SWANAGE MOTOR ROAD & FERRY COMPANY**

It is noted that the above-mentioned toll application has been made and that it involves a substantial increase to the currently authorised toll charges.

It is considered that the rural communities would be adversely affected if speedy access to the facilities of Poole and Bournemouth (eg hospital services) became too expensive to allow such communities to flourish. It is also noted that the application refers to 'community involvement' and a phased introduction of the very large percentage increases.

It is now stressed that the corona virus pandemic has occurred after the above mentioned application was made. Therefore, it is probable that the affected rural communities affected (that ensure Purbeck can flourish) will be even more adversely affected than was the case.

In view of the above, I am instructed to object to the current application for an increase in toll charges, unless a further public inquiry is held to ensure that all relevant factors have been taken into account – not least the "public interest" in maintaining the quality of life and living in rural England.

Yours faithfully,

**COPY**

Gerald Rigler : Chairman, CPRE Purbeck and Poole Group

Dorset CPRE | Charity no: 211974  
PO Box 9018 | Dorchester | Dorset | DT1 9GY  
[www.dorset-cpre.org.uk](http://www.dorset-cpre.org.uk)  
[info@dorset-cpre.org.uk](mailto:info@dorset-cpre.org.uk) Tel: 0333 577 0360

The Campaign to Protect Rural England exists to promote the beauty, tranquillity and diversity of rural England by encouraging the sustainable use of land and other resources in town and country.

**From:** Roger Tipple [mailto:robertipple46@gmail.com]  
**Sent:** 04 December 2020 12:28  
**To:** ETC <ETC@planninginspectorate.gov.uk>  
**Subject:** Concerns re Swanage Ferry Price Increases.docx

## **Concerns re Swanage Ferry Price Increases**

Having read Helen Ffitch's report of the 18 November, I have the following comments : -

1. **Congratulations.** At last the ferry company's proposal is almost reasonable, shame it took the previous meeting in September 2018 with a barrister and many angry but constructive critics to finally persuade the company to put forward a much fairer proposal. Allowing RPI increases has a lot of merit but fails to take into account all specific conditions. We have not started from a fair base. In the last 15 years prices have been allowed to increase ahead of RPI under the guise of funding the ferry replacement. Hence the base figure should be nearer £3 not £4.50 for a car.
2. We have the most expensive short ferry per metre in the world. That is not a proud boast. If we compare Sandbanks to similar ferries there will always be anomalies to confuse the comparison, but take the Torpoint ferries, there are three, run by two local councils and run to make a profit so no subsidy. Torpoint charges a toll payable one way at £2 per car crossing and £1 for locals who sign up to their Tag payment system. The distance is twice Sandbanks crossing but their traffic volume is three times greater hence they have three boats. Similarly the Itchen Bridge toll charges 80p peak time and 70p off peak discounted to 40p and 30p for locals.  
Other differences, we have a monopoly run and controlled by one man who lives in Essex. This may mean that not all decisions will benefit the local community. Surely this quirk of accident and time should not be allowed to continue to control a major transport link in Purbeck and Sandbanks. Nationalisation has and is being used particularly in transport to maintain efficient services and safeguard the local communities.
3. **Proposal by NT.** Wow! Amazing a proposal with original thought. It has been a constant concern at all the previous public enquiries into price increases that local people have been neglected by the attitude of the ferry company. Many locals will now never use the ferry both because it is too expensive and the company is too greedy and unconcerned about local communities. In 2008 the total car traffic for the year was 856,972 this compares with the combined average for years 2014/2016/2018 of 744,775 a drop of 15% and 112,197 cars.  
NT's idea of seasonal or low usage times discounts would exactly be aimed at local communities. The ferry company has set out proposals that limit car discounts to a maximum of 26% and 30% (Torpoint and Itchen are at least 50%). A significant number of businesses in Purbeck rely on a substantial part of their trade arriving via the ferry. Last year the ferry had mechanical problems and the ferry did not run for several months, the impact was severe but not caused by a pandemic. When the ferry eventually recovered there was nothing other than an apology. How about a goodwill gesture of say a month of crossings at half price?  
To prove the National Trust's point why not run a campaign giving SFTC holders 50% discount for an off season period to measure the reaction allowing for a non pandemic period and after giving ample publicity?
4. **Two main objectives** = running the ferry and paying dividends. Mr Kean is always seeking to increase dividends at the same time as increasing the fares that will pay those dividends. He argues that a fair dividend would be around 6/7% of net asset value or c£1,000,000. The net asset value he uses £15.1m includes £12.5m of revalued assets, a spurious method. It should be obvious that such



large dividends detract from the ability to fund the purchase of a new ferry. The Kean family originally invested less than £100k in purchasing the company and over the years have reinvested several million pounds worth of profits to improve the viability of the company.

The company has three family directors and no outsiders or non executive directors from the community. Mr Purchase was appointed a director in 12/18 but resigned in 8/20. The dangers are obvious for a company that is effectively a monopoly and run by one man.

5. **New Ferry**. As cars will now have to be EV's by 2030, I would have expected the anticipated replacement for Bramble Bush would be electric too. Countries like Norway, Sweden, Finland , Canada are all now introducing electric ferries. Countries like the Netherlands and Poland are building them. It is important that the new ferry is both environmentally and practically efficient. Improved building methods and materials will reduce the down time while allowing more cars to travel.
6. There are some fundamental decisions that need to be taken. There may not be the appetite to take them now, in which case the ferry will stumble on as it has for the last 15 years providing local communities with very little and local businesses with uncertainty. It will make a lot of money for one man and a very expensive service for the general public – a poor heritage.

Roger Tipple

Swanage

**From:** Nick Boulter [mailto:nboulter@studlandparishcouncil.org]

**Sent:** 15 April 2020 10:24

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

**Cc:** Tim Watton <parishclerk@studlandparishcouncil.org>

**Subject:** Bournemouth - Swanage Ferry - objection to proposed Toll increase: FAO Sandra Zamenzadeh

Dear Sandra and colleagues,

Please find attached our objection, from Studland Parish Council, to the proposed toll increases. I would be grateful if you would confirm receipt of these documents.

Best wishes,

Nick Boulter

Vice Chairman, Studland Parish Council

Sent from [Mail](#) for Windows 10

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

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## **Studland Parish Council**

### **Objection to proposed increase in certain toll charges by the Bournemouth – Swanage Motor Road and Ferry Company (February 2020)**

**April 15th<sup>h</sup> 2020**



## Contents

- **Summary**
- **Supporting comments and analyses.**
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  - **4. Asset re-evaluation**
  - **5. Bond yields**
  - **6. Funding of replacement ferry**
  - **7. Dividends and Profitability**
  - **8. Environmental concerns**
  - **9. Sandbanks Ferry Ticket Card (SFTC) / Passes**
  - **Appendices:**
    - **1. Residents discounts and the Dartford Crossing charge**
    - **2. How does the financial circumstances of the Fairacre Group Ltd impact on the Ferry Company?**
    - **3. Table: Fairacres Group and Ferry Company financials 2008 - 19 (shown separately)**

## Summary

- The report by the Inspector into the 2018 toll increase application (Report DPI/G1250/18/10) proposed that the Secretary of State refuse to make a Tolls Revision order because he found that:
  - There was no confidence that the then proposed increases would be utilised to procure a new ferry, or that the ferry replacement reserve (FRR) would be safeguarded
  - The then proposed toll increases would lead to annual revenues greater than those needed for the Ferry Company to meet its statutory requirements
- Our contention is that the February 2020 application by the Ferry Company does not answer these issues:
  - The application by the Ferry Company shows no method for safeguarding funds for purchasing a new ferry: indeed, there are no guarantees shown to stop the Fairacres Group using cash generated by the Ferry Company to fund the other activities of the Fairacres Group, rather than creating a properly funded replacement reserve fund.
  - The underlying profitability of the Ferry Company over recent years remains very high, with profits before tax of 50%, and dividends payable to Directors of 25% of revenues: exceptionally high levels by any standard, and far greater than needed to meet its statutory requirements
  - The proposed method for toll increases – increases linked to RPI over a 12 year period up to a specified amount – remove all scrutiny over the Ferry Company's finances and operations: there is no guarantee that come 2032 the funds will be available; or that the Ferry Company will simply state that another date further in the future will need to be set because the funds had not been generated: e.g. because the Fairacres Group had transferred funds identified for the FRR to finance its other operations.
- Analysis of the Ferry Company and Fairacres Group finances show:
  - Tolls are already sufficiently high to enable the Ferry Company to meet its statutory requirements.
  - A more dedicated and secure method is needed for safeguarding the FRR: such as creating an escrow account or trust fund.
  - The assets of the Ferry Company should be revalued as they are currently set at an artificial, misleading and excessive amount (this is important in determining the actual return on net asset value), understating the returns quoted by the Ferry Company.
  - RPI is an incorrect measure to use – as the Government is about to modify it and will be utilising CPIH, which consistently reports a lower level of inflation to RPI.

- In addition, as is the practice in most regulated businesses, funding of the new proposed ferry should primarily come from third party funding, so that it is the future users – rather than the current – who will be paying. The Falracres Group needs to re-examine its capital structure to enable this. It has plenty of time in which to do so over the next 10 to 12 years. This further indicates no need to raise fares at this stage.
- We therefore object to the toll increase application and argue that current toll levels are – as stated in the 2018 Inspectors report – more than adequate to enable the Ferry Company to meet its statutory requirements to operate the ferry and meet its running costs, plus allocate sufficient funds to a dedicated FRR.

***We therefore call on the Secretary of State to reject the application from the Ferry Company, and to refuse to make a Tolls Revision order***



## Supporting comments and analyses

### 1. 12-year projection of toll increase levels and company finances:

Our objections to the 12-year period are that:

- It removes scrutiny of the Ferry Company's plans and finances for 12 years: we would be unable to see if the Ferry Company was creating a proper reserve fund for a new ferry, or simply using the cash generated for this purpose to fund other parts of the Fairacres Group business, as has happened throughout the past following previous toll increase applications
- Come 2032 the Ferry Company may say they do not have the finances available for a new ferry, and simply give yet another date for its replacement: e.g. 2040. Remember that the depreciation period of the ferry was originally set at 23 years and is now set at 40 years. What confidence is there that the Ferry Company will not continue its past policies?
- A 12-year projection is a meaningless spread sheet exercise where most assumptions are likely to change materially over the time frame. A five-year set of projections with Best, Worst and Most Likely outcomes and a clear and rational set of assumptions behind each would be much more meaningful in terms of determining what might be a realistic and sustainable set of future financial operating results
- **Proposal:** reject the 12 year period of review; instead request a shorter period, no longer than 5 years

### 2. Ferry Reserve Fund (FRR):

- The Ferry Replacement Reserve (FRR) stood at £2.496m in 2008. Since then the Ferry Company has justified various toll increases to fund the increase in the reserve. What has happened to the revenues generated by the higher fares? We know that the Ferry Company has utilised the increases to fund exceptionally high levels of profitability, exceptionally high levels of dividends, and to subsidise other parts of the overall Fairacres Group. The Ferry Company should now fund the FRR with all the promised contributions to the FRR, backdated, going back at least 12 years to 2008.
- Ferry replacement reserve (FRR): this is a meaningless and arcane accounting concept. Unless there are restrictions in terms of distributions of the shareholders' funds apportioned to the FRR that are incorporated into the Articles of Association of the Company (to the extent they can be), there is nothing to stop these funds being paid to shareholders by a future Board of Directors.
- Escrow account/trust fund : If any form of prefunding of a new ferry is to be considered within the Company through a FRR, or similar, it should be on the basis that an asset should be

ringfenced rather than a meaningless proportion of shareholders' funds. The most effective way of doing this would be to place the designated funds, in cash, in each year into a trust fund. The trustees of the trust fund could be appointed from the local community or a professional trustee company used e.g. Law Debenture. Assets of the fund would be invested through a leading fund manager in Sterling investment grade corporate bonds with a maturity matching the ferry replacement date i.e. 2032.

- 👁️ **Proposal:** mandate that the Ferry Company create an Escrow account, or Trust Fund, under scrutiny, as indicated above, as real protection for the Ferry replacement fund.

### 3. RPI / CPIH:

We have two objections to the proposal to link increases to the level of RPI:

- If it were appropriate to apply any indexation, CPIH not RPI should be used. RPI is to be downgraded by the UK Statistics Authority following review by the Lords Economic Affairs Committee in January 2019 (see <https://www.parliament.uk/business/committees/committees-az/lords-select/economic/>) and recommendation to the Chancellor of the Exchequer, which he has accepted. RPI is considered to be an inappropriate measure of inflation. CPIH is usually between 0.7% pa and 0.8% pa below RPI. Regulators such as Ofgem have switched from RPI to CPIH.
- The Ferry Company total operating costs represent only about two thirds of revenues: It is therefore inappropriate to link RPI increases: only half of the increase can be justified to fund increases in operating costs. Therefore, if the RPI or CPIH were 3%, the justifiable increase can only be 2.0%
- **Proposal:** reject RPI in favor of CPIH

### 4. Asset re-evaluation:

- The Ferry Company argues that annual return on net asset value is an important measure of the financial viability of the business as an investment opportunity. However, our view is that the net asset value has been artificially inflated by the company and needs a revaluation.
- Asset valuation: the assets should be valued on a replacement cost, alternative use or third-party sale basis. The value of land, roads and slipways is shown on the 2019 accounts at £11.5 million versus a cost figure of £140,000. At the public inquiry in 2018, a construction engineer opined that the cost of re-building the road to the ferry should be no more than £3 million. It is difficult to see how the balance of the assets can possibly equate to £8.5 million.
- **Proposal:** commission appropriate professionals to conduct an independent review of the value of assets of the Ferry Company.

### 5. Bond yields:

- In para 3.3.2 of their submission the Ferry Company quote Ibbotson and Associates as stating that annual average returns on low risk bonds is 6.1%. The Ferry Company argues that they

should have a higher rate of return for running the ferry. However, in today's markets, 6% is an unrealistic expectation, and a figure closer to 4 - 5% is more realistic. Regulators such as Ofgem and Ofwat have opted for a weighted average cost of capital (WACC) as the appropriate measure for calculating allowed revenues for regulated assets.

- **Proposal:** utilise WACC as the appropriate measure for calculating allowable revenues

## **6. Funding of replacement ferry:**

- A major question is: who should fund a new ferry? Existing passengers, or the future ones who will benefit from a new ferry?
- Financing a replacement ferry – our understanding is that under its Acts of Parliament, the Company can borrow up to £5 million. This 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 despite Handelsbanken's comments to the contrary if appropriate security arrangements are put in place.
- Given that the borrowing limit in the Acts of Parliament were 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 twice in the past and there is plenty of time to do so before the proposed replacement date as well as justification i.e. the increased cost of ferry replacement due to inflation.
- In its proposals for a toll increase the 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.
- If the current capital or borrowing structure of the Fairacres Group does not support third party 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 users should pay for an inefficient capital structure or provide cross subsidies for other businesses within the Fairacres 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.
- If the current Directors are unwilling to commit the necessary funds for a new ferry, then new investors should be given that opportunity, if necessary, under new management and ownership. The Ferry Company is highly profitable and would be very attractive to investors.
- **Proposal:** the primary source of funding the new ferry should be borne by future users, and not the existing users, and should come from borrowing (as with other regulated companies).



## 7. Dividends and Profitability:

Appendices 4.1 and 4.2 of the Ferry Company submission show:

- Profitability after tax to be exceptionally high: an average of 19.1% over the 12-year period to 2032 if no toll increases are applied, and 36.9% over the 12 year period to 2032 if toll increases are applied
- Dividends also to be exceptionally high, equivalent to one-quarter of all revenues: they will be an average of 26.8% of turnover over the 12-year period to 2032 if no toll increases are applied, and 23.6% over the 12-year period to 2032 if toll increases are applied
- We believe the forecast levels of dividends as a percentage of total net assets to be understated: they are shown to be 5.5% p.a. with no toll increase, and 4.9% p.a. if there is a toll increase. However, we believe that a revaluation of net assets would show them to be grossly overstated: the assets should be valued on a replacement cost, alternative use or third-party sale basis. The value of land, roads and slipways is shown on the 2019 accounts at £11.5 million versus a cost figure of £140,000. At the public inquiry in 2018, a construction engineer opined that the cost of re-building the road to the ferry should be no more than £3 million. It is difficult to see how the balance of the assets can possibly equate to £8.5 million. If assets were to be more correctly revalued to a lower level, then dividends as a percentage of net assets will appear much higher.
- **Proposal:** the profitability of the Ferry Company shows there is no need for an increase in tolls for it to meet its statutory objectives.

## 8. Environmental concerns: Diesel versus Electric

- The Ferry Company does not make it clear whether a replacement ferry would be electric, electric diesel, or diesel. One of its papers (CF Bramble Bush Bay: Planned Maintenance and Replacement Costing) dated 28<sup>th</sup> March 2019, discusses some of the pros and cons of the various options.
- The issue is: given the Government's objectives of reducing the volumes of CO2 gases and going carbon neutral, plus Dorset Council's declaration of a Climate Emergency, any option for a replacement ferry that includes any aspect of diesel cannot be conceivable. It would be a very strange situation if drivers, compelled by the Government to move to non-petrol / diesel vehicles, had to board a diesel driven ferry.
- We call on the Ferry Company to make a clear and unambiguous statement that a replacement ferry would have no petrol or diesel component, and that its emissions would be in line with Government and Dorset Council targets.
- **Proposal:** the Ferry Company must commit to the new, replacement ferry having zero / very low emissions, most likely to be gained by being electric and not diesel or petrol

## 9. Sandbanks Ferry Ticket Card (SFTC) / Passes

- There is a significant difference in types of users of the ferry: on one hand, there are residents of Studland and the wider Isle of Purbeck (and businesses based there) for whom the ferry is an *essential* means of transport to reach Poole, Bournemouth and beyond, for work, for shops, for hospitals, etc; and then there are tourists / day trippers, for whom use of the ferry is *discretionary*.
- We welcome the extension of the book ticket scheme which enables local residents and businesses to buy numbers of books of tickets at discounts. However rather than extending this scheme, at current prices, to only April 2021, we argue that it is necessary that current discounts and prices are extended to the end of the current toll increase application process: i.e. to 2032. This is because the use of the ferry is essential: it is not a "nice to have". The only alternative to the ferry for Studland residents is the long drive round Poole Harbour via Wareham, which is more costly, more time consuming, and more environmentally unfriendly.

An example of an alternative to an extension of the book ticket scheme is provided by the Dartford – Thurrock toll. This enables local residents unlimited journeys for £20 a year. The details of the scheme are available on the internet: see Dartford Crossing local residents' scheme. Discounts are available for locals who are resident and pay council taxes to either Dartford Borough Council or Thurrock Council. The discounts are for one vehicle only; evidence must be provided: e.g. documents of ownership (V5C), vehicle details, a current Council tax bill that matches the address of the application, recent utility bills.

**Proposal:** to extend the current book scheme at today's prices to 2032; or to introduce a scheme similar to the Dartford Crossing residents' discount scheme.

### **Appendix 1: Discounts for local residents: the Dartford Crossing**

Use of the ferry is essential for local residents in Studland – for access to work, hospitals, shops, etc. in Bournemouth and Poole: It is not a “nice to have”. An option to extending the current book bulk buying scheme to 2032 is provided by the Dartford Crossing (see <https://www.gov.uk/pay-dartford-crossing-charge/charges>).

Local residents in Dartford and Thurrock can either:

- Pay £20 a year to use the Dartford Crossing as many times as they like
- Pay £10 for 50 crossings, plus 20p for each additional crossing

This is instead of the normal fare of £2.50 a time for each crossing.

To obtain these discounts, local residents must set up a standard or commercial account showing:

- Their personal details, or company details
- Details of each vehicle being registered
- A debit or credit card

Discounts are given for only one vehicle; applications are online and require

- Vehicle details
- A current Council Tax bill that matches the address of the application
- Proof of residence in Dartford or Thurrock e.g. gas or electricity or water bills that are less than 3 months old, bank or credit card statements that are less than 3 months old, income support book, rent document, or driving licence
- Proof your vehicle is registered in Dartford or Thurrock e.g. copy of V5C vehicle registration
- Debit or credit card

## **Appendix 2: How does the financial circumstances of the Fairacres Group Ltd Impact on the Ferry company?**

We have assessed the financial situation of the Ferry company and its relationship with the owner - the Fairacres Group Ltd (FG). It is felt that the ferry company is being prejudiced by the other business activities of the owner. In order to undertake this analysis, we have summarised the trading results of both undertakings for the years from 2008 – 2019. We have gone back to 2008 as at that time the Directors of FG decided to diversify and consider other business opportunities in addition to the ferry and its property interests.

We have obtained information as follows:

- Companies House for the accounts of Fairacres Group Ltd
- Ferry accounts are not in the public domain so the headline net profit before tax (NPBT) has come from the FG Directors Report.
- Dividends paid by the Ferry company since 2012 have come from information submitted to the Public Inquiry in 2018.
- Have estimated 2008 – 2011 dividends highlighted in yellow on the attached document.
- Have assumed that Corporation Tax paid by Ferry company at 32% - being average rate paid by the Group over the years.
- Have assumed that Ferry company did not pay a dividend for 2019 as per recent public comments.

The history of the Ferry dates back to 1923 when the company was incorporated by Act of Parliament. It is well documented, and it is not proposed to reproduce it here. The current vessel went into operation in Jan 1994 and was taken out of service bi – annually for maintenance – described as a refurbishment year. This had a significant effect on the financial results of the Ferry as the accounts suffer a loss of revenue for the period out of service, as well as the costs of repairs. This is highlighted in the summary (see table) of the trading of FG over the years.

In the years up to 2008 FG had traded on a cautious basis and built up a substantial cash balance of £11M. The Directors Report of that year highlighted difficult trading exacerbated by substantial slipway repairs being commissioned. The Directors stated that they would seek other investment opportunities. The financial results for 2009 showed the Ferry making a loss of £1.9M primarily because of repairs and improvements to the slipways. During the 2010-year FG mortgaged their investment properties and obtained an £8M loan. This was quite unusual in that it was an interest only loan with no visible provision for capital repayments. In the 2011 financial year a subsidiary of FG acquired The Bedford Lodge Hotel for £13M. In the following years FG extended and refurbished this hotel at a cost of £6M. At the end of the 2018 financial year a further hotel was acquired for £4M.

Regrettably the hotel division of FG (Review Hotels Ltd ) has not been profitable - as at the end of the 2019 financial year it had accumulated losses of £867K in the 8 years of operation. **The Directors state that they plan to refurbish and extend the new site in the near future.**

The consequence of this £23M diversification into the hotel business is that FG has borrowings of £12.6M at 31<sup>st</sup> March 2019 and incurred interest costs of £304K. In the 2019 financial year the Group made a pre-tax loss of £507K.



The analysis of the financial results for the past 12 years show that the Ferry has paid FG dividends of £7M whilst making profits after tax of only £4.8M. This shortfall has been enabled by utilising the Ferry Replacement Reserve together with the depreciation charged on the vessel. These funds have gone to subsidise the other activities.

In addition, the Ferry pays FG management charges which have steadily increased. In 2018 these were £158K.

In analysing the financial results, it shows clearly that the activities excluding the Ferry have moved from a profit to a loss with the transitional year being 2014 when a loss of £358K was incurred. This increases to £512K in 2019.

The financial pressure must also be behind the changes in the ferry repair programme. Up until 2017 there was a bi – annual refurbishment. The Directors Report for 2017 states that Ferry turnover was maintained at £3.05M as a result of not taking the Ferry out of the water for a full refit. Consequently, costs were also contained, and profitability maintained.

The 2018 Directors Report of FG refers to repairs being carried out to the Ferry at a reduced level. Profitability was maintained.

The 2019 Directors Report states that repair work on the ferry was extensive and involved the ferry being out of the water for an extended period as part of the four-yearly cycle of refit works. Profit before tax was only £5K compared to £1,483M. To summarise the ferry was out of the water in November 2014 and then November 2018. Four years between major re-fits to improve profitability.

There has been changing views on the ferry's expected life span. Starting in 1996 at 23 years (expiring 2017) and ending up in 2019 at 40 years (expiring in 2034). The ferry vessel has been periodically revalued along the way to increase the value of the company.

## Conclusions

- The revenues from the ferry company have been used to support the other business activities of FG.
- FG have failed to make provision for the replacement of the ferry vessel putting the payment of dividends to themselves as the priority.
- In 2008 FG had £11M available but chose to incur significant borrowings as preparation for diversification. They then expended £23M on non - profitable hotel operations. This sum would have purchased several ferries.
- The pursuit of profit from the ferry caused the planning of repairs to be revised. This must have contributed to the unreliability of the vessel and caused great distress and financial loss to the residents and commercial undertakings in the Purbecks during 2019 when the ferry service was suspended for nearly 6 months.
- The Directors of FG admitted at the 2018 Public Inquiry that they placed the payment of dividends to themselves ahead of making provision for a new ferry. The Inspector stated that this was not tenable and was critical of this process.
- The constant revaluation of assets is used to justify ever higher dividends. This is a flawed and circular process. The assets are also overstated as it includes the value of the right to the income arising from operating the ferry.
- The Ferry Company has stated that they can borrow £5M to assist ferry replacement. However, it states that it could take many years to earn the balance. As the ferry is profitable

when operating normally, we do not understand this comment. If the ferry is purchased outright there will be significant repayments of Corporation Tax which will assist the funding.

**Appendix 3 : Falracres Group and Ferry Company financials 2008 - 19 : see attached excel document**

### Appendix 3: Fairacres Group + Ferry financials 2008-19

Year to 31st March	Fairacres Group						Ferry NPBT	Ferry after 32% Tax	Dividend	Dividend Shortfall	Group ex Ferry NPBT	Ferry Replacement Reserve	FRR Movement
	Tax		%										
	NPBT												
	£K	£K		£K	£K	£K		£K	£K	£K	£K	£K	£K
2008	1,790	575	32%	929	632	580	52	861	2,496	351			
2009	-	-290	27%	-	1,310	590	-	861	860	-1,636			
2010	1,525	484	32%	967	658	600	58	558	1,176	316			
2011	834	328	39%	401	273	610	-	433	1,050	-126			
2012	1,292	514	40%	1,200	816	626	190	92	1,519	469			
2013	561	74	13%	187	127	661	-	374	1,208	-311			
2014	866	264	30%	1,224	832	696	136	-358	1,543	335			
2015	-	-80	205%	118	80	713	-	-157	1,087	-456			
2016	1,092	654	60%	1,253	852	731	121	-161	1,567	480			
2017	1,227	208	17%	1,244	846	748	98	-17	1,931	364			
2018	1,600	382	24%	1,483	1,008	752	256	117	2,491	560			
2019	-	-178	35%	5	3	3	3	-512	2,567	76			
Estimated	9,175	2,935	32%	7,084	4,817	7,307	-	2,091					

Net profit before tax of FG excluding ferry



**From:** Nick Boulter <[nboulter@studlandparishcouncil.org](mailto:nboulter@studlandparishcouncil.org)>

**Sent:** 09 December 2020 12:40

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

**Subject:** Comments / objection to "consortium" proposals: DPI/G 1250/20/9 Bournemouth and Swanage Ferry Fees Consultation

Dear Madam / Sir,

Please find attached the objection from Studland Parish Council to the alternative toll proposals put forward by the "consortium".

I would be grateful if you would acknowledge receipt of this.

Thanks,

Nick Boulter  
Chairman  
Studland Parish Council

## **Bournemouth – Swanage Ferry: Toll Application 2020**

### **Alternative proposals from DC / BCP / STC (the “consortium”): comments and objection from Studland Parish Council**

#### **Summary:**

We object to the DC / BCP / STC (the “consortium”) proposal because:

- They will increase the car use toll charges for local residents and employees by between 35 – 44%, which will inevitably lead to local residents / employees being forced by the high toll charges to drive the “long way” around to Poole and Bournemouth – which is more time consuming and much less environmental
- The proposals will lead to *higher* charges over the period of the toll application – 2020 – 2032 – than even the Ferry Company was requesting: a total of £49.188m compared to the £48.289m requested by the Ferry Company. Due to freezes on cyclists / pedestrians, this excess will be paid for by motorists, including local residents / employees

#### **Objection**

We strongly oppose the DC / BCP / STC proposal:

- 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
- Book of 100 tickets: numbers / increase not shown

This will adversely affect local residents, businesses and their employees who are forced to use their cars to travel to work – due to the distances, and very limited availability of public transport. For local residents / employees, use of cars is a necessity, not a life style choice.

Foot passenger fares will stay at £1 - which whilst advantageous will almost exclusively benefit leisure / lifestyle visitors and not residents / employees who overwhelmingly are forced to use their cars due to the absence of reasonable public transport, the hills, the wet / windy Autumn / Winter weather, and the long distances from the ferry to centres of population (Ferry to Swanage: 6 miles; Ferry to Studland: 3 miles; Ferry to Bournemouth and Poole town centres: up to 5 miles).

Bicycle fares will stay at £1 - which again whilst advantageous will primarily benefit leisure / lifestyle visitors and not residents / employees who overwhelmingly use cars – for the reasons outlined above, plus the substantial hills on journeys to and from the ferry.

The proposal accepts the Ferry Replacement Reserve policy discredited by the Inspector at the 2018 Inquiry

The proposal also accepts the exceptional high profits made by the Ferry Company, and dividends enjoyed by the owners, also discredited by the Inspector in 2018 Inquiry.

The DC / BCP / STC proposals also offer to pay more to the Ferry Company in tolls than the Ferry Company requested: £49.188m over the period 2020 – 2032, compared to the £48.289m requested by Ferry Company. It is also front loaded – meaning that local residents / employees will be paying

more sooner than even the Ferry Company has requested (for details, see submission from Malcolm Tice).

The DC / BCP / STC proposals offer no solutions to rural employees and residents who are dependent on use of their cars, especially in the winter months, due the poor quality of public transport, the long distances, the hills and often the weather.

In the "Swanage Advertiser", dated November 26<sup>th</sup> 2020, the article says:....."the Consortium's alternative proposal places the burden of increases on single-trip car usage, which the consortium says 'will affect predominately occasional users and one-off visitors'." This sadly shows a lack of concern for local residents and employees.

We would like the Inspector to be aware that use of cars in a rural area like Studland and the wider Purbeck area is not a "lifestyle" issue: it is essential due to the absence of adequate public transport, the distances, the age of many residents, the topography. The number 50 More Bus, which is the only bus available, has only one bus an hour in the winter months: the first bus leaves Bournemouth Station at 8.02am arriving at Swanage at 9.05 (which is too late for most hotel / restaurant workers), and the last leaves Bournemouth Station at 19.38 arriving at 20.45; the first bus from Swanage is at 06.45am arriving in Bournemouth at 07.47; the last bus leaves Swanage at 18.25 arriving at Bournemouth Station at 19.27: these times make it impossible for hotel / restaurant / hospitality sector workers on shifts.

In terms of cycling, the roads in Purbeck are typically unlit, very hilly, and in the winter it is often wet / cold / dark / windy. Again, use of cars is essential, not a lifestyle choice. The demographics of Studland – with quite a high elderly population – would mean that elderly / retired can only often travel by car: attempting to cycle in the winter and dark for them would be suicidal.

Studland Parish Council conducted a survey of residents – at the start of December - to test their reaction to the toll increases proposed by the consortium. Details have been submitted separately. But a key piece of analysis shows that 52% of residents would stop using the ferry altogether if the toll increases went ahead – driving more traffic through Wareham, and a further 27% would reduce their usage or change their mode of travel.

Cars / vans are the principal methods for people to work to and from work in Purbeck. The 2011 Census data, reported by the Office of National Statistics, showed travel to work data. Of people travelling to work into and out of the now abolished Purbeck District Council over 80% travelled by cars or vans:

	<b>Inflow</b>	<b>Inflow</b>	<b>Outflow</b>	<b>Outflow</b>
	<b>Numbers</b>	<b>%</b>	<b>numbers</b>	<b>%</b>
<b>Total</b>	<b>7,666</b>		<b>8857</b>	
<b>Bus</b>	<b>113</b>	<b>1.5%</b>	<b>253</b>	<b>2.9%</b>
<b>Motorbike</b>	<b>142</b>	<b>1.9%</b>	<b>141</b>	<b>1.8%</b>
<b>Car / van</b>	<b>6,619</b>	<b>86.3%</b>	<b>7,500</b>	<b>84.7%</b>
<b>Bicycle</b>	<b>214</b>	<b>2.8%</b>	<b>210</b>	<b>2.4%</b>
<b>Foot</b>	<b>327</b>	<b>4.3%</b>	<b>348</b>	<b>3.9%</b>

**“The Pig on the Beach Hotel”, a nationally renown hotel and restaurant in Studland, has shared the travel to work methods for their employees; of their 84 employees:**

- 28 travel by car across the ferry
- 10 travel by bus across the ferry
- 2 travel by bike across the ferry
- 5 live in staff housing
- 8 live in staff housing in Studland and walk to work
- 31 drive to work – either from within Purbeck, or from Poole / Bournemouth but choose to drive around due to ferry pricing

The comment of Tara Crabb, the GM, was: “We really struggle to recruit staff from the other side of the water due to the pricing”. This comment was supported by other major employers in the area.

The objection by Pippa Lightbown of “The Bankes Arms Hotel” also shows the damage that would be done to local businesses, to employment and to the environment by a significant rise in fares for car users.

Raising ferry fares may well have a detrimental impact on employment in Purbeck – and the ability of nationally renown businesses to serve their customers.

#### **Summary**

We are very disappointed that Dorset Council / BCP / STC fails to understand the needs of their residents, businesses and employees in rural areas such as Studland and Purbeck for whom use of cars on the ferry is essential; it seems that their proposal only favours “leisure / lifestyle” users. It is bizarre that the consortium wish to provide more toll based revenue to the Ferry Company than the Ferry Company has requested. We ask them to withdraw their badly thought through toll proposals.

**Nick Boulter, Chairman  
Studland Parish Council**



**From:** Martin Ayres  
**Sent:** 24 April 2020 16:48  
**To:** Sandbanks Ferry <[email@sandbanksferry.co.uk](mailto:email@sandbanksferry.co.uk)>  
**Subject:** FW: Sandbanks Ferry Tolls Application - Objection from Swanage Town Council

Dear Mr Kean

Please find attached a copy of a letter to the DfT ref. your recent toll application.

Best wishes to all at this difficult time.

Martin

Dr Martin Ayres

Town Clerk

Swanage Town Council



The Town Council highly recommends that you visit Dorset Council's website via the link below for the latest updates and information, and to sign up to Dorset Council's online newsletter/regular updates:

<https://www.dorsetcouncil.gov.uk/.../coronavirus-covid-19.aspx>

<https://dorsetcouncil.us1.list-manage.com/subscribe...>

COVID-19 – for the latest Coronavirus information and advice please visit: [www.gov.uk/coronavirus](http://www.gov.uk/coronavirus) & [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus)

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**Dr Martin Ayres**  
Town Clerk

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**TOWN HALL**  
**SWANAGE**  
**DORSET**  
**BH19 2NZ**

23<sup>rd</sup> April 2020

Dear Ms Hoggins

**Bournemouth-Swanage Motor Road and Ferry Company – 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**

On behalf of the residents of Swanage, the Town Council wishes to formally object in the strongest possible terms to the application for an Order to increase the tolls for the use of the Sandbanks to Shell Bay ferry by the above company.

The proposed increase in ferry tolls would see a 50% uplift in fares for pedestrians and cycles, from £1 to £1.50, and also in the single crossing toll for cars, from £4.50 to £6.75. The submission seeks to justify these increases by reference to the Retail Price Index, with the financial appendices assuming an average annual increase of 3 per cent. The Retail Price Index is a discredited index, which is no longer recognised as a national statistic. If inflation is to be used as the basis of future toll increases then the lower Consumer Price Index should be applied; in the last 8 years CPI has only been at or above 3 per cent for five months.

The ferry is used regularly by local residents, many of whom commute to work, college and university on a daily basis to the larger neighbouring towns of Poole and Bournemouth. When combined with the payment of parking fees, residents in this position are subject to considerable costs, and the proposed increase in ferry charges would seriously impact on the viability of their employment/studies.

Another group affected will be local students who drive to college in Bournemouth and Poole, a position that they are increasingly likely to find themselves in following recent reductions in local bus services. The fare increase will also impact on the emergency services, which are also subject to the ferry tolls.

It should be noted that, whilst Swanage is widely seen as a well-heeled seaside town, it does have pockets of hardship. Herston is among the most deprived neighbourhoods within the former Purbeck District and a significant proportion of households in Swanage South ward are defined as either hard pressed or on modest means. It is not hard to imagine the significant impact of a 50% increase in ferry tolls on the budgets of households in this category.

The chain ferry is a vital link to the conurbation, and the importance to tourism cannot be emphasised strongly enough. The increase in charges is likely to have a significant deterrent effect on potential day visitors to Purbeck from Bournemouth/Poole and also make it harder for local businesses in the traditionally lower-paid hospitality sector to attract staff. It is also noted that the charge for coaches will increase to £13.00, potentially deterring tour operators

from visiting the area. Taken together, these outcomes would have a significant detrimental impact on the local economy.

The deterrent effect of significant price rises also risks greater congestion and damage to the natural environment. If commuters increasingly utilise the road network via Wareham to access Poole and Bournemouth as an alternative to using the ferry then congestion along the A351 will intensify, as will air pollution, and emissions of damaging greenhouse gases will also increase. This is in direct contravention of government policy which seeks to reduce congestion and improve air quality.

The sharp increase in fees for cyclists also stands in direct contravention of government policy to encourage environmentally friendly forms of transport. As noted by Mr Stone in paragraph 159 of his report dated November 2018 a sharp increase in fees for pedestrians and cyclists 'seems to conflict with the wider aspirations of the transport, sustainability and health agendas'. These remarks were made prior to the wider recognition of the environmental crisis facing the world that has taken place in the last year.

At past public inquiries reference has been made to a 'price ceiling point', at which the number of users will decrease. Figures supplied for the 2014 inquiry suggest that that ceiling was already being breached, given that the average number of annual car users in non-refit years had declined by 48,000 (comparing 2004-08 with 2010-14). Since that time there has been a further decline of 46,000 car users. Therefore, as prices have steadily risen following the successful toll applications of the early years of this century average annual car users have declined by 11%. The table below highlights that the combined numbers of coach and truck journeys are also exhibiting a downward trend.

Non-refit Years	Average Annual Car Users	Average Annual Coach and Truck Users
2004/06/08	838,148	17,236
2010/12/14	790,631	14,369
2012/14/16	774,384	14,373
2014/16/18	744,775	13,731

This data strongly suggests that the proposed increase in tolls will not achieve the income projections set out in the toll increase application as ever-increasing numbers of drivers are deterred from using the ferry. This is even more of a challenge in the current circumstances, given that very many people have got used to using the road during the recent succession of closedowns of the ferry service. Indeed, a further toll increase could threaten the long-term sustainability of the service. In paragraph 155 of his report Mr Stone noted this as a relevant factor stating that the ferry company's failure to identify a price ceiling point 'draws questions as to the reliability of the company's forecasts'. Despite this, paragraph 4.1 of the ferry company's submission explains that their financial projections are based on traffic volumes remaining static over the course of the next 12 years.

The Town Council disputes the ferry company's core financial justification for a toll increase, i.e. that the increase is required to fund the cost of a new ferry when the current one is to be replaced at a stated cost of £12.8m. There is almost no parallel in commercial business life to justify an approach that results in the fee-paying public providing the money in advance for a company's main asset. Furthermore, if this is the principal justification for the price rise, it would be interesting to learn whether the company would commit to reducing the fees payable

by the public once its new asset has been acquired. This point was raised by Mr Stone in paragraph 157 of his report, in which he notes that if tolls did not reduce in such circumstances then a consequence of lower operating costs and the removal of the need to funnel large funds towards a ferry replacement 'could result in revenues substantially more than adequate to meet the statutory requirements'.

The ferry company is already a highly profitable business. In 2019/20 the company was projected to make £1.25m profit before tax on a turnover of £3.03m, a rate of 41%. The company's submission in respect of the proposed 2018 price rise stated 'the data table at appendix 5.1 shows that the company's profit before tax as a percentage of sales is much more favourable than other companies in similar industries' (Page 8, Paragraph 3.3.12). If the Directors wish to build up reserves for replacing the ferry in the early 2030s, they should urgently consider investing more of this profit into their reserves.

I would draw the Secretary of State's attention to the appendices included as part of the ferry company's submission, which show that significant dividends have been paid to shareholders over the years; in fact in the six years 2013-18 dividends of £4.3m were paid out, with no prudential allocation to a ferry reserve, despite the company at that time anticipating that the ferry would reach the end of its useful life in 2026.

This practice of taking excessive dividends has resulted in the company only holding approximately £2.1m in cash at March 2019, some 25 years after the current ferry was purchased. With a new boat now anticipated in 2032, this leaves a shortfall of £10m to be funded in only 12 years. Despite this, although the directors are to forego a dividend in 2019 and 2020, the financial projections predict that the company will continue to pay out a further £4.6m of dividends in the years 2021-26.

As noted in paragraph 143 of Mr Stone's report, the company has justified previous applications for increases in tolls by reference to similar arguments regarding the ferry replacement. Applications in 2004, 2006, 2009 and 2014 each proposed different dates for the ferry replacement, varying between 2017 and 2024. Each time the lifespan of the ferry was extended, but the amount of the ferry replacement reserve did not increase, and was in some years depleted. In paragraph 144 the inspector stated 'Given the previous applications I have no confidence that this would not move again'.

The Town Council notes that the ferry company has still not proposed a mechanism to adequately ringfence the replacement reserve. Instead the company remains free to lend the cash to the other activities of the parent company. The submission in support of the toll increase shows that the reserve stood at £2.6m on 31<sup>st</sup> March 2019, whilst available cash stood at £2.1m, demonstrating that the company was already using £0.5m of the reserve to fund its trading and dividend policy. This is not an auspicious start, and leads the Town Council to conclude that the inspector's concerns of only 18 months ago remain entirely justified.

A further concern held by the Council regarding the company's financial calculations is the basis on which they assess their investment and overstate the rate of return that is reasonable. If this toll increase is permitted the public will pay more, thereby enabling the shareholders to invest less. Interest rates have remained at historically low levels for more than 12 years and have dropped even further since this toll application was published. All investment comparables would reflect this. Therefore, the reference in paragraph 3.3.2. of the company's submission to returns on low risk bonds being 6.1% appears wholly unrealistic; a figure closer to half that level might appear more appropriate.



Given that the company has been able to prioritise shareholders in the way that it has, it is the opinion of the Council that there is a very strong argument that the effect of the proposed increases in the tolls would be that the company received an income that exceeded by a wide margin what was adequate. As such, were the Secretary of State to agree to the ferry company's latest proposals, he would be acting unreasonably and beyond the power given by section 6 of the Transport Charges etc. (Miscellaneous Provisions) Act 1954 which states:

'the Minister shall have regard to the financial position and future prospects of the undertaking and shall not make any revision of charges which in his opinion would be likely to result in the undertaking receiving an annual revenue either substantially less or substantially more than adequate to meet such expenditure on the working, management and maintenance of the undertaking and such other costs, charges and expenses of the undertaking as are properly chargeable to revenue, including reasonable contributions to any reserve, contingency or other fund and, where appropriate, a reasonable return upon the paid up share capital of the undertaking'.

In conclusion, the Town Council strongly objects to the proposed increase in ferry tolls for the reasons set out above. The Council requests that the company re-submit their application with revised annual fare increases that are no higher than the prevailing rate of CPI inflation, and with more of the costs for the new ferry financed by a reduced dividend to the shareholders. No increases should be introduced for environmentally-friendly forms of transport, such as foot passengers and cyclists. If no such re-submission is forthcoming then the Secretary of State is requested to call a Public Inquiry accordingly.

Yours sincerely

*Dr M K Ayres*

Town Clerk

cc Rt Hon Grant Shapps MP, Secretary of State for Transport  
Richard Drax MP for South Dorset  
Mr M Kean, Bournemouth-Swanage Motor Road and Ferry Company

Ms D Hoggins  
Casework Manager  
National Transport Casework Team  
Department for Transport  
Tyneside House  
Skinnerburn Road  
Newcastle Business Park  
Newcastle upon Tyne  
NE4 7AR

**From:** [pippa@bankesarms.com](mailto:pippa@bankesarms.com) <[pippa@bankesarms.com](mailto:pippa@bankesarms.com)>

**Sent:** 07 December 2020 15:13

**To:** 'ETC@planninginspectorate.gov.uk' <[ETC@planninginspectorate.gov.uk](mailto:ETC@planninginspectorate.gov.uk)>

**Cc:** 'shappsg@parliament.uk' <[shappsg@parliament.uk](mailto:shappsg@parliament.uk)>; 'robert.courts.mp@parliament.uk' <[robert.courts.mp@parliament.uk](mailto:robert.courts.mp@parliament.uk)>

**Subject:** FAO: SARAH TUDOR Objection to BOURNEMOUTH-SWANAGE MOTOR ROAD AND FERRY COMPANY Application for Toll Increase

Dear Sir/Madam

We have owned and operated the Bankes Arms Studland (Dorset) as a family for over 30 years. We would like to object in the strongest possible terms to the application for a toll increase by the BOURNEMOUTH-SWANAGE MOTOR ROAD AND FERRY COMPANY. We object on several grounds:

- 1) Over 90% of our staff travel from Poole and Bournemouth. All of them come by car. The bus is far too unpredictable and takes too long. Our pub is too far from the ferry terminal to come by bike (for a large majority) or as a pedestrian. At £9.00 return this represents over 10% of their daily gross wages before taking into account running costs and fuel. A further increase in the toll will see them either driving round – which if this is true for the majority of low wage commuters on the ferry – will have drastic consequences for congestion, air quality and environment. Or they will simply find jobs on the Bournemouth side of the ferry.
- 2) The majority of our customers – particularly off season – are day trippers who arrive in their car to walk their dog and then come for a pint. It is not feasible to imagine that our customers could arrive by bike and certainly not on foot. They are already having to pay £9.00 return before they pay for parking and then for food and drink. We believe that as with our staff any increase in tolls from their current – hugely inflated – levels would either drive customers onto the road with all the negative consequences mentioned above or prevent them from coming altogether. It will have a seriously negative impact on our business.
- 3) I – like many other objectors – don't feel there is a justification on ANY grounds to increase fares. Points include:
  - a. Providing a return on investment – I struggle to see how a division that has turned over £14.4m in 5 years and generated £4.1m in pretax profits – and this AFTER the mechanical break downs in 2019 – and costs of 2 full ferry refits – can suggest that they are NOT generating ample return on investment.
  - b. Service Level Agreement – the SLA in ferry licence simply states that the company must operate a service 365 days a year unless the ferry breaks down. This seems to be an incredibly loose and inadequate SLA. It should surely be reviewed to provide for fines or penalties if the service is disrupted for any extended period of time and a mandated maintenance fund should be paid into and ringfenced each year as a % of turnover
  - c. Buying a new ferry for cash – this does not make financial sense. As stated in other objections – a leasing arrangement would be far more sensible as it would:
    - i. Mean that cashflow is matched to expenditure
    - ii. It would future proof the ferry as new (green) technologies come on stream
  - d. Growing the company – putting prices up is unlikely to grow the ferry company – they surely need to look at clever ways of maximising 'capacity % usage' off season – raising prices will logically lower usage rates.
  - e. Rising costs – the attached spreadsheet for the NON refit years does not indicate the ferry division is suffering from excessive upward pressure on costs. 2018 so PBT margin increase! From 40% to over 47%!

Our business depends on the ferry service being sensibly priced and well maintained/reliable – I think neither of these things occur under the ownership of Fairaces Ltd. In particular it seems from our perspective that all the profits from the ferry operation are diverted elsewhere to the detriment of the ferry as a monopoly service. I attach the letter I received from Richard Drax following my complaint over the lack of maintenance capex that resulted in the breakdown of the ferry for a second time on 12<sup>th</sup> July 2019 and did not see a return to service until October 30<sup>th</sup> October 2019. We lost virtually all our summer and autumn trade as a result of this closure (more than 3.5 months!).

Within Mr Drax's letter - I find the assertion that spending an increased amount of £79,000 to expedite the part to repair the drive shaft instead of £33000 quite frankly insulting – on the basis that over a 4 year cycle (full ferry refurb happens every 4 years) – the average Pre Tax Profit for the Sandbanks Ferry division is nearly £1m per year. If they had spent £100,000 on this part could they have received the part in a few weeks rather than 3 ½ months – it seems no one pressed this point? The ferry company are custodians of a monopoly route and it seems to us there is NO ROBUST scrutiny of their financial and operational running of this ferry.

There was NEVER any suggestion from us that they buy a spare ferry as Mr Drax alludes to – only that perhaps they should have a sensibly funded warehouse of critical parts in case of break down. And it is still a mystery as to why over the course of the 2019 full winter refit / refurb the faulty drive shaft was not identified.

We understand the ferry company has received a substantial and full insurance for loss of income as a result of this woeful set of breakdowns (winter 2018) and summer 2019. Our business CAN NOT insure for the same however as there is still access by road! Even though we have been severely hit but this outages.

I have read through all the Fairaces report and accounts for the last 5 years and have pulled the attached breakdown of the Sandbanks Ferry financials out of the Financial statement which I hope you'll find useful. I also attach the report and accounts for each year.

Yours sincerely

Pippa Lightbown  
FAOBO The Bankes Arms Hotel  
Manor Road, Studland. BH19 3AU

**From:** [pippa@bankesarms.com](mailto:pippa@bankesarms.com) <[pippa@bankesarms.com](mailto:pippa@bankesarms.com)>

**Sent:** 08 December 2020 10:48

**To:** ETC <[ETC@planninginspectorate.gov.uk](mailto:ETC@planninginspectorate.gov.uk)>

**Cc:** [shappsg@parliament.uk](mailto:shappsg@parliament.uk); 'robert.courts.mp@parliament.uk'

**Subject:** FW: FAO: SARAH TUDOR Objection to BOURNEMOUTH-SWANAGE MOTOR ROAD AND FERRY COMPANY Application for Toll Increase and Comments over DPI/G1250/20/9 Bournemouth and Swanage Ferry Fees CONSULTATION Counter Proposals

Dear Sir/Madam

It has been highlighted that my email does not make it clear that the points I raise are related to the Counter Proposals put forward by 'The Consortium' and The National Trust.

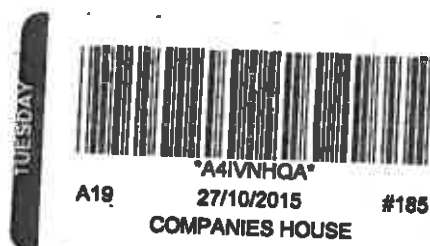
- 1) I Object to the Consortiums reasoning for allowing a single trip price increase: There is no financial justification for a price rise in single trip tickets as I outline below and as suggested below in the Consortiums counter proposal (albeit at a lower rise). The ferry is a highly profitable organisation that does not need additional cash to buy a new ferry by way of a price rise. Any price increase would be devastating for our business as the bulk of our customers arrive by car for a day trip. Having canvassed our customers – the price point is already too high for a single trip and a further increase would have 1 of 2 consequences:
  - a. It will force cars that would use the ferry to make the 25 mile round trip by road – which would not in our opinion help the Consortium achieve their low carbon objectives (and this environmental impact will surely not be countered by any notional increase in foot and bicycle passengers by freezing prices?!)
  - b. They will cease to come to Studland on a regular basis at all – impacting our already struggling business further.
- 2) I feel that the work the National Trust have done on usage, the commuter pressure this is putting on the road networks as ferry use for commuters is too expensive (I would argue further that during winter months the ferry is too expensive for most people wishing to take a day trip to Purbecks as well) and the consequential environmental impact this must be having is very revealing. 50% usage overall and 22% usage in the winter – putting prices up will only decrease this usage – putting prices down in off season or increasing locals discount to allow for increase commuter usage is a clear choice to our minds.

Kind regards

Pippa

Company Registration No. 03021137 (England and Wales)

**FAIRACRES GROUP LIMITED**  
**ANNUAL REPORT**  
**FOR THE YEAR ENDED 31 MARCH 2015**





# **FAIRACRES GROUP LIMITED**

## **DIRECTORS AND ADVISERS**

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<b>Directors</b>	GR Kean MPR Kean Mrs SE Seager
<b>Secretary</b>	Mrs TA Nicol
<b>Company number</b>	03021137
<b>Registered office</b>	Fairacres Stock Lane Ingatstone Essex CM4 9QL
<b>Registered auditors</b>	Bird Luckin Limited Aquila House Waterloo Lane Chelmsford Essex CM1 1BN
<b>Business address</b>	Fairacres Stock Lane Ingatstone Essex CM4 9QL
<b>Bankers</b>	Handelsbanken Greenwood House 91-99 New London Road Chelmsford Essex CM2 0PP
<b>Solicitors</b>	Wortley Byers LLP Cathedral Place Brentwood Essex CM14 4ES

# **FAIRACRES GROUP LIMITED**

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# **FAIRACRES GROUP LIMITED**

## **STRATEGIC REPORT**

**FOR THE YEAR ENDED 31 MARCH 2015**

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The directors present the strategic report and financial statements for the year ended 31 March 2015.

### **Review of the business**

Details of the group trading results for the year are set out in the consolidated profit and loss account on page 7.

The groups gross rental income dropped to £621,256 from the prior year's £718,775. This group division showed a decrease of 2.92% in its pre tax profit. The carrying value of the investment property is £9,786,324. The directors consider that the valuation is reasonable and reflective of the current market.

The turnover of the ferry division, as this was a ferry refit year, showed a 9.35% or £272,089 decrease over the prior year which was not a ferry refit year. As a result of having major ferry repair costs this year, this division returned a pre tax profit of £47,976 a decrease of £1,016,440 on the prior year.

This year is the fourth full year of trading for Review Hotels Limited. This year the hotel achieved gross income of £5,079,657 an increase of 17.88% or £770,537 compared with the previous year. The hotel has continued its programme of extensive property repair works during the year which has resulted in the company recording a pre tax loss of £298,643. While the company has an excess of liabilities over assets of £660,846 at the balance sheet date the directors believe that the hotel will clear the deficit in the near future and in the meantime they are committed to supporting the company.

### **Risk Management**

The group operates a treasury function which is responsible for managing the liquidity and interest risks associated with the group's activities.

The group manages interest risks from the groups activities, and bank overdrafts and loans, the main purpose of which is to raise finance for the group's operations.

#### **Liquidity Risk**

The group manages its cash and borrowings requirements in order to maximise interest income and minimise interest expense, while ensuring that the group has sufficient liquid resources to meet the operating needs of the business. Funds are transferred between group companies to assist in managing this risk.

#### **Interest Rate Risk**

The group is exposed to interest rate risk on its bank overdrafts and loans. The group manages the mix of fixed and variable rate debt so as to reduce its exposure to changes in interest rates.

#### **Credit Risk**

All customers that wish to trade on credit terms are subject to credit verification procedures. Debtors are reviewed on a regular basis and provision is made for doubtful debts where necessary.

Overall the directors consider that the position of the group at the year end was satisfactory. For the future the Hotel is expected to contribute to increased group profits. As part of an overall group strategy, the directors are actively seeking the acquisition of appropriate trading businesses to further enhance profitability.

# **FAIRACRES GROUP LIMITED**

## **STRATEGIC REPORT (CONTINUED)**

**FOR THE YEAR ENDED 31 MARCH 2015**

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### **Key Performance Indicators**

The board monitors progress on overall strategy by reference to a variety of key performance indicators due to the diverse nature of the group's operations.

For the ferry division it is turnover compared with previous years.

For investment properties it is gross rents, rental rates per square metre and occupancy rates.

For the hotel it is room occupancy and gross margin.

By order of the board



Mrs TA Nicol

Secretary

22 October 2015

# **FAIRACRES GROUP LIMITED**

## **DIRECTORS' REPORT**

### **FOR THE YEAR ENDED 31 MARCH 2015**

The directors submit their twentieth annual report and audited financial statements of the group for the year ended 31 March 2015.

#### **Results and dividends**

The consolidated profit and loss account for the year is set out on page 7.

During the year a dividend totalling £3,010,000 was paid on the ordinary shares.  
No dividends were paid on the A ordinary shares during the year

#### **Directors**

The following directors have held office since 1 April 2014:

GR Kean  
MPR Kean  
Mrs SE Seager

#### **Auditors**

The auditors, Bird Luckin Limited, are deemed to be reappointed under section 487(2) of the Companies Act 2006.

#### **Statement of directors' responsibilities**

The directors are responsible for preparing the Strategic Report, Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the group and of the profit or loss of the group for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and the group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



# **FAIRACRES GROUP LIMITED**

## **DIRECTORS' REPORT (CONTINUED)** **FOR THE YEAR ENDED 31 MARCH 2015**

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### **Statement of disclosure to auditors**

So far as the directors are aware, there is no relevant audit information of which the group's auditors are unaware. Additionally, the directors have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the group's auditors are aware of that information.

By order of the board



Mrs TA Nicol  
Secretary  
22 October 2015

# **FAIRACRES GROUP LIMITED**

## **INDEPENDENT AUDITORS' REPORT**

### **TO THE MEMBERS OF FAIRACRES GROUP LIMITED**

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We have audited the group and parent company financial statements (the "financial statements") of Fairacres Group Limited for the year ended 31 March 2015 set out on pages 7 to 27. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

#### **Respective responsibilities of directors and auditors**

As explained more fully in the Directors' Responsibilities Statement set out on pages 3 - 4, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

#### **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the group's and the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

#### **Opinion on financial statements**

In our opinion the financial statements:

- give a true and fair view of the state of the group's and parent company's affairs as at 31 March 2015 and of the group's profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

#### **Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Strategic Report and Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

# **FAIRACRES GROUP LIMITED**

## **INDEPENDENT AUDITORS' REPORT (CONTINUED) TO THE MEMBERS OF FAIRACRES GROUP LIMITED**

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### **Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

**Janis Osborne (Senior Statutory Auditor)  
for and on behalf of Bird Luckin Limited**

**22 October 2015**

**Chartered Accountants  
Statutory Auditor**

**Aquila House  
Waterloo Lane  
Chelmsford  
Essex  
CM1 1BN**

# FAIRACRES GROUP LIMITED

## CONSOLIDATED PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2015

	Notes	2015 £	2014 £
Turnover	2	8,337,459	7,936,530
Cost of sales		(4,828,192)	(3,797,320)
Gross profit		3,509,267	4,139,210
Administrative expenses		(3,632,560)	(3,103,954)
Other operating income		315,998	67,570
Operating profit	3	192,705	1,102,826
Other interest receivable and similar income		30,478	40,997
Interest payable and similar charges	4	(262,166)	(278,254)
(Loss)/profit on ordinary activities before taxation		(38,983)	865,569
Tax on (loss)/profit on ordinary activities	5	80,780	(264,328)
Profit on ordinary activities after taxation		41,797	601,241

The profit and loss account has been prepared on the basis that all operations are continuing operations.

# **FAIRACRES GROUP LIMITED**

## **STATEMENT OF RECOGNISED GAINS AND LOSSES FOR THE YEAR ENDED 31 MARCH 2015**

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	<b>2015 £</b>	<b>2014 £</b>
<b>Profit for the financial year</b>	<b>41,797</b>	<b>601,241</b>
<b>Unrealised surplus on revaluation of properties</b>	<b>3,846,250</b>	<b>-</b>
<b>Total recognised gains and losses relating to the year</b>	<b><u>3,888,047</u></b>	<b><u>601,241</u></b>