

MATTER 16

Rep No 5532

L D Gloyn-Cox

16.1 The policy for growth and change in the area is neither appropriate nor based on an objective appraisal of the threats and opportunities facing Swanage, the largest town in the District.

National guidance on rising sea levels means that the beach, a key feature of the seaside resort, will be progressively narrowed and that may ultimately undermine Swanage as a destination for “bucket and spade” tourists. Already the Hospitality Association is making efforts to promote the Town as a centre for walking along the Jurassic Coast.

The important local economic driver of specialist education has been completely neglected. At periods of the year about 1000 students are resident in the area for language training and specialist educational needs. The largest language school caters for up to 700 students which necessitates 300 students finding accommodation in the Town.

The Core Strategy should identify potential problems and support the local community in overcoming, or mitigating, them.

16.2 The process of developing the Core Strategy resulted in two land owners dominating the potential development sites in Swanage. The lack of competition was not in the best interests of the local community so it was better to leave the allocation for a “subsequent plan”. This would give time for other options to be explored to broaden competition.

16.3 The relationship between housing and employment provision has not been properly analysed. Observation shows that an increase in the housing stock, priced at levels which many local people cannot afford, encourages net immigration of the older generation and exacerbates the skewed demographic distribution which has perverse consequences for the Town, eg increased pressure on adult and community services.