

PAG...



**DORSET & WILTSHIRE
FIRE AND RESCUE
AUTHORITY**

Dorset and Wiltshire Fire and Rescue Authority

Final Report

Private & Confidential

May 2026

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Executive summary

This report provides an overview of the completed consultation on the potential closure of eight Dorset and Wiltshire Fire and Rescue Service (DWFRS) fire stations. The consultation, delivered by Dorset and Wiltshire Fire and Rescue Authority (DWFRA) and DWFRS, and facilitated by Premier Advisory Group (PAG) was delivered in line with statutory consultation requirements and the Gunning Principles. These proposals remained open to public input prior to and during, the consultation, with the decision to be made by DWFRA on the 30th of June 2026. The proposals which have been consulted on include the potential closures of the below stations:

- **Bradford on Avon**
- **Charmouth**
- **Cranborne**
- **Hamworthy**
- **Maiden Newton**
- **Mere**
- **Ramsbury**
- **Wilton**

The purpose of the consultation was to ensure that members of the public and all relevant stakeholders were able to access all key information relating to the proposals, as well as the opportunity to pose their questions to both DWFRS and DWFRA, as well as raise any further concerns, alternative proposals and mitigations to be considered. These findings have been collected in order to ensure the Authority are presented with an accurate representation of alternatives, mitigations and criticisms to be considered before the final decision.

The consultation launched on the 13th of February 2026 and was closed at 5pm on the 15th of May 2026. Members of the public, elected representatives and all relevant stakeholders have had access to the consultation leaflet, detailed data reports for each station and an overview for each station. The survey remained open throughout the consultation period, accepting both online and postal responses. There were 6,188 responses in total to the survey, with 5,818 completing the online survey and 370 completing the paper and supplementary survey form.

A total of 25 meetings were delivered, as well as separate briefings for elected officials across the affected service areas. Public meetings took place from the 2nd of March 2026 until the 23rd of April 2026. These included daytime and evening sessions held locally and in person, and an online Teams meeting for each of the stations proposed for closure. Across the 25 public meetings, 1,213 people attended.

Analysis on the responses received through the survey and public meetings has identified the following themes in feedback, both generally and by station.

Response times and emergency attendance: The strongest concern was that station closures would increase response times for fires, road traffic collisions, rescues and other emergencies, with respondents often linking delay directly to life safety, injury and property loss.

Reliance on neighbouring stations: A frequent worry was that neighbouring stations may not always be available, particularly where they are also on call, already committed elsewhere, or affected by their own staffing and travel constraints.

Rurality, geography and access constraints: Rural roads, dispersed villages, narrow lanes, flooding, congestion, bridges, and longer travel distances were repeatedly raised as reasons why local cover is seen as especially important.

Confidence, accountability and decision-making: Many respondents called for the Authority to listen closely to residents, publish clearer evidence, reconsider the proposals and commit to transparent monitoring if changes proceed.

Financial case and alternative funding: Many respondents challenged whether the savings justified the perceived operational risk, while also raising Council Tax/precept increases, reserves, government funding, asset sales, and non-operational savings as alternatives.

Vulnerable groups and equalities impact: Older residents, people with disabilities, mobility issues, care home residents and isolated households were commonly identified as groups likely to be disproportionately affected.

Sentiment has also been analysed by station through this report. Across all responses, 85.6% of respondents stated they either tended to oppose or strongly opposed the proposal, with 8.1% either tending to support or strongly supporting. The remaining 6.3% either responded 'don't know' or 'neither support nor oppose'.

1. Methodology

This section details the methodology used by DWFRS and DWFRA to deliver the consultation, and the methodology used by PAG to analyse and present this report. The approach to methodology across DWFRA, DWFRS and PAG was aligned with statutory consultation requirements and the Gunning Principles – outlined in further detail through this section.

1.1 Consultation delivery

The consultation regarding the eight proposals took place from the 13th of February 2026 until the 15th of May 2026 at 5pm. This consultation window was approved by DWFRA through their February meeting and published ahead of consultation launch through the leaflet, the DWFRS website and media activity.

The 91-day consultation period was determined to be proportionate and adequate with regard to the scale and complexity of the proposals, consultation duration guidance (with a recommended minimum of 12 weeks), the need for in person and online sessions to take place and to ensure appropriate time ahead of DWFRA's decision-making meeting on the 30th of June. No requests for an extension of the consultation period required support beyond signposting to resources or attendance at public meetings.

Whilst the consultation window was live, members of the public, staff, elected representatives, community groups and all stakeholders were able to submit responses through the formal consultation channels. Consultation feedback was collected through a combination of channels selected to ensure accessibility to a diverse audience and capture both quantitative and qualitative insight. These channels included:

- Online and paper survey completion
- In person public meeting attendance
- Online public meeting attendance.

1.1.1 Online and paper surveys

The primary channel for capturing structured feedback was a consultation survey, hosted by PAG and accessible through the DWFRS website. The survey was offered through both online and paper formats, with the paper copies available on request and through public meetings.

Following an administrative error, paper survey responses were identified to be missing a question relating to alternatives for the Authority to consider. The mitigations put in place to ensure responses were correctly captured as a result of this have been outlined through **Annex 1**.

1.1.2 Public meetings

Members of the public were invited to attend in person and online meetings for each of the fire stations proposed for closure. These sessions began on the 2nd of March 2026 and were completed on the 23rd of April. Sessions were planned as such that each of the eight stations had two in person meetings and one online Teams session.

A daytime and evening session was run in person for each station facing proposed closure to cater to varied availability. The only exception to this was the running of three in person sessions in Hamworthy due to limited venue capacity for the size of the affected community. The additional session was run following the morning session on the same day.

Each meeting was hosted by DWFRAs councillors and DWFRS officers, with PAG providing independent facilitation, recording attendee sentiment and capturing the questions, concerns and alternative proposals raised. Sign in sheets were used at each meeting to record attendance the primary stakeholder role – this has been used to inform the demographic analysis for each fire station.

Online sessions were structured in a similar manner to the in-person sessions to ensure consistency. The presentation covered the same data and discussion points, before opening to attendees for questions. Online sessions were intended to widen access to any residents who may have faced transport barriers, making in person attendance difficult.

1.1.3 Additional responses to the consultation

Throughout the consultation period, DWFRS received a range of communications outside the formal consultation routes. To ensure fair representation of views, PAG has included acknowledgement and an overview of additional feedback on the proposals through **Annex 2**, **Annex 3** and **Annex 4**. To ensure fair weight and representation is given to such responses, these have been considered as external input to the consultation, rather than being mechanically counted within the survey for example. This approach is in line with standard consultation practice and ensures conscientious consideration as per the Gunning Principles. More detail on how responses outside the formal consultation channels have been integrated is included in the annexes.

1.2 Survey design

The survey was designed to gather insight on public understanding of the proposals, to capture views on the proposals themselves and to invite stakeholders to share proposed alternatives, mitigations and specific risks. Question design was informed by the key issues that DWFR must consider when reaching a final decision and the requirements of the Gunning Principles.

Question wording was iteratively reviewed prior to launch to ensure no leading phrases were used, as well as ensuring closed or rating questions offered respondents with a balanced range of options.

Question types included:

- Closed and multiple-choice questions
- Likert-scale questions (respondents asked to rate on a scale of agreement and disagreement with a series of statements)
- Open free-text questions.

Questions were grouped to mirror the Gunning Principles; this has been explored further through **Section 1.4**. The survey structure was piloted internally ahead of launch to test routing, accessibility and completion time.

1.3 Analysis

PAG have operated entirely independently of the Authority's decision-making process. PAG's role was to facilitate engagement through the public meetings, capture feedback and analyse responses. All quantitative and qualitative feedback has been faithfully recorded as raised by consultees and has been collated and presented as such through this report.

With regard to survey analysis, paper responses were entered into the same dataset as online responses to ensure a consistent approach to analysis. Closed and scaled/rating responses were analysed using descriptive statistics such as percentages and frequencies, as well as for individual stations through cross-tabulation. Where appropriate and relevant to analysis, responses have been disaggregated against stakeholder characteristics such as age, gender and primary role. When used through analysis, cross-tabulation has been used to contextualise responses, not to discount or weight them. Where respondents did not select a specific station, responses were retained under a 'general' category, with postcode and station-affiliation responses used to support geographic analysis without identifying individuals.

Qualitative analysis of free-text responses and questions raised at public and online sessions were coded through an iterative thematic framework. Following the first round of public meetings and survey data at the time of the interim report, initial codes were developed. These codes have been further expanded following the completion of public meetings and the closure of the survey. Each response could be assigned multiple codes where more than one issue was raised and identified. These codes, referred to as the identified themes, represent the issues raised most frequently by those who engaged with the consultation channels.

1.4 Compliance with Gunning Principles

The Gunning Principles are the established common-law standard for fair public consultation in England and Wales. Compliance with the set principles is the most reliable safeguard against challenge and is the basis on which DWFRA is required to demonstrate that any decision following the consultation has been lawfully and conscientiously taken.

Principle 1: Consultations must occur while proposals are still at a formative stage

Proposals must be genuinely open to influence at the time of consultation. This has been implemented through continued confirmation that no decision has been made yet and will not be made until the 30th of June. Respondents were invited to provide any alternative proposals they wished to be considered through the survey, as well as through dedicated discussion time at the public meetings. All responses proposing alternatives have been analysed and presented through this report.

Principle 2: Sufficient information needs to be supplied for the public to give the consultation 'intelligent consideration'

Consultees must be given information to understand the proposals, the rationale and the likely consequences. This has been implemented through the dedicated consultation leaflet, dedicated web pages and through thorough discussion at public meetings. Per-station data reports were published alongside the consultation to further support opportunities to provide informed feedback. All materials for the consultation were produced in plain-English to ensure accessibility. Survey questions also asked respondents to confirm whether they felt information was sufficient.

Principle 3: There needs to be an adequate time for the consultees to consider the proposal and respond

In order to ensure sufficient time for meaningful engagement, a 91-day consultation period was implemented, exceeding the 12-week government recommended minimum. Through scheduling in person sessions for each station in both the daytime and the evening, as well as online sessions provided widened access to stakeholders. Access to surveys both online and in person prior to, during and following public meetings ensured those completing the survey were able to share their thoughts at any time during the consultation process.

Principle 4: Conscientious consideration must be given to the consultation responses before decisions are made

Decision-makers must consider what consultees have said prior to reaching a final decision. This has been implemented through PAG's maintained, clearly defined independent role within the consultation, with analysis of responses taking place distinctly from DWFRA and DWFRS. Reporting has included all themes, proposed alternatives and concerns to ensure the Authority sees the full range of responses.

1.5 Limitations

Findings should be considered with the following limitations in mind.

- Self-selection: Whilst the survey was open to all, responses can only be gathered from those who chose to respond. This means that responses are not necessarily a representative sample of the population and should not be interpreted as a referendum.
- Demographic profile: Younger age groups were largely underrepresented through the survey responses, specific findings relating to this have been discussed through survey finding analysis.
- Non-survey channels: Written submissions and petitions can vary in length and detail and fall outside the standard consultation channel standardisation, therefore cross-channel comparison has been limited to ensure consistency.

These limitations do not undermine the consultation but are reported here to ensure that findings are considered with full awareness by DWFRA when reaching a decision.

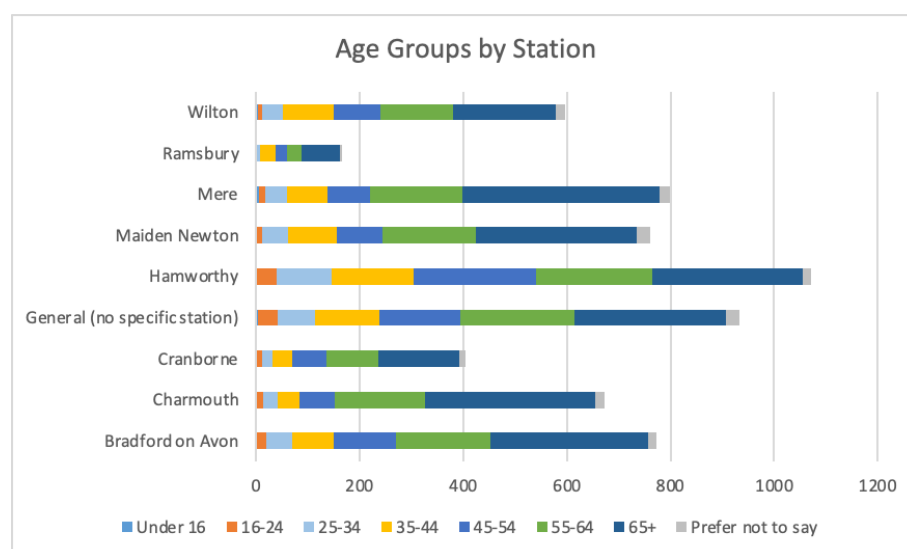
2. Engagement, Participation and Reach

This section details the demographic data collected through the consultation survey, as well as the role of attendees at the series of public meetings. This information has been analysed to consider which population groups were represented through and engaged with the consultation, with regard to age, gender and place of residence, using analysis of survey responses. These findings have been considered to understand reach and representativeness, not to give differing weight to responses or to diminish the substance of any responses.

2.1 Demographic data from survey

Through the consultation survey, specific demographic findings were collected to establish an understanding of the population reached by the survey. **Figure 1** shows the breakdown of respondents by age and station selection. Across all stations, responses were disproportionately provided by older age groups, with 37.8% of responses coming from those aged 65 and over. Younger age groups, including those aged 16-24 (2.3%) and 25-34 (6.8%), are comparatively underrepresented. This interim demographic profile should therefore be taken into account when interpreting consultation findings.

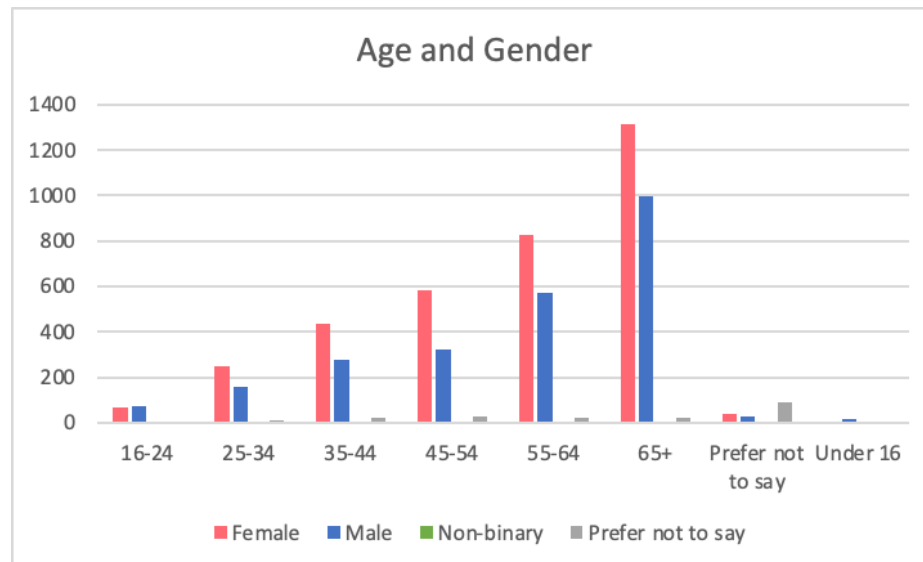
Figure 1: Breakdown of age groups within stations commented on



To understand the level of participation by gender, the survey categorised gender as female, male, non-binary and prefer not to say. Analysing genders amongst age groups, female populations made up the majority of survey respondents consistently throughout all age groups, with the highest

participation over all other specified genders. 56.9% of respondents were female while only 39.5% of males selected male, showing a gap in gender representation among survey respondents.

Figure 2: Breakdown of age and gender



Among those who were surveyed, 91.1% were local residents, 2.1% were DWFRS staff. This includes operational staff, corporate, and those on call for DWFRS. 1.9% identified as business owners, and 1.0% identified as elected officials.

Table 1: Description of population who responded to survey

Primary role	No.
Local Resident	5636
DWFRS Staff	132
Business Owner	119
Elected Official	62
Partner Agency	42
Union Representative	13
Other	184
Total	6188

Of the 42 respondents identifying as members of Partner Agencies, named organisations were as follows:

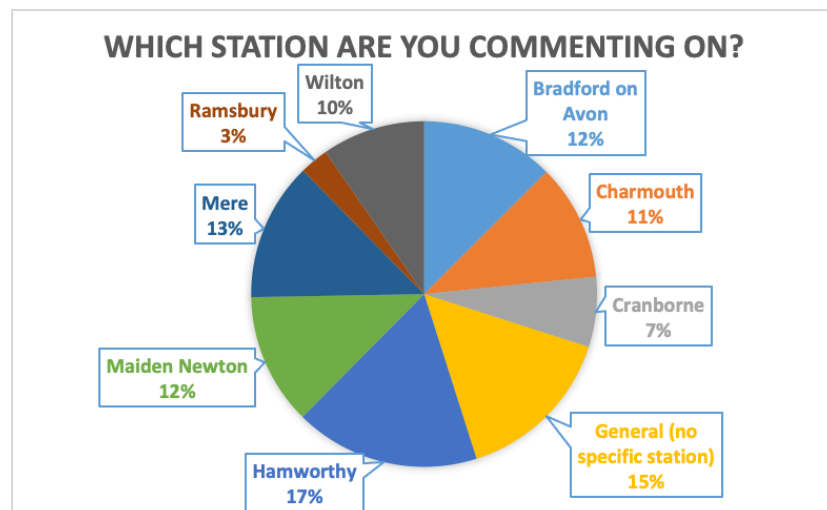
- Ambulance Service
- Avon Fire and Rescue Service
- BCP
- BCP Council
- Crystal Services
- Dorset Council
- Dorset police
- DSFRS

- Forestry England
- HAMPSHIRE & IOW FRS control
- Kent Fire and Rescue
- Lancashire fire and rescue service
- LFB
- Magna Housing
- Dorset Heaths Partnership
- NA
- NIRFS
- Northern Ireland Fire & Rescue Service
- Poole Lifeboat Station
- RNLI lifeguards
- South Western Ambulance Service Trust
- South Western Railway
- University Hospitals Dorset
- Crystal Services
- Mere Town Council

2.2 Geographic distribution

Through **Figure 3**, the percentage of respondents by each station can be seen. the most popular response here was Hamworthy (17%), followed by respondents providing general comments (15%). The stations with the lowest response rates were Ramsbury (3%) and Cranborne (7%).

Figure 3: Percentage of those commenting per station amongst the total surveying population



Through the survey, respondents were invited to provide the first element of their postcode to inform demographic analysis. The data collected identified there are 5 main areas where the majority of respondents were responding from.

Table 2: Location of respondents by %

Location	Respondents
Bournemouth, Christchurch and Poole	27.2%
Dorchester and West Dorset	26.5%
Bath and North East Somerset	22.4%
Salisbury and South Wiltshire	18.9%
Swindon and North Wiltshire	5.0%

The remainder of areas provided by respondents through their postcodes accounted for less than 1% each and have therefore not been detailed in the above table.

2.3 Attendance at public meetings

Throughout the consultation, 25 public meetings were held, including a mix of online and in person sessions. 17 meetings were held in person, with 1109 members of the public making use of the sign in sheets. The total number of attendees using the sign-in sheets across the in-person meetings are detailed below by station.

Table 3: In person session attendance by station

Session	Number of attendees
Bradford on Avon	151
Charmouth	161
Cranborne	105
Hamworthy	109
Maiden Newton	236
Mere	147
Ramsbury	89
Wilton	111
Total	1109

Through the in-person sessions, the sign in sheets provided a valuable insight into the groups most likely to engage with the consultation through meeting attendance. Where attendees identified as having multiple roles, the most popular combination was local resident and business owner, with 33.8% of those with multiple roles fitting these criteria. Local resident and DWFRS operational staff (on call) followed behind this, with 25.4% of multiple roles identifying with this.

Table 4: Primary role of attendees

Primary role	No. of attendees	% of attendees
Local resident	911	82.22
Business owner	21	1.90
Elected official	23	2.08
DWFRS Operational Staff (Wholetime including fire control)	6	0.54
DWFRS Operational Staff (on call)	29	2.62

DWFRS Staff (Corporate)	1	0.09
Union Representative	18	1.62
Partner Agency	0	0.00
Other	29	2.53
Multiple	71	6.41
Total	1109	100%

A further 104 members of the public attended the online sessions, with the table below detailing numbers of attendance at each session.

Table 5: Online session attendance by station excluding members of panel

Session	Number of attendees
Bradford on Avon	3
Charmouth	2
Cranborne	6
Hamworthy	11
Maiden Newton	23
Mere	42
Ramsbury	7
Wilton	10
Total	104

2.4 Engagement

The below table highlights the level of engagement through each formal consultation channel.

Table 6: Level of engagement by channel

Channel	Format	Participation
Survey responses	Online	5818
	Paper	370
	Total	6188
Public meeting attendance	In person	1109
	Online	104
	Total	1213

3. Survey Summary

The consultation survey remained open from the 13th of February 2026, until closing on the 15th of May 2026 at 5pm. Upon closing the survey, a total of 6,188 responses had been received, including the online survey, the paper survey and the supplementary responses received through the inbox and online survey platform. More information on this has been included in **Annex 1**.

The survey was divided into 6 sections. Through this section, as well as **Section 4** and **5**, is a summary of the analysis on the responses received throughout the consultation period, through the formal survey channels.

Section A: About you

Respondents were asked to provide detail relating to their primary role, their age and gender. This detail has been analysed in the previous section; alongside the first part of their postcode and the station they were commenting on. This analysis has provided insight into the level of engagement with the consultation.

When asked 'in a sentence, why is the station you selected important to you?', 61% of the primary issues presented were community safety and response speeds. Respondents often answered that the selected stations were important because it posed a risk to the ability for rapid responses, decreasing the effectiveness of promoting community safety. 723 responses highlighted community safety as 'vital' toward protecting the local areas, while 437 responses discussed 'response times' as the primary issue. Rurality, distance, and isolation were other key issues for respondents. 712 respondents discussed that the selected stations would have large impacts on rural communities and villages if closed, stating that fire stations serving rural communities are a necessity rather than a privilege.

Section B: Information and understanding

Respondents were asked to share the sources they have reviewed prior to completing the survey. The most popular was the consultation leaflet, with 49.5% of those responding to the survey having reviewed this. Further analysis on this, as well as self-reported levels of understanding, has been included in **Section 4**. Respondents were presented with two statement questions, with the option to agree and disagree on a scale, as well as select neither. Responses here indicated that a significant proportion of respondents agreed that the provided information was clear as to why closures were

being considered. This trend was also reflected regarding the statement that the information provided was clear relating to the potential impact of the proposals.

Section C: Your views on the proposals

Regarding views on the proposal that affected the station participants selected, 5,290 (85.5%) respondents opposed proposals throughout all stations surveyed. Thematic analysis of written explanations shows that respondents' views were most commonly shaped by concerns about fire cover, public safety, risk to life and property, which were raised in 3,009 responses. This was followed by impact to local community and response times or delayed attendance.

Respondents also raised concerns about transport and access constraints, flooding, rurality, reliance on neighbouring stations, staffing and on-call availability and whether the financial savings justified the perceived reduction of local fire cover. Overall, participants indicated that opposition was primarily from the perceived risks to emergency response capabilities, particularly where local geography, community vulnerability, known hazards and reliance on local crews were seen as making rapid local cover essential.

Section D: Alternatives and impacts

When surveying suggested increases in Council Tax for providing the Fire Authority more long-term financial sustainability, 53% of respondents responded in agreement of increasing taxes by 20 pence to fund local fire authorities. 13% of respondents stated that there should be no Council Tax increases, signalling support for local communities' willingness to support such services with Council Tax increases. 7% of respondents stated that there were no concerns with increases in Council Tax, and that they were willing to pay to keep the stations operating.

14.9% reported that increasing Council Tax will be effective so long as they do not add 'waste' and improve efficiency to help keep the stations operating. 9.7% mentioned that concerns about whether increasing Council Tax by the suggested amount would truly keep the stations open, signalling that the fire authority should find alternative ways of budget reallocation and spending for local fire stations.

Respondents were able to select multiple answers; the below table outlines the popularity of each option.

Table 7: Respondents willing to pay differing council tax increase amounts

Increased amount proposed	Number of responses	% of responses
Selected all options	494	8.0%
Willing to pay something (excluding all answers where none was selected)	5303	85.7%
Selected 20p only	3283	53.1%
Selected 15p only	208	3.4%
Selected 10p only	586	9.5%
Selected 5p only	330	5.4%
No	814	13.2%

When asked if there were any alternatives the Authority could consider, respondents typically provided suggestions within three key themes: financial, rejection of proposals and operational alternatives.

Suggestions relating to financial alternatives most commonly included:

- Reducing in other areas to make savings and efficiencies before considering frontline reductions
- Seek more central government funding
- Reduce senior management, admin or other non-frontline costs
- Increase council tax for the servicer area
- Generate income through fundraising
- Borrow from reserves
- Defer capital or property spending.

Suggestions calling for a rejection of proposals typically stated the stations should not be considered, emphasising opposition to proposals as cause to reject them. This theme of responses was also linked to requests to re-review the data relating to response time modelling and increased risk.

Operational alternatives most frequently included:

- Improve on-call recruitment and retention
- Changing crewing and operating models
- Replacing equipment with smaller or rapid-response vehicles
- Co-location with other services

Section E: Community, equality and place-based impacts

Analysis on this section of the survey has been detailed in **Section 5**.

Section F: Confidence, safeguards and review

Discussion of confidence in the Authority, as raised through the final section of the survey questions, is detailed through **Sections 4** and **5**. Respondents were asked to provide additional comments, all collected responses have been integrated within the qualitative analysis in **Section 5**.

4. Further Quantitative Survey Analysis

PAG have conducted an analysis of the quantitative feedback and sentiment toward the proposals. Reporting throughout this section is based on both online and paper survey responses.

Among the information sources used to form respondents' views, the most frequently cited were the consultation leaflet (3066), local media (2702), social media (2486) and DWFRS website (2376). Additional sources included word of mouth (2167), public non-DWFRA meetings (824), DWFRA public meetings (784), DWFRA online meetings (349), DWFRS officer briefings (305) and others (442).

Table 8: Information used to inform respondent views

Option	Responses
Consultation leaflet	3066
DWFRS website	2376
Local public meeting (not DWFRA led)	824
DWFRA public consultation event	784
DWFRA online public consultation session	349
DWFRS officer briefing	305
Social media	2486
Local media	2702
Word of mouth	2167
Other	442

Respondents were asked how well they understood the proposals before completing the consultation survey. Overall, the majority of respondents reported that they understood the proposals at least fairly well (84.4% of respondents). Of the 3514 female and 2442 male respondents who engaged with the survey, 76.0% of those were at or above the age of 45 and 90.6% were local residents, with others being DWFRS staff and local business owners.

Table 9: Before completing this survey, how well did you understand the proposals?

	Not at all	Not very well	Neutral	Fairly well	Very well	Total
Bradford on Avon	7	16	148	280	276	774
Charmouth	4	5	34	310	287	673
Cranborne	1	10	25	186	173	406
Hamworthy	5	24	98	391	362	936
Maiden Newton	11	21	81	433	493	1071
Mere	3	14	44	363	313	761
Ramsbury	8	16	39	347	357	801
Wilton		3	19	65	75	166

General (no specific station)	4	18	54	261	251	597
Total	43	127	542	2636	2587	6185

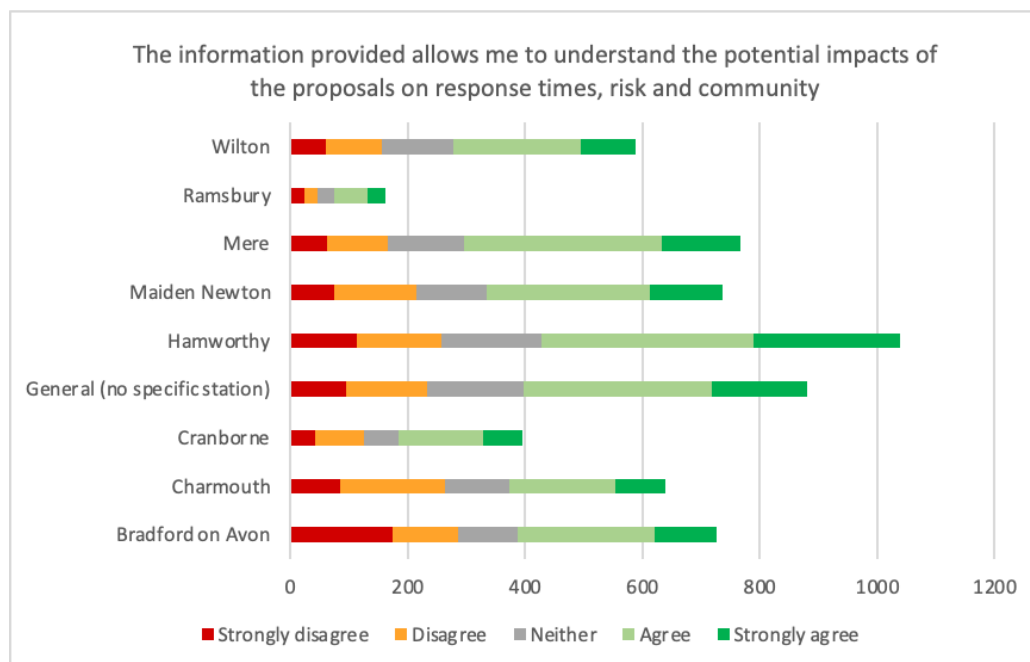
When discussing agreements regarding statements presented in the survey, the statement 'The information provided explains clearly why changes to fire station provision are being considered,' 44.0% of those agreed or strongly agreed, while 30.7% disagreed or strongly disagreed. A degree of neutrality or uncertainty was indicated, as 21.2% of respondents neither agreed nor disagreed regarding the information provided.

Table 10: To what extent do you agree or disagree with the following statement: 'The information provided explains clearly why changes to fire station provision are being considered.'

	Strongly disagree	Disagree	Neither	Agree	Strongly agree	Total
Bradford on Avon	177	89	142	252	67	774
Charmouth	101	162	129	212	36	673
Cranborne	61	79	76	155	24	406
Hamworthy	111	144	216	320	89	936
Maiden Newton	145	174	248	370	102	1071
Mere	94	135	160	286	62	761
Ramsbury	92	113	168	326	68	801
Wilton	19	22	36	62	23	166
General (no specific station)	70	110	138	225	45	597
Total	870	1028	1313	2208	516	6185

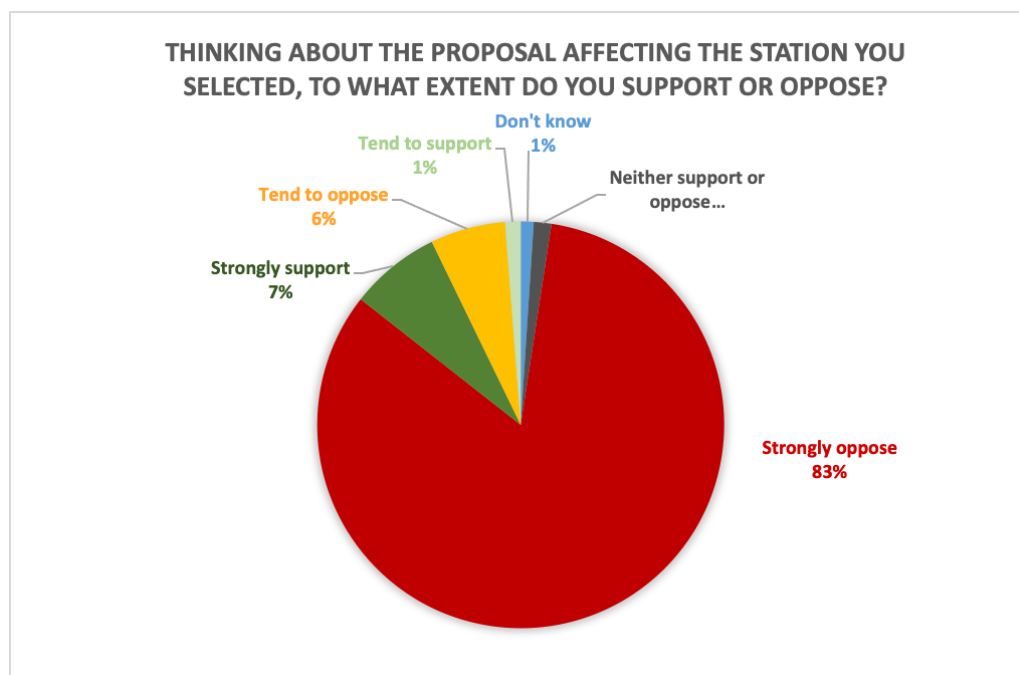
When assessing factors that mattered most to participants when forming their view of the proposals, over half (52.5%) the participants reported response time of fire stations as the main factor that was of issue to them. 20.8% of respondents identified fire cover and risk as their main concern, while 15.3% cited the impact on their local community.

Figure 4: Extent to which respondents understand the potential impacts of the proposals, by station



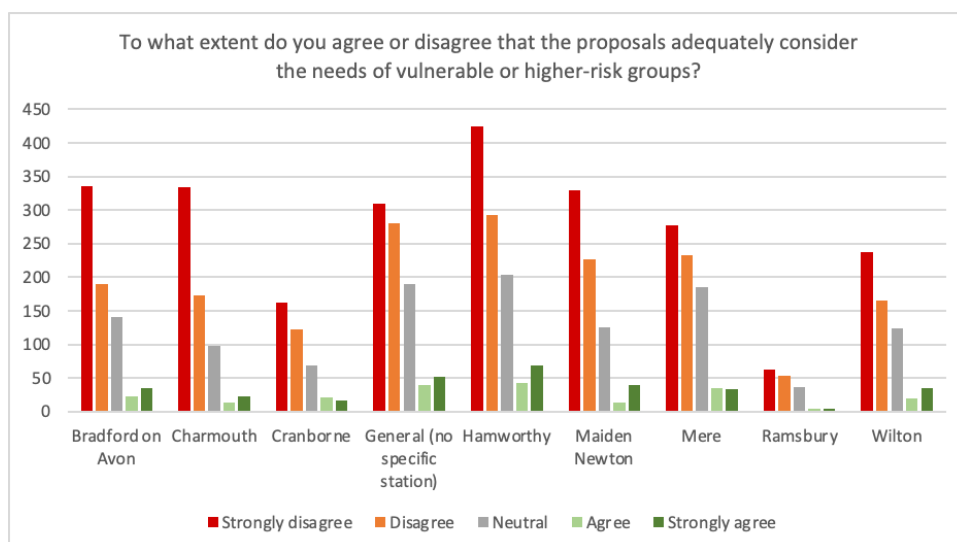
For the statement 'The information provided allows me to understand the potential impacts of the proposals on response times, risk and community' 51.4% of respondents agreed/strongly agreed, while 28.3% disagreed/strongly disagreed. Assessing these statements regarding consultation materials, data shows that among all stations, there is a greater portion of those who agree than disagree with the clarity of explanations for the proposals to change fire station provision. This suggests that while many respondents felt able to understand the operational implications of the proposals, a notable minority questioned the clarity of the justification for changes.

Figure 5: Support for proposal based on surveyor's station selected



Regarding support for the proposals affecting the station participants in the survey selected, 89% of those opposed closing or altering operations at several local fire stations and redistribution of coverage from neighbouring stations, with 83% strongly opposing the suggested proposals. 7% of those across all stations had strong support for the suggested provisions, while 1% tended to support such proposals. This indicates that for those who responded to survey, there has been substantial opposition to the proposed changes across each of the proposed stations.

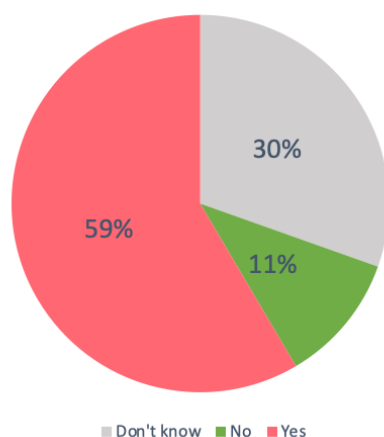
Figure 6: Agreeance on whether proposals adequately address high-risk groups



The survey asked respondents to provide their feedback on whether they believed the proposals adequately considered the needs of vulnerable or high-risk groups. Across the stations included in the consultation, 68.4% disagreed or strongly disagreed. This indicated that many respondents felt the proposals did not sufficiently address the needs of vulnerable populations. This was particularly noticeable in Bradford on Avon and Charmouth, where 43.6% and 49.6% strongly disagreed, respectively. Agreement with this statement was comparatively limited across all station areas, suggesting that concerns about the potential impact on higher-risk groups formed an important part of respondents' opposition to the proposals.

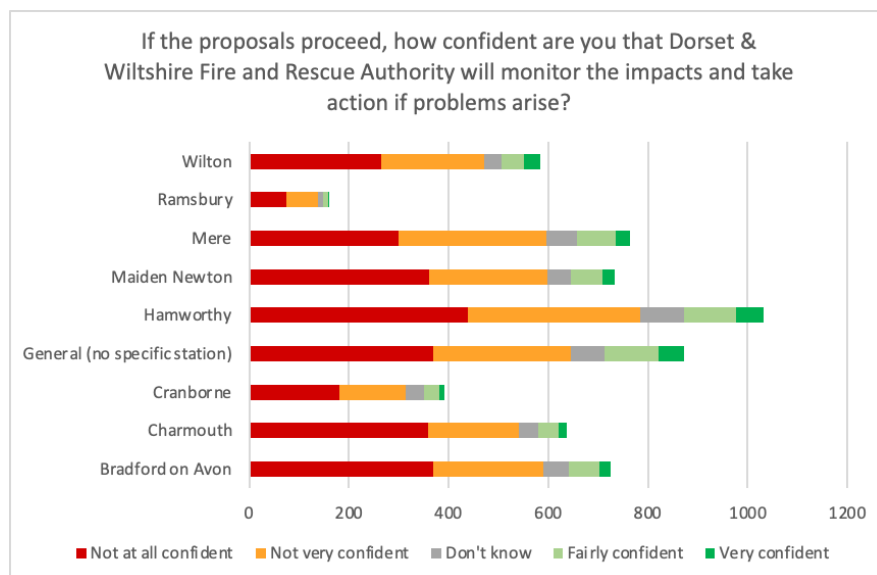
Figure 7: Survey responses for whether those feel certain groups are more affected than others due to the actions within the proposals

Are there specific communities or groups that you believe would be disproportionately affected by the proposals?



When asked whether they believed that specific communities or groups would be disproportionately affected by the proposals, the majority of respondents (59%) believed certain communities or groups would experience disproportionate impact, while 11% believed that no groups would be disproportionately affected. This finding suggests that many respondents perceive the proposals as potentially creating uneven impacts across communities. Responses indicating disproportionate effects were recorded across all station areas, with Hamworthy, Bradford on Avon, and Cranborne having particularly high numbers reporting unequal impacts.

Figure 8: Confidence in DWFRS for monitoring proposals and their impacts



Survey respondents were asked how confident they were that DWFRS would monitor proposal impact and take action where problems arose. 76.1% of responses fell within the categories 'not at all confident' or 'not very confident', indicating low levels of confidence among those regarding the authority's ability to oversee the impacts of the proposed changes. Although some respondents indicated some confidence, these responses were comparatively limited and population specific. The pattern of responses was broadly consistent across station areas, suggesting that concerns regarding oversight and monitoring of the proposals are shared among respondents across the service area.

5. Further Qualitative Survey Analysis

PAG have conducted an analysis of the qualitative feedback for the proposals, collating survey responses to identify key concerns and perceived impact from local residents, DWFRS staff, business owners and elected officials. Reporting on themes throughout this section are based on all survey responses.

5.1.1 Information requested to support a more informed response

Of the respondents who identified specific information gaps, the most common request was for a clearer cost and financial breakdown, raised in 591 responses, or 21.3% of those identifying a specific gap. A further 513 responses raised issues around modelling or response-time assumptions, including requests for clearer travel-time modelling, scenario testing, or assumptions behind projected changes in cover. 431 responses referred to the quality of the consultation or engagement process, including concerns about transparency, communication, or the accuracy of information provided. Other recurring requests included clearer information on the staffing and retained firefighter model (11.4%), future demand and risk projections (10.3%), and further detail on alternative options not yet explored (7.3%). In addition, 177 responses asked for comparisons with neighbouring services, similar authorities, or national norms. Taken together, 330 responses requested either alternative-option analysis and/or comparative evidence, suggesting that where respondents felt more information was needed, their concerns focused primarily on the financial case, the modelling assumptions, the robustness of consultation and engagement, and whether alternatives had been sufficiently considered.

5.1.2 Primary views on the proposals

When explaining the main reasons for their views, respondents most frequently referred to response times and the consequences of delayed attendance, raised in 1,250 responses (22.3%). This was followed by rurality and remoteness (17.6%) and increased risk to life or property (13.9%). Other prominent themes included major road and A-road risk (8.3%), business, industry or port risk (6.8%), wildlife, environment and nature (6.6%), climate change, wildfire and heathland risk (5.6%), and flooding or weather emergencies (5.3%). Respondents also raised the impact on vulnerable people, pressure on remaining stations, thatched and heritage properties, bridge or access constraints, tourism and seasonal population changes. Overall, the qualitative responses show that opposition was based on perceived risks to emergency response capability, especially where local geography,

vulnerability, future demand or known local hazards may increase the consequences of slower attendance.

5.1.3 Considering local factors

Respondents identified a broad range of local factors that they felt should be considered before any final decision is made. The most frequently cited factor was rurality and remoteness, raised in 1,471 responses, or 37.5% of coded local-factor responses. This was followed by tourism and seasonal population increases (22.2%), traffic, congestion and narrow roads (20.1%), new housing and development (17.8%) and flooding, water or river-related risks (14.7%). Other common local factors included climate change, wildfire and heathland risk (11.6%), major roads, A-roads or motorway risk (11.5%), thatched or heritage properties (9.0%), and elderly or vulnerable populations (8.3%). Thus, respondents were not only concerned about station closure but about how each proposal interacts with specific local conditions such as rural access, seasonal demand, road networks, development pressures, flooding and known fire risks.

5.1.4 Specific communities

For those who reported that specific communities or groups would be disproportionately affected by the proposals, the most frequently identified group was elderly or older residents, mentioned in 40.1% of substantive “yes” explanations. This was followed by rural communities, villages and isolated areas, raised in 1,076 responses (34.9%), and people with disabilities, health vulnerabilities or mobility issues, raised in 509 responses (16.5%). Other groups identified included children, young people, schools and nurseries, tourists and seasonal populations, residents of thatched or heritage properties, low-income or transport-limited households, and local businesses. To explore these concerns further, the survey asked respondents to describe any particular local factors, such as rurality, transport links, housing growth, deprivation and known local risks, that should be considered within the proposals. In response, 1,471 respondents cited rurality or remoteness, representing 37.5% of coded local-factor responses. Many respondents emphasised the distance between villages and neighbouring stations, arguing that rural areas rely heavily on nearby emergency cover. Transport-related concerns were also prominent, with 788 responses referring to traffic, congestion or narrow roads and 452 responses referring to major roads, A-roads or motorway risks, including routes such as the A303 and A35. Other recurring risks included flooding, water or river-related risks (576 responses), climate change, wildfire or heathland risk (455 responses), and thatched or heritage properties (354 responses).

5.1.5 Confidence in DWFRA

Respondents were asked to identify what actions or changes would give them greater confidence in the Authority's approach going forward. Those surveyed signalled a low level of confidence, stating that greater confidence could be built if the Authority listened more closely to residents and local knowledge. A substantial number noted that confidence would increase if local fire stations were kept open, if the proposals were reconsidered, or had stronger transparency and clearer monitoring.

6. Consultation Meeting Summary

Public consultation meetings were held in the period between the 2nd of March 2026 and the 23rd of April 2026. A combination of online and in person sessions were held for each of the stations. At each meeting, the sessions included a significant proportion of time reserved for question and answer with a panel formed of DWFRS officers and DWFRA members. Questions followed a presentation outlining the context of the proposals, the financial position of the service and data relevant to each station.

Questions raised have been considered and assigned to specific themes. Below is a summary of the topics raised at each public meeting. Questions have been counted by theme, meaning that where one audience member raised more than one issue, each issue has been counted separately.

Table 11: Themes raised through public meeting questions

Theme	Approximate no. of distinct mentions	% of distinct mentions
Finances, cost and value for money	329	26.7%
Consultation transparency	175	14.2%
On-call availability	109	8.9%
Fire cover and risk	107	8.7%
Response times	62	5.0%
Council tax/precept	60	4.9%
Proximity to other stations	57	4.6%
Future-proofing /growth	53	4.3%
Cross-border cooperation	52	4.2%
Asset disposal/building	44	3.6%
Rural/geography	34	2.8%
Trust in leadership	27	2.2%
Statutory duty/standards	24	1.9%
Training/drills	23	1.9%
Thatched/heritage housing	18	1.5%
Medical/co-responding	13	1.1%
Impact on local community	10	0.8%
Insurance impact	7	0.6%
Staff morale/job security	7	0.6%
AI/technology	6	0.5%
Prevention & protection	6	0.5%
EVs/lithium batteries	3	0.2%
Mutual aid/shared services	3	0.2%
Wholetime vs on-call model	2	0.2%
Total	1231	100%

The following sections of the report outline the individual stations, their public meetings and the themes raised through discussion and survey responses.

7. Bradford on Avon Fire Station

7.1 Public meetings

Two in-person meetings were held for the proposal relating to Bradford on Avon Fire Station. These meetings were held at United Church Hall.

- Tuesday 3rd March, 6pm-8pm
- Wednesday 4th March, 10:30am-12:30pm

An online session was held via Teams on the 16th of April between 12pm and 1pm. Across the three meetings, 154 members of the public attended.

7.1.1 Questions Asked

Data and evidence: Members of the audience challenged the accuracy, completeness and transparency of the data, including cross-border activity, availability figures, response-time assumptions, stand-by, future demand, and whether the published analysis fairly represented Bradford on Avon's role.

Response times and local resilience: There were strong concerns about increased response times, congestion, flooding, rail and transport risks, and the extent to which neighbouring stations could realistically provide cover. Residents also questioned the wider resilience impact of losing Bradford on Avon within the broader station network.

Finance and value for money: Members of the public challenged whether the financial case justified closure, particularly given the relatively modest savings involved. Questions also explored precept increases, lobbying for additional funding, possible savings in corporate functions, and whether more alternatives to frontline cuts had been fully considered.

Workforce and operational impact: Questions focused on the implications for local firefighters, redeployment, redundancies, operational cover, and the loss of local knowledge and resilience capacity that Bradford on Avon crews currently provide through stand-by and emergency response.

Decision-making and accountability: Members of the public questioned whether the consultation was genuinely open to change, whether independent analysis and audit findings would be published,

how the shortlist of stations had been determined, and whether local teams and partner bodies had been meaningfully involved.

Risk and future pressures: There was significant concern that the proposals did not fully reflect future risk, including housing growth, flooding, climate change, canal and river incidents, listed buildings, schools, businesses, rail freight, and wider community vulnerability.

Community impact and site value: Members of the public shared their views relating to the fire station's value as a community asset, asking what would happen to the site if it closed and whether it could be retained or repurposed to support local resilience rather than being lost altogether.

7.2 Survey responses

774 responses were received regarding Bradford on Avon fire station, as well as 2 additional consultation responses in the form of letters.

Below is a summary of the level opposition and support from respondents focused on Bradford on Avon fire station.

Table 12: Support and opposition in Bradford on Avon

	Strongly oppose	Tend to oppose	Neither support nor oppose	Tend to support	Strongly support	Don't know	Grand Total
No. of respondents	623	45	6	9	40	4	727
% of respondents	85.7%	6.2%	0.8%	1.2%	5.5%	0.6%	100%

7.3 Specific local concerns

- Flooding was one of the most prominent concerns, with respondents emphasising that the town can become partially or fully inaccessible, making reliance on external stations potentially unviable during key incidents.
- Traffic and transport constraints were also raised extensively, particularly the single bridge crossing, narrow streets, and regular congestion, which respondents believe would materially delay emergency response times from outside the town.

- The historic nature of the town, including tightly packed listed buildings and difficult access, was seen as increasing both fire risk and the importance of rapid, local intervention.
- Housing growth and local development were also raised as a significant concern, with respondents arguing that new homes and population growth in and around Bradford on Avon would increase future demand on emergency services rather than reduce it.
- Additional factors included rural isolation of surrounding villages, seasonal tourism pressures, water-related risks from the river and canal, and a relatively elderly population, all of which contribute to heightened vulnerability.

7.4 Demographics

From the 774 who responded to the survey from Bradford on Avon, 449 of the respondents were female (58.0%) while 299 reported male (38.6%). The majority of respondents were above the age of 55, with 23.4% of respondents being 55-64 and 39.5% being 65+.

Separately, 151 individuals signed in to the DWFRS in person public meetings. Of these, 124 attendees (82.1%) identified as local residents, alongside 4 elected officials, 3 business owners, 11 DWFRS staff, and 1 union representative. Of the respondents to the consultation survey, 736 were local residents, 10 were business owners, 10 were DWFRS staff, and 6 were elected officials.

8. Charmouth Fire Station

8.1 Public meetings

Two in-person meetings were held for the proposal relating to Charmouth Fire Station. These meetings were held at St Andrew's Community Hall.

- Tuesday 14th April, 6:30pm-8:30pm
- Wednesday 15th April, 11am-1pm

An online session was held via Teams on the 23rd of April between 12pm and 1pm. Across the three meetings, 163 members of the public attended.

8.1.1 Questions Asked

Data and evidence: Members of the public questioned whether the data fully reflected Charmouth's local context, including visitor numbers, seasonal demand, stand-by, out-of-area calls, station availability, and coastal incidents such as cliff rescues.

Response times and local resilience: There were concerns about increased response times, reliance on Lyme Regis and Bridport, neighbouring station availability, A35 traffic, rural access, and the effect of congestion during peak visitor periods.

Finance and value for money: Attendees challenged whether the financial savings justified the local risk, and asked about net savings, Council Tax or precept options, government funding, reserves, and alternatives to closure.

Workforce and operational impact: Questions focused on the loss of local crew knowledge, particularly in relation to coastal access, local geography, cliff risks, rural routes and the wider resilience provided by Charmouth crews.

Decision-making and accountability: Members of the public asked how the final decision would be made, whether the consultation could change the outcome, how MPs and government could influence funding, and what evidence would be presented to the Authority.

Risk and future pressures: There was concern that the proposals did not fully reflect future risk, including coastal erosion, flooding, climate change, tourism, visitor numbers, rural isolation and changing demand across the local area.

Community impact and site value: Participants also raised the wider value of the station as a local community asset, including its position near the coast, the A35 and surrounding rural communities.

8.2 Survey responses

672 responses were received regarding Charmouth fire station, as well as 1 additional consultation responses in the form of a letter. A petition was also shared with PAG during the consultation period relating to Charmouth, with a total of 1,223 signatures, opposing the closure of the station.

Below is a summary of the level opposition and support from respondents focused on Charmouth fire station.

Table 13: Support and opposition in Charmouth

	Strongly oppose	Tend to oppose	Neither support nor oppose	Tend to support	Strongly support	Don't know	Grand Total
No. of respondents	551	42	2	5	38	2	640
% of respondents	86.1%	6.6%	0.3%	0.8%	6.0%	0.3%	100%

8.3 Specific local concerns

- The seasonal increase in population was a dominant theme, with respondents emphasising the large number of visitors staying in caravan parks, campsites, holiday lets and using the beach and Jurassic Coast attractions. This was seen as materially increasing demand on emergency services. Charmouth's coastal location was seen as creating additional local risks, including cliff falls, landslips, beach incidents, tide-related rescues and coastal access challenges. These were often cited alongside flooding, which respondents felt is becoming more frequent and disruptive.
- Transport constraints were also a major concern. Respondents repeatedly highlighted the A35 as congested, dangerous and frequently blocked, with knock-on gridlock across surrounding lanes. As a result, many argued that response times from neighbouring stations would be significantly longer in reality than modelled.

- Respondents also stressed the area's rural geography, narrow roads, isolated farms and villages, high number of older/thatched properties, and a relatively elderly population, all of which increase vulnerability and strengthen the case for maintaining a local station.
- Housing growth and local development were also raised by respondents, with concerns that additional population and visitor demand could increase future pressure on emergency services rather than reduce the need for local cover.
- Through the submitted petition, individuals signed in agreement with the below grounds for opposition:
 - Risk to life and property: Charmouth's unique geography (coastal, cliff paths, A35 proximity) will mean that removing the station will increase response times where a rapid local response is required
 - Isolation and road network: access from neighbouring station may be limited due to the A35 where there is frequent congestion or road closures following accidents, weather or landslips
 - Community resilience: loss of prevention, education and reassurance from the retained crew who are known to be the fabric of the community
 - Tourism impact: concern that closing the station sends a negative message about public safety in a high-risk coastal village; the risk is identified as reputational and economical
 - False economy: short term savings will be outweighed by increased risk, potential life and property loss and longer incident duration.

8.4 Demographics

From the 672 who responded to the survey from Charmouth, 411 of the respondents were female (61.2%) while 299 reported male (44.5%). The large majority of respondents were above the age of 55, with 26.0% of respondents being 55-64 while 48.7% being 65+.

Separately, 161 individuals signed in to the in person DWFRS public meetings. Of these, 138 attendees (85.7%) identified as local residents, alongside 1 elected official, 6 business owners, 4 DWFRS staff, and 2 union representatives. Of the respondents to the consultation survey, 603 were local residents, 11 were business owners, 3 were DWFRS staff, and 9 were elected officials. ²

9. Cranborne Fire Station

9.1 Public meetings

Two in-person meetings were held for the proposal relating to Cranborne Fire Station. These meetings were held at Cecil Memorial Hall.

- Wednesday 11th March, 11:30am-1:30pm
- Thursday 12th March, 7:30pm-9:30pm

An online session was held via Teams on the 21st of April between 6pm and 7pm. Across the three meetings, 111 members of the public attended.

9.1.1 Questions Asked

Data and evidence: Residents questioned the accuracy, completeness and timeliness of the data, including station availability, use of stand-by, cross-border activity, appliance data, incident numbers, and whether more recent data should be used.

Response times and local resilience: There were concerns raised about the impact of closure on appliance arrival times, neighbouring station capacity, specialist appliance cover, and the wider resilience of the local and rural fire network.

Finance and value for money: Attendees challenged the financial case for closure, including mobilisation costs, savings assumptions, business rates, reserves, consultation costs, the training centre investment, and whether the stated savings were genuine net savings.

Workforce and operational impact: Questions focused on on-call availability, recruitment freezes, recruitment timescales, staffing pressures, redeployment of appliances and equipment, and whether neighbouring stations would be strengthened if Cranborne closed.

Decision-making and accountability: Members of the public questioned whether the consultation was genuinely open, what would happen if funding improved, the role of MPs and government, whether merger options had been explored, and when any final decision would take effect.

Risk and future pressures: There was concern shared that the proposals did not fully reflect future risk, including climate change, rural fire risk, listed and thatched properties, life-loss implications, and the strategic value of Cranborne's location.

Community impact and site value: Participants also raised questions about the future of the station site, the cost of disposing of the building, the value of the asset, and whether its location gave it an importance beyond the immediate financial case.

9.2 Survey responses

405 responses were received regarding Cranborne fire station, as well as 1 additional consultation response in the form of a letter.

Below is a summary of the level opposition and support from respondents focused on Cranborne fire station.

Table 14: Support and opposition in Cranborne

	Strongly oppose	Tend to oppose	Neither support nor oppose	Tend to support	Strongly support	Don't know	Grand Total
No. of respondents	334	20	2	6	30	3	395
% of respondents	84.6%	5.1%	0.5%	1.5%	7.6%	0.8%	100%

9.3 Specific local concerns

- One of the most common themes was rurality. Respondents stressed that Cranborne covers a wide rural area of villages, farms, isolated homes and narrow country lanes, where any increase in attendance time would have a more serious impact than in urban settings.
- Transport and access constraints were also a major issue, with frequent reference to narrow lanes, poor road surfaces, flooding, seasonal hazards and difficult access from neighbouring stations. Many respondents felt that modelled travel times were optimistic and not reflective of real conditions.
- A further dominant concern was future housing growth, particularly in Cranborne itself and nearby settlements such as Verwood, Alderholt, Martin and Sixpenny Handley.

Respondents consistently argued that reducing emergency cover now would be short-sighted if population and demand are expected to increase.

- Wildfire and heathland fire risk featured strongly throughout the responses, especially in relation to protected heathland, woodland, farmland and hotter, drier summers. This was often linked to the view that local crews hold important knowledge of terrain, access points and water sources.
- Other recurring concerns included flooding, thatched and historic buildings, agricultural risks, dangerous rural roads, vulnerable and elderly residents, and the value of local knowledge in a remote area.

9.4 Demographics

From the 405 who responded to the survey from Cranborne, 232 of the respondents were female (57.3%) while 157 reported male (38.8%). The majority of respondents were above the age of 55, with 24.5% of respondents being 55-64 and 38.9% being 65+.

Separately, 105 individuals signed in to the DWFRS in person public meetings. Of these, 79 attendees (75.2%) identified as local residents, alongside 1 elected official, 1 business owner, 4 DWFRS staff, and 1 union representative. Of the respondents to the consultation survey, 366 were local residents, 16 were business owners, 9 were DWFRS staff, and 5 were elected officials.

10. Hamworthy Fire Station

10.1 Public meetings

Three in-person meetings were held for the proposal relating to Hamworthy Fire Station, due to capacity of the venue and the size of the affected area. These meetings were held at Hamworthy Library.

- Wednesday 11th March, 6pm-8pm
- Thursday 12th March, 10:30am-12:30pm
- Thursday 12th March, 1pm-3pm

An online session was held via Teams on the 22nd of April between 12pm and 1pm. Across the four meetings, 120 members of the public attended.

10.1.1 Questions Asked

Data and evidence: Members of the audience repeatedly challenged the accuracy, completeness and relevance of the data, particularly around response modelling, availability, stand-by, mobilisation levels, most affected postcodes, and whether recent changes in demand after the loss of Poole's second pump had been properly reflected.

Response times and local resilience: There were strong concerns about response times and service resilience, especially given Hamworthy's constrained access, bridge closures, congestion, gridlock, and reliance on neighbouring stations that may themselves be unavailable. Participants also questioned whether the wider local system could realistically absorb Hamworthy's workload.

Finance and value for money: Attendees challenged the financial case for closure, including the treatment of reserves, the balance between revenue and capital budgets, council tax and precept options, tourism-related funding ideas, the cost of the consultation, the new training facility, and whether frontline cuts were being prioritised ahead of non-operational savings (such as Five Rivers). Questions also signposted to cutting HR and administration staff before considering operational staff.

Workforce and operational impact: Questions focused on firefighter posts, crew welfare, mental health, recruitment and retention, second-away appliances, station overtime arrangements, relocation of appliances, and the effect of further reductions on already stretched operational staff.

Additional responses to the consultation also questioned whether proposing fairer pay structures, modernised support for retained duty system staff and for meaningful investment, as opposed to considering closure.

Decision-making and accountability: Audience members questioned whether the proposals were financially driven or part of wider service reconfiguration, what role government, MPs and councillors should play, whether communities could act to save the station, and whether the process had been transparent and open.

Risk and future pressures: There was significant concern that the proposals did not fully reflect future and local risk, including housing growth, tourism, climate change and wildfires, industrial and marine risks, the port, military and infrastructure sites, and the special access challenges of the Hamworthy area.

Community impact and site value: Participants also highlighted the wider community value of the station, asking what would happen to the site, whether it would be sold for development, and whether the strategic location of Hamworthy had been properly valued beyond the financial case.

10.2 Survey responses

1069 responses were received regarding Hamworthy fire station, as well as 1 additional consultation response in written form.

Below is a summary of the level opposition and support from respondents focused on Hamworthy fire station.

Table 15: Support and opposition in Hamworthy

	Strongly oppose	Tend to oppose	Neither support nor oppose	Tend to support	Strongly support	Don't know	Grand Total
No. of respondents	854	47	15	12	99	12	1039
% of respondents	82.2%	4.5%	1.4%	1.2%	9.5%	1.2%	100%

10.3 Specific local concerns

- The most frequently cited issue was transport and access, with Hamworthy repeatedly described as a peninsula highly dependent on two lifting bridges and a limited road

network. Respondents emphasised that bridge failures, openings, flooding and roadworks regularly cause gridlock, meaning the area can effectively become isolated. This was seen as a critical risk to emergency response times if local provision is removed.

- Heathland fire risk was another major theme, with frequent references to Upton Heath, Ham Common and surrounding areas. Respondents noted that wildfires are increasing due to hotter, drier summers and human activity, and require rapid local response to prevent escalation.
- Seasonal population increases were also highlighted as a key pressure, particularly due to Rockley Park holiday site, coastal tourism and ferry traffic, significantly increasing demand during peak months.
- Respondents consistently raised concerns about significant housing growth and urban development, including high-density flats and major regeneration sites, arguing that population and risk are increasing rather than declining.
- Additional risks identified include industrial and maritime hazards linked to the Port of Poole, military and commercial infrastructure, high-risk premises such as fuel or gas-related sites, flooding, deprivation in parts of the community, schools and nurseries, and a high number of vulnerable residents and care settings.
- Hamworthy was repeatedly described as a busy station, with the local community expressing concern that the station had not been accurately depicted through the data shared. Through additional consultation responses data was scrutinised relating to whether annual incidents included the number of incidents the station was mobilised to or the number of successful turn outs.

10.4 Demographics

From the 1069 who responded to the survey from Hamworthy, 667 of the respondents were female (62.4%) while 377 reported male (35.3%). The age of respondents was more evenly distributed compared to other stations surveyed, with 48.1% of respondents being over the age of 55 and 50.4% of respondents were 54 and below.

109 individuals signed in to the DWFRS in person public meetings. Of these, 73 attendees (67.0%) identified as local residents, alongside 3 elected officials, 2 business owners, 3 DWFRS staff, and 4 union representatives. Of the respondents to the consultation survey, 1002 were local residents, 16 were business owners, 15 were DWFRS staff, and 7 were elected officials.

11. Maiden Newton Fire Station

11.1 Public meetings

Two in-person meetings were held for the proposal relating to Maiden Newton Fire Station. These meetings were held at Maiden Newton Village Hall.

- Tuesday 14th April, 10:30am-12:30pm
- Thursday 16th April, 6pm-8pm

An online session was held via Teams on the 22nd of April between 6pm and 7pm. Across the three meetings, 259 members of the public attended.

11.1.1 Questions asked

Data and evidence: Members of the public questioned the modelling and data used to identify Maiden Newton, including incident severity, average and maximum response times, station availability, updated data, and whether rural local risks had been fully captured.

Response times and local resilience: There were strong concerns about increased response times, reliance on neighbouring stations, rural road access, availability of replacement crews, simultaneous incidents and the impact on surrounding villages.

Finance and value for money: Attendees challenged whether the savings justified the increased risk, asking about Council Tax and precept options, government funding, reserves, site value, and alternatives such as non-operational savings.

Workforce and operational impact: Questions focused on the effect on on-call firefighters, recruitment, local availability, the loss of local knowledge and the role of Maiden Newton crews in responding to road traffic collisions and other serious incidents.

Decision-making and accountability: Members of the public asked whether the consultation was genuinely open, what would happen if funding improved, who would make the final decision, and whether the Authority was balancing financial duties with public safety.

Risk and future pressures: There was concern that the proposals did not fully reflect rural risk, including thatched properties, flooding, farming risks, road traffic collisions, wildfire, housing growth, schools and vulnerable residents.

Community impact and site value: Participants highlighted Maiden Newton's position within a wide rural area and questioned whether closure would leave a significant gap in local fire cover that could not easily be restored later.

11.2 Survey responses

757 responses were received regarding Maiden Newton fire station, as well as 1 additional consultation response in the form of a letter. An additional 143 consultation responses were provided in the form of posters created by children local to the area, these have been included in **Annex 4**. A petition focused on opposing the proposal relating to Maiden Newton fire station was also submitted as part of the consultation, with a total of 1,995 signatures.

Below is a summary of the level opposition and support from respondents focused on Maiden Newton fire station.

Table 16: Support and opposition in Maiden Newton

	Strongly oppose	Tend to oppose	Neither support nor oppose	Tend to support	Strongly support	Don't know	Grand Total
No. of respondents	635	48	2	1	44	7	737
% of respondents	86.2%	6.5%	0.3%	0.1%	6.0%	0.9%	100%

11.3 Specific local concerns

- Responses relating to Maiden Newton describe a highly rural and dispersed risk profile, with the most prominent concerns being rural isolation, poor transport links, flooding, and limited access to alternative emergency cover.
- The dominant theme was rurality, with respondents emphasising that the station serves a wide area of villages, farms and isolated properties. Many felt that reliance on more distant stations would significantly increase response times and reduce resilience.
- Transport and access challenges were also frequently raised, including narrow country lanes, poor road conditions, agricultural traffic and a lack of public transport. These

factors were seen as making travel times from neighbouring stations longer and less predictable.

- Flooding emerged as a major local issue, with roads and communities regularly affected and sometimes cut off entirely. Respondents noted that this risk is increasing due to climate change and places additional importance on having a local response capability.
- Other key concerns included frequent road traffic collisions on the A37 and rural roads, a high concentration of thatched and historic properties, and a significant elderly and vulnerable population.
- Respondents also highlighted housing growth, seasonal tourism, agricultural fire risks and increasing wildfire incidents as factors that will continue to raise demand on emergency services.
- Schools, children and young people were also raised within the consultation feedback, including through additional poster responses submitted by children local to Maiden Newton, reinforcing concern about the station's perceived importance to the wider community.
- Through the submitted petition, individuals signed in agreement to the following grounds for opposition:
 - Risk to life and property: increasing response times for local incidents of fires, road traffic collisions, flooding and medical emergencies
 - Rural isolation and road access: rural roads, seasonal traffic, poor weather and distance cause greater risk to the community
 - Community resilience: loss of invaluable local knowledge of the area, residents, farms, lanes and local infrastructure
 - Impact on the wider community: contribution in terms of resilience and security will be undermined through this loss
 - False economy: increased risk, life and property loss to lead to long term community costs.

11.4 Demographics

From the 757 who responded to the survey from Maiden Newton, 446 of the respondents were female (58.9%) while 281 reported male (37.1%). The majority of respondents were above the age of 55, with 23.7% of respondents being 55-64 while 40.7% being 65+. As part of the consultation, 143 posters

created by children attending schools local to the station were submitted, representing the opposition to the proposal from a younger demographic.

236 individuals signed in to the DWFRS public meeting. Of these, 215 attendees (91.1%) identified as local residents, alongside 2 elected officials, 4 business owners, 4 DWFRS staff, and 3 union representatives. Of the respondents to the consultation survey, 688 were local residents, 24 were business owners, 8 were DWFRS staff, and 16 were elected officials.

12. Mere Fire Station

12.1 Public meetings

Two in-person meetings were held for the proposal relating to Mere Fire Station. These meetings were held at Mere Lecture Hall.

- Wednesday 4th March, 6pm-8pm
- Thursday 5th March, 10:30am-12:30pm

An online session was held via Teams on the 23rd of April between 6pm and 7pm. Across the three meetings, 189 members of the public attended.

12.1.1 Questions Asked

Data and evidence: Those in the audience questioned whether the data and modelling were sufficiently current and forward-looking, including whether new developments such as the care home, housing growth, changing risk patterns and incident severity had been properly reflected.

Response times and local resilience: There were strong concerns about increased response times, the practical realities of relying on neighbouring on-call stations, and the wider resilience impact on surrounding communities if Mere closed.

Finance and value for money: Residents challenged the financial case for closure, including how projected deficits had been calculated, whether the stated savings were genuine net savings, what would happen to sale proceeds, and whether alternative revenue sources or funding options had been explored, for example cutting non-operational costs such as headquarters for the service.

Workforce and operational impact: Questions focused on what would happen to the appliance, who would crew it elsewhere, the knock-on effect on neighbouring retained stations, and the operational strain created by shifting demand onto already stretched on-call provision.

Decision-making and accountability: Residents asked why eight stations had been selected, whether stronger lobbying of government and other agencies had taken place, what would happen if funding improved, and how the consultation evidence would be used in final decisions.

Risk and future pressures: There was significant concern that the proposals did not fully reflect local risk factors, particularly the A303, major road incidents, EV fires, aircraft risk, business activity, future development, and broader emergency planning needs.

Community impact and site value: Participants also highlighted the long-term value of retaining the station site, questioning whether selling it now would create future problems if local demand increased and whether the station's role in community resilience had been properly recognised.

12.2 Survey responses

799 responses were received regarding Mere fire station, as well as 1 additional consultation response in the form of a written response. A petition signed by 459 individuals opposing the proposal relating to Mere was also shared during the period of consultation.

Below is a summary of the level opposition and support from respondents focused on Mere fire station.

Table 17: Support and opposition in Mere

	Strongly oppose	Tend to oppose	Neither support nor oppose	Tend to support	Strongly support	Don't know	Grand Total
No. of respondents	634	40	20	7	55	11	767
% of respondents	82.7%	5.2%	2.6%	0.9%	7.2%	1.4%	100%

12.3 Specific local concerns

- A major recurring concern for Mere was its proximity to the A303, which respondents repeatedly described as a major trunk road with frequent serious road traffic collisions, seasonal congestion, weather-related disruption and heavy diversion traffic through the town when incidents occur. Many respondents argued that Mere Fire Station's location close to the A303 is a critical factor that makes it unlike many other stations under review.
- Another major theme was rurality. Respondents highlighted that Mere serves a wide rural catchment of villages, farms and isolated properties, where longer travel distances and narrow roads already make emergency response more difficult.

- A consistent concern was the area's older and more vulnerable population, including care homes and a new nursing home, with respondents stressing that delayed response times would have a disproportionate effect on those less able to self-evacuate.
- Housing growth was also raised frequently, particularly in Mere and Gillingham, with the view that increasing population should strengthen rather than weaken local emergency provision.
- Respondents also highlighted business, commercial and agricultural activity across the wider catchment, alongside farms, isolated premises and broader emergency planning risks, as factors that increase the need for accessible local fire cover.
- Additional issues included flooding, poor rural transport links, thatched properties, farms and seasonal increases in traffic and visitor numbers, all of which were seen as increasing local risk. This sentiment was echoed through additional consultation responses.
- Sentiment of responses evidenced an interest in potential council tax rises for a commitment that Mere fire station could remain open.
- Through the submitted petition, individuals signed in agreement with the statement: 'I object to the Mere Fire and Rescue Station being closed'.

12.4 Demographics

From the 799 who responded to the survey from Mere, 438 of the respondents were female (54.8%) while 349 reported male (43.7%). The majority of respondents were above the age of 55, with 22.2% of respondents being 55-64 while 47.5% being 65+.

Separately, 147 individuals signed in to the DWFRS public meeting. Of these, 122 attendees (83.0%) identified as local residents, alongside 3 elected officials, 1 business owner, 4 DWFRS staff, and 2 union representatives. Of the respondents to the consultation survey, 750 were local residents, 16 were business owners, 14 were DWFRS staff, and 6 were elected officials.

13. Ramsbury Fire Station

13.1 Public meetings

Two in-person meetings were held for the proposal relating to Ramsbury Fire Station. These meetings were held at Ramsbury Memorial Hall.

- Monday 2nd March, 6pm-8pm
- Tuesday 3rd March, 10:30am-12:30pm

An online session was held via Teams on the 15th of April between 6pm and 7pm. Across the three meetings, 96 members of the public attended.

13.1.1 Questions Asked

Data and evidence: Residents questioned how the data had been compiled and interpreted, including availability, medical callouts, activity patterns, response times, turnout times, cross-border incidents, and whether the analysis looked forward as well as back.

Response times and local resilience: There were concerns about increased response times, reliance on neighbouring on-call stations, the effect on wider service capacity, and whether rural cover would remain acceptable if Ramsbury closed.

Finance and value for money: Audience members challenged whether the proposals were driven solely by finance, whether relatively modest savings justified closure, how mobilisation and replacement costs were calculated, and raised questions about the option of increased council tax. Questions related to why requests for funding were happening now, not earlier. Others asked about the cost of the consultation.

Workforce and operational impact: Questions explored on-call availability and alignment with when the fire station is required, recruitment challenges, whether improving local recruitment could change the station's position, and how the loss of Ramsbury would affect workloads across nearby stations.

Decision-making and accountability: Members of the public asked whether closure would provide long-term financial stability or lead to further cuts, why some nearby stations were not under threat, what public views would actually influence, and how MPs and the community could help challenge

the proposals. Members of the public drew comparisons to the consultation run by Oxfordshire, where the decision was taken to close no stations.

Risk and future pressures: There was concern about whether the risk model properly reflected local factors such as thatched properties, sleeping risk, rurality, and changing future risks. Lithium battery fires were also highlighted as a risk.

Community impact and site value: Attendees asked about ownership of the station asset, what would happen to the land if the station closed, and whether any proceeds could be reinvested locally to support risk reduction or community resilience.

13.2 Survey responses

166 responses were received regarding Ramsbury fire station.

Below is a summary of the level opposition and support from respondents focused on Ramsbury fire station.

Table 18: Support and opposition in Ramsbury

	Strongly oppose	Tend to oppose	Neither support nor oppose	Tend to support	Strongly support	Don't know	Grand Total
No. of respondents	139	7	2	3	10	1	162
% of respondents	85.8%	4.3%	1.4%	1.9%	6.2%	0.6%	100%

13.3 Specific local concerns

- A dominant theme was rurality, with respondents repeatedly stressing that Ramsbury and its surrounding villages are remote from alternative stations and heavily dependent on local fire cover. Road access was also a major concern.
- Narrow country lanes, poor road conditions, limited lighting and slow travel times were seen as making response from further away significantly harder in practice than on paper.
- Many respondents also highlighted flooding, both as a direct local risk and as a factor that can restrict access routes into the village.
- Respondents pointed to the station's strategic role in relation to the M4 corridor, as well as its importance for cross-border support, particularly toward Berkshire villages.

- A recurring concern was the area's historic and vulnerable building stock, including thatched cottages and Ramsbury Manor, where delayed attendance could result in disproportionate loss.
- Housing growth in Ramsbury and nearby settlements such as Aldbourne was frequently raised as evidence that future demand is likely to rise, not fall.

13.4 Demographics

From the 166 who responded to the survey from Ramsbury, there was a more even divide of 88 of the respondents being female (53.0%) and 73 reporting male (44.0%). 45.2% of respondents were above the age of 65, while 21.1% were between 25-44 and 30.1% between 45-64, showing a more even distribution of participants among those under 65 compared to other stations.

Separately, 89 individuals signed in to the DWFRS in person public meetings. Of these, 76 attendees (85.4%) identified as local residents, alongside 5 elected officials and 2 union representatives. Of the respondents to the consultation survey, 155 were local residents, 2 were business owners, 2 were elected officials, and 3 were DWFRS staff.

14. Wilton Fire Station

14.1 Public meetings

Two in-person meetings were held for the proposal relating to Wilton Fire Station. These meetings were held at Wilton Pavillion.

- Monday 9th March, 6pm-8pm
- Tuesday 10th March, 10:30am-12:30pm

An online session was held via Teams on the 21st of April between 12pm and 1pm. Across the three meetings, 121 members of the public attended.

14.1.1 Questions Asked

Data and evidence: Residents challenged the accuracy, consistency and completeness of the data, particularly around differing time periods, station availability, response-time assumptions, and whether stand-by and all elements of Wilton's activity had been properly included.

Response times and local resilience: There were strong concerns about the impact on response times for Wilton and surrounding villages, the ability of neighbouring stations to provide realistic cover, and the effect on wider resilience if Wilton were no longer available to support Salisbury and other nearby areas. Questions also raised concern that Amesbury and Tisbury response times would exceed a 20-minute period. Additional responses to the consultation echoed the sentiment that response times were expected to be higher than presented through the consultation booklet data.

Finance and value for money: Attendees questioned the financial case for closure, including the projected deficit, the assumptions behind future funding reductions, the capital programme, council tax and precept options, reserves, and whether alternative funding routes had been fully explored. Questions also revolved around plans to deal with the following two-years of deficit.

Workforce and operational impact: Questions focused on the loss of trained firefighters, the effect on appliance support and specialist resources, reduced operational capacity, the loss of local knowledge, and whether cuts to corporate roles should be considered before reducing frontline provision.

Decision-making and accountability: Residents asked why Wilton had been selected, what criteria had been used to identify the eight stations, whether the process would stop if further funding was secured, and whether management and leadership decisions had contributed to the current position.

Risk and future pressures: There was concern that the proposals did not fully reflect future risk, including population growth, vulnerable residents, care homes, hospital reopening plans, electric vehicle and battery fires, and broader emergency planning requirements. Thatched properties were raised as a concern, given the levels of thatched residential properties.

Community impact and site value: Participants also highlighted Wilton's strategic location and questioned whether the flood-prone site could realistically be sold or redeveloped, suggesting its ongoing value to the community might outweigh the case for closure.

14.2 Survey responses

596 responses were received regarding Wilton fire station, as well as 2 additional consultation responses in the form of letters.

Below is a summary of the level opposition and support from respondents focused on Wilton fire station.

Table 19: Support and opposition in Wilton

	Strongly oppose	Tend to oppose	Neither support nor oppose	Tend to support	Strongly support	Don't know	Grand Total
No. of respondents	502	26	7	7	39	7	588
% of respondents	85.4%	4.4%	1.2%	1.2%	6.6%	1.2%	100%

14.3 Specific local concerns

- Responses relating to Wilton describe a mixed rural–urban fringe risk profile, with the most frequently raised concerns being substantial housing growth, Wilton's broad rural catchment, traffic congestion around Salisbury, and increasing climate-related fire and flood risk.
- A dominant issue was housing growth, with respondents repeatedly highlighting major recent and planned developments in Wilton and the Salisbury fringe, including St Peter's

Place, Netherhampton, Harnham, Longhedge and Boscombe Down. A consistent view was that population and demand are increasing, making any reduction in local fire cover counterintuitive.

- A major theme was rurality. Respondents stressed that Wilton serves a wide area of villages, farms and isolated properties, where narrow roads, longer distances and local knowledge are especially important in emergencies.
- Traffic and transport constraints were also raised, particularly congestion on routes between Salisbury and Wilton. Many respondents felt this undermines assumptions that Salisbury can reliably absorb Wilton's workload without materially increasing attendance times. Additional consultation response included concern that removing Wilton would have a negative impact on response times for the surrounding area and nearby villages.
- Other common concerns included flooding, wildfire and agricultural fire risk, thatched and historic buildings, and the vulnerability of older residents and care settings.
- Respondents pointed to Wilton's importance in supporting response to major incidents on the A303 and A36, and as a wider resilience and standby asset for Salisbury and south Wiltshire.
- Members of the public raised the reinstatement of Glenside Hospital, which will have bed bound patients. Questions stated that Wilton would be the closest fire station to the hospital.

14.4 Demographics

From the 596 who responded to the survey from Wilton, 332 of the respondents were female (55.7%) while 243 reported male (40.8%). There was a more even spread of age for respondents, with 23.3% being between the ages of 25-44, 38.5% being between 45-64, and 33.2% at or above the age of 65.

111 individuals signed in to the in-person DWFRS public meetings. Of these, 84 attendees (75.7%) identified as local residents, alongside 4 elected officials, 4 business owners, 4 DWFRS staff, and 3 union representatives. Of the respondents to the consultation survey, 565 were local residents, 9 were business owners, 9 were DWFRS staff, and 6 were elected officials.

15. Findings

Through both the public meetings and survey responses, PAG has conducted an analysis of the most commonly arising themes and topics. These findings consider the total 6,188 survey completions (370 paper forms, 5,818 online forms, 250 supplementary forms and 120 additional responses via email), 158 letters and posters, 3 petitions submitted to PAG, and the feedback provided at public meetings.

Specific local concerns have been outlined in the dedicated section for each of the eight fire stations. This section summarises the themes across all consultation responses and all public meetings, regarding feedback which applies service wide.

15.1 Sentiment across the service area

- **Opposition and support:** Responses across the service area indicated limited support for the proposals, with 89.1% of those either opposed or strongly opposed to closing or altering operations at several local fire stations and redistribution of coverage from neighbouring stations. These findings have been detailed further in the survey analysis section, as well as through individual station findings.
- **Recognition of the financial position:** Discussion throughout the series of public meetings indicated an appreciation for the transparency regarding the financial position of the service. This was often echoed by recognition that continued reduction in central government funding had led to the proposals.
- **Council tax:** Sentiment through discussion at public meetings, as well as responses to the survey indicated there is a level of interest in increasing council tax contributions to support the service and the eight stations more specifically. A specific breakdown on this question has been detailed in **Section 3**.

15.2 Concerns across the service area

- **Response times:** Across the series of public meetings and survey responses, increased response times was a dominant concern. Individual stations raised location-specific concerns, which have been included in the station-by-station findings. Other related concerns raised across the meetings showed attendees felt that the risks of congestion and rural roads had not been fully taken into account through the modelled response times.

- **Data assumptions:** Throughout the consultation, members of the public scrutinised the presented data, most commonly for not including the most recent findings. Responses and public meeting questions frequently included requests for data transparency, the methodology used and the criteria which was used to shortlist the selected stations.
- **Rurality and local factors:** General sentiment throughout the consultation period, across the service area identified that Dorset and Wiltshire's geography places residents at greater risk without local cover, given its rurality and the geographic isolation of the areas the stations currently cover. Thatched properties were also raised as an additional risk factor through both the survey and public meeting channels.
- **Demographics across the service area:** Demographics in the area were consistently raised through responses and meeting discussion. Respondents shared concern for the elderly population across the service area, stating that this increased the importance of having a local station. Seasonal population and tourism were also raised across the service area as a specific concern.
- **Neighbouring stations:** Engagement with members of the public throughout the consultation period also showed there was concern across the service area that neighbouring stations would not be able to support the identified areas, should their local station close. This concern was rooted in neighbouring stations which may have on-call availability or limited capacity to absorb more incident responses.
- **Future risk:** Climate change was raised through discussion across the service area. Concerns were related to the projected increase in flooding, wildfire and heathland fires. Additional future risk was identified through national initiatives and local plans to increase the amount of housing within the service area, with an associated increase in risk.

15.3 Station-by-station summary

Local risks have been provided in rank order, based on the analysis of themes raised in survey responses to the question: *'Please describe any particular local factors (e.g. rurality, transport links, housing growth, deprivation, known local risks, seasonal population changes) that you think should be taken into account.'* Themes which accounted for more than 10% of responses have been included. Please note that survey responses not selecting a specific station (15% of responses) have not been included.

Table 20: Station-by-station summary

	Key risks raised	
	Risk	% of responses
Bradford on Avon	Flooding/water/rivers	43%
	Rurality/remoteness	33%
	Traffic/congestion/narrow roads	26%
	New/proposed housing	19%
	Elderly/vulnerable population	13%
	Thatched/heritage properties	12%
	Tourism	11%
Charmouth	Tourism	52%
	Rurality/remoteness	38%
	Traffic/congestion/narrow roads	30%
	Proximity to major roads	26%
	New/proposed housing	10%
Cranborne	Rurality/remoteness	54%
	New/proposed housing	25%
	Climate change/wildfire	19%
	Traffic/congestion/narrow roads	15%
Hamworthy	Tourism	30%
	Unique geography/bridge access	28%
	Traffic/congestion/narrow roads	21%
	New/proposed housing	16%
	Climate change/wildfire	16%
	Local industry (port)	12%
Maiden Newton	Rurality/remoteness	58%
	Tourism	26%
	Flooding/water/rivers	22%
	Traffic/congestion/narrow roads	18%
	Thatched/heritage properties	17%
	Climate change/wildfire	14%
	Proximity to major roads	13%
	New/proposed housing	12%
Mere	Rurality/remoteness	39%
	Proximity to major roads	34%
	New/proposed housing	24%
	Traffic/congestion/narrow roads	16%
	Tourism	13%
Ramsbury	Rurality/remoteness	52%
	Traffic/congestion/narrow roads	18%
	Thatched/heritage properties	17%
	Elderly/vulnerable population	13%
	New/proposed housing	13%
	Proximity to major roads	12%
Wilton	Rurality/remoteness	45%
	New/proposed housing	26%
	Thatched/heritage properties	18%
	Traffic/congestion/narrow roads	17%

	Flooding/water/rivers	11%
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16. Next Steps

This report has presented DWFR with an overview of the feedback faithfully captured throughout the public consultation regarding the eight station closure proposals. The report follows the 91-day consultation period, through which members of the public were able to access the online and paper surveys, as well as a series of public meetings dedicated to each station with a proposal.

Following the completion of the consultation on the 15th of May 2026, PAG have collated this report to be shared with DWFR to inform their decision-making process. Responses to the consultation have been conscientiously considered and clearly communicated through this report to unbiasedly inform the Authority's decision.

The Authority will meet on the 30th of June to make their final decision for each of the stations proposed for closure.

Supporting Annexes

Annex 1: Paper survey missing question mitigations

To ensure accessibility of the consultation, DWFRS produced a paper version of the survey, which was provided to residents at in person sessions. This survey received a total of 6,188 completions upon the close of the consultation. During the consultation, it was raised that there was a difference between the online and paper surveys, resulting in a missing question. This question was *'Do you have alternative suggestions that the Authority should consider instead of, or alongside, the current proposals?'*. The number of surveys completed missing the question was 3,334.

Upon this issue being identified, DWFRS updated the consultation webpage to alert stakeholders of the administrative error and the mitigations in place to ensure perspectives were captured accurately. These mitigations were as follows:

- Completing a short online form containing the missing questions
- Completing an updated paper form available in person at each of the eight fire stations proposed for closure
- Emailing comments directly to dwfrs@premieradvisory.co.uk

As a result of these mitigations, 250 supplementary responses were received via the online survey. 120 copies of the updated paper form were received. 26 comments and responses were shared with the above email address and reflected within the survey analysis as a result.

The supplementary views collected through the mitigations put in place by DWFRS have endeavoured to collect these responses to ensure their inclusion in the analysis completed by PAG.

Responses received through the online supplementary form and to the established inbox have been integrated into the analysis, as with all paper responses.

Annex 2: Petitions received throughout the consultation period

Throughout the course of the consultation, various petitions have arisen against either specific station closures, or against the proposals in general. These have been identified below, with total signatures and the specific case included for each.

Petitions have been accepted as formal consultation responses where submitted directly to the consultation through either DWFRS or PAG. Themes identified in covering letters or accompanying notes have been integrated within the analysis for individual stations.

Charmouth Fire Station

A petition entitled 'SAVE CHARMOUTH FIRE STATION!!' was received as part of the public consultation prior to the consultation window close. The petition specifically addressed concerns surrounding the proposal relating to Charmouth's station, receiving a total of 1,223 signatories.

Maiden Newton Fire Station

A petition opposing the proposal to close Maiden Newton's fire station was received as a response to the consultation, with a cover letter raising concerns relating to risk to life and property, rural isolation, community resilience and the long-term financial position of the service. The petition received a total of 1,995 signatures when shared with PAG.

Mere Fire Station

A petition regarding Mere fire station was shared during the consultation period. The petition collected signatures from local residents against the proposal to close the station. The petition received a total of 459 signatures.

Fire Brigades Union

Through an online petition, the Fire Brigades Union have collected signatures opposed to any closure across the service area. The petition calls for all stations to remain open, with a request for councillors to reject the closures. Whilst the petition findings were not submitted directly to PAG and the total number of signatories cannot be verified independently, reference to this petition has been included for clarity and fair representation.

Annex 3: Additional responses received throughout the consultation period

Beyond the completion of the formal consultation routes, DWFRS have received letters from elected members, members of the community and other stakeholders throughout the consultation period. The formal consultation route is formed of the online and paper surveys, attendance at the in person public meetings and attendance at the online sessions. Whilst letters received by DWFRS, DWFRS and PAG are not part of these channels, points have been considered through the analysis. This means

that each letter received has been reviewed and where points have been raised which had not already been included in consultation feedback, they have been integrated within analysis.

Please note that as the inbox was established to collect responses to the question ‘Do you have alternative suggestions that the Authority should consider instead of, or alongside, the current proposals?’. Responses have been categorised as either a response directly to this question and have therefore been considered within survey analysis as such, or as an additional consultation written submission, where themes are integrated into the overall analysis.

A total of 15 letters, varying in sentiment and topic, were sent in by local elected representatives, neighbouring fire and rescue services, local business owners, action groups and local residents. These have been broken down by station where a station was named. 6 letters were received where comments and feedback were not specific to a particular station but addressed the proposals overall.

Table 21: Additional consultation responses received per fire station

Fire station	Additional responses received
Bradford on Avon	2 letters
Charmouth	1 letter
Cranborne	1 letter
Hamworthy	1 written response in email form
Maiden Newton	1 letter
Mere	1 written response in email form
Ramsbury	No additional responses
Wilton	2 letters

Annex 4: Posters received from children local to Maiden Newton

143 posters were received as part of the additional consultation response, created by children attending schools local to Maiden Newton. Images of these have been included on the remaining pages.





































