



THE BOURNEMOUTH-SWANAGE MOTOR ROAD AND FERRY COMPANY

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

PRESS RELEASE - 22 DECEMBER 2021

SANDBANKS FERRY ANNOUNCES NEW CHARITY PARTNER FOR 2022

The Sandbanks Ferry Company is partnering with the [RNLI](#) for Christmas 2021 and moving forward to help raise much needed funds and awareness of the charity among Ferry passengers and staff. The Ferry Company will provide the RNLI with free on-board advertising space and the charity will also collect donations during key weeks of the year.

To launch this partnership, the Sandbanks Ferry Company will once again offer free travel to all passengers on Christmas Day, following the success of previous initiatives. Passengers who wish to will instead be able to donate their toll to the RNLI via collection boxes on board the ferry on Christmas Day.

Commenting on the new partnership with the RNLI, Jason du Toit, Managing Director of Sandbanks Ferry Company, said: "We are very pleased to be partnering this amazing charity that has helped so many people over the years. It's great to be able to do our bit to help such a worthy cause, and we hope the free Christmas Day travel will get their 2022 fundraising off to a great start."

Poole Lifeboat volunteer Helm Jonathan Clark said, 'This is really fantastic news, on the back of a tough busy year where, the volunteers have had to be resilient and have had some difficult shouts. We also know the harbour entrance well and have worked closely alongside the Sandbank Chain Ferry crew with a few incidents over the years where vessels on passage through the entrance have got caught out by the unpredictable strong tides. Thank you, Sandbanks Ferry Company for your support, it means a lot and we are very much looking forward to the year ahead'.

The Christmas Day ferry service will run half-hourly from 08:00 hours until 18:10 hours, leaving Sandbanks on the hour and half hour, and from Shell Bay at 10 and 40 minutes past the hour. All passengers will be able to enjoy free travel on the 25th December, including foot, car, bicycle, and goods vehicles.

During the rest of the holiday period, the Sandbanks Ferry will operate a normal service timetable from 7am to 11.10pm. Further timetable information can be found at:

<http://www.sandbanksferry.co.uk/timetable.php>.

The Ferry Company and its employees helped to raise almost £2,000 for its 2020/21 nominated charity, Dorset Mind in Poole, through the free Christmas Day travel initiative and other activity throughout the year.

Visit the Sandbanks Ferry Company at www.sandbanksferry.co.uk, on Twitter at [@sandbanksferry](https://twitter.com/sandbanksferry) and on Facebook at www.facebook.com/sandbanksferry.

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[Notes to editors](#)

About the Sandbanks Ferry Company: The Bournemouth-Swanage Motor Road and Ferry Company, known as the Sandbanks Ferry Company, was established in 1923 to run a chain ferry service between

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Sandbanks in Poole and Shell Bay in Studland, near Swanage. The present ferry, 'Bramble Bush Bay' came into service in January 1994 and is the fourth ferry to operate this service. 'Bramble Bush Bay' is 242 feet in length and has a nominal capacity of 48 cars.

For media enquiries, contact:

01929 450203 or email@sandbanksferry.co.uk