



THE BOURNEMOUTH-SWANAGE MOTOR ROAD AND FERRY COMPANY

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

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Sandbanks Ferry Company to Reintroduce Ferry Road Only Toll

Following much local controversy and misinformation the Ferry Company is keen to set the record straight.

The Company has no intention to move or build new toll boxes and will decide upon an appropriate method for collection once the toll is approved, which will not hinder the flow of traffic.

The powers to collect, and limitations of, the Ferry Road Only Toll are already contained within the Company's various Acts of Parliament that are available on www.sandbanksferry.co.uk.

The Company's toll road, which it built and maintains, runs from South Haven Point (Shellbay) to the junction with Hardy's Road in Studland, following the adoption of the road from there to Studland village in 1995.

It is, therefore, only the matter of the level of the toll (currently set at £ 0.00) to be considered as part of the Company's current application (or at any likely Public Inquiry) which, as can be seen, will account on average for 1.3% of annual turnover.

The Road only Toll will be a daily charge for vehicles using the road, but *not* the ferry on any given day. So, for example, (initially) a car travelling from Sandbanks to Studland and back again that day will pay a return ferry fare of £12.52, whereas a car coming from the Studland side (and *not* using the ferry that day) will only pay half that (£6.26) to use just the road.

Managing Director of the ferry Company, Jason du Toit, said "There will be many benefits in reintroducing the road only toll for various stakeholders.



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“It will ease congestion at busy times along Ferry Road by reducing parking on the verges, which often spills onto the carriageway. It is likely this will aid in protection of natural habitats, whilst making a safer environment for pedestrians and cyclists alike.

“The hope is that it will encourage parking in National Trust car parks and be a small aid in topping up the Ferry Replacement Reserve. There is a further anticipation that it will go some way in eradicating the overnight parking and camper vans along the road”.

It is also intended that a period of grace of up to 30 minutes will be introduced for any vehicle not paying the Road Toll should they decide to turn around and not stay for any reason or access one of the National Trust properties.

Visit the Sandbanks Ferry Company at www.sandbanksferry.co.uk, follow us on Twitter at @sandbanksferry or on Facebook at www.facebook.com/sandbanksferry.

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Notes to Editors

For media enquiries contact:

Jason du Toit

jason.dutoit@sandbanksferry.co.uk

T: 01929 450 203