

Artisans on the Beach

Proposed Approach for 2017-18 – For approval by Swanage Town Council

1. Purpose

The purpose of the event is as follows:

- To bring additional customers into Swanage during what is generally a quiet period to support the local economy
- To optimise an underused resource for the benefit of the Town
- To support local artisans and promote Swanage as a high-quality destination

2. How

Shore Road Beach Huts will be available to hire by local artisans for the period Friday 24th November 2017 to Friday 5th January 2018. A standard charge will be made to each local artisan by the Town Council for the exclusive use of the Beach Hut for the purpose of trading. The charge will include the cost of administration, use of electric, additional opening hours for the toilets and marketing as specified below. Marketing will be undertaken by the Town Council.

An Event Organiser will be identified and will be responsible for taking forward the actions specified in the attached Action Plan.

It is anticipated that the Lower Beach Huts (28) will be available for those artisans who would expect to operate on the majority of days during the period. Upper level beach huts (12) will be available for those that wish to operate only on weekends.

On 16th December, it is proposed that Shore Road is closed to traffic for a single day and a Christmas Street Fair is organised. This will contribute significantly to the ability to market the event.

While the Town Council will retain responsibility for marketing and beach hut administration, it is fully expected that the Event Organiser will be responsible for organising the street fair and deal with general enquiries related to the event. The Council will provide support and advice but expects the Event Organiser to be the first point of contact.

3. Timetable

<u>Date</u>	<u>Action</u>
31st July	Approve Plan at Swanage Council Meeting
Early August	Send out Expression of Interest Form
August	Design Leaflet and logo
5 th September	Working Group selects traders
Early September	Confirm traders
September	Start Marketing using posters / leaflets etc
	Event Organisers plan detail around street Fair and other event enhancements
Early October	Take payments to book huts
	Event Organisers present detailed Event Plan to Working Group
Early November	Final Working Group
Friday 24th November from 5pm	Traders set up – but no trading

Saturday 25th November	Grand Opening – 12.00pm
Christmas Weekend (separate w/e to Station Road Fair)	16 December
Sunday January 6th January	Leave beach hut by 5pm
Mid January 2018	Feedback open session for traders

4. Expressions of Interest and allocation of huts

It is proposed that EOI's go out to all known traders in early August (see Appendix 1 below). Information will be collected by the Town Council and reviewed at the meeting of the Working Group at end August. Beach Hut numbers will be allocated by this Working Group to ensure that the best possible mix of different art types are spread across the site.

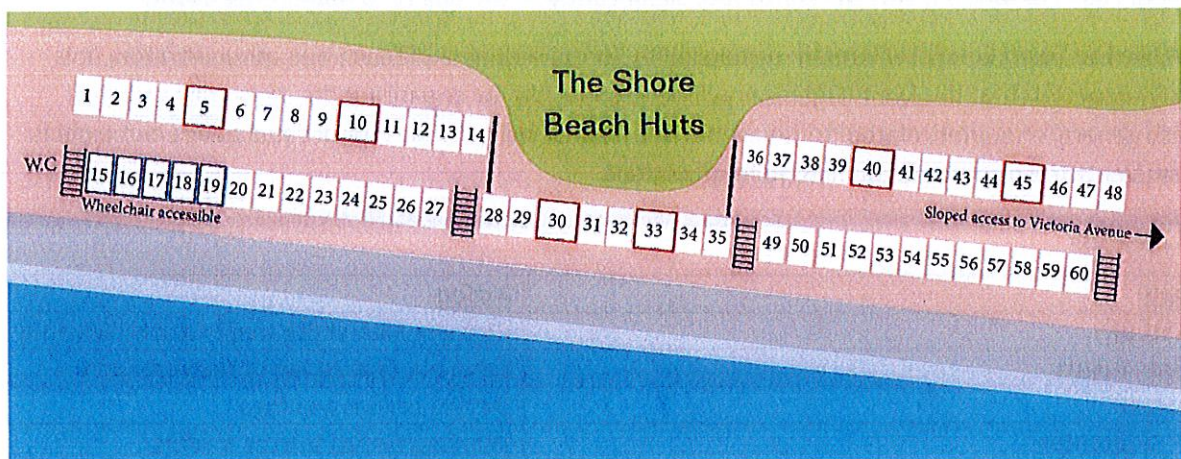
As beach huts are limited and may be over subscribed it is suggested that each application is scored as follows by the Working Group:

- Does the application meet the 3 aims set out in 1 above? (score out of 10)
- Has the applicant previously been a Pop Up Shop artisan and did they meet the expectations of the Event? (score out of 10)
- Is the applicant based in Purbeck (score out of 10)
- Does the applicants narrative and their inspiration for their work meet the expectations of the group (score out of 10)

5. Governance

Working Group meetings will be held every month up to the start of the event, starting at end August. Sue Maclean and Elaine Somerville will work together as Event Organisers to implement the required work.

6. Beach Huts Available



Lower – 28

Upper – 12 (36-48 but not including 40)

Please note that we are unable to use Beach Huts 1-14 as these have limited accessibility. We also wish to keep a small number of wheelchair accessible beach huts free for daily bookings

Marketing Income

It is proposed that the following charges are made which will provide £513 budget for advertising

Beach Hut Type	Charges	Beach Huts Available	STC Charge	Inc. VAT	Exc. VAT
Lower	£75	28	£55	£560	£467
Upper	£40	11	£35	£55	£46
Total					£513

Marketing and other associated costs

Action	Ex. VAT
Leaflet / Poster	
• Design – assume 2 hours	£70
• Print - 1000	£60
Street License (1 day)	£190
Close Shore Road	£75
A Board Poster (Outside TIC)	£20
Banner	£98
Swanage Information Centre	£0
Facebook	£0
Visit Dorset	£0
Local Shops	£0
Whats on in Dorset	£0
TOTAL	£513

Other advertising options have been considered however these will not be available based on the budget identified above.

Recommendations

That Swanage Town Council agree the proposal laid out in this report

Appendix 1 - Expression of Interest Form

The event is aimed at local producers of high quality hand-made items. All beach hut renters are expected to ensure that they maintain a high standard of presentation and that all items sold are produced by themselves. *There may be some individual exceptions to this.*

Unfortunately, we are unable to allow drink, food or food based products to be sold as part of this event.

Please complete the following form:

Name:

Mobile No:

Email address:

Address:

Please describe in 1 or 2 words the main type of product you intend to sell (i.e. paintings or jewellery)?

Please describe in approx. 200 words a little bit about yourself, what inspires you to produce your craft and why you should be part of this event?

How often do you intend to open over the 6 week period?

What would be your normal opening days and hours?

Please confirm that you will have £5m liability insurance for the period:

Monthly Meeting, 31st July 2017

Agenda Item 11 - Boat Park - Reinstatement of Retaining Walls

As reported to the Council Meeting on 24th April 2017, the structural retaining walls between the tiers at the Boat Park sustained damage during resurfacing works earlier in the year. A visual survey of the structure was carried out on the 6th April 2017 to identify the extent of the damage after the discovery of near-vertical cracks and rotational movement of two of the retaining walls, indicative of differential ground movement. This could be attributed partly to the resurfacing works, which could have led to significant surcharge loading of the structure exerting increased lateral forces. Other contributory factors are surface ponding of water behind the retaining walls, mainly due to inadequate drainage, and the thickness of the existing unreinforced gravity masonry structure of the wall construction being inadequate to safely support the retained heights.

An interim report was submitted by the Council's Structural Engineers, SmithFoster on the 11th April 2017 confirming ground surface movement, horizontal and vertical cracks, rotational movement and a number of fractures appearing in the wall structures. These were considered to be not fit for purpose and judged to be at or very close to failure. With the likelihood that further slippage could occur, as a sensible precaution, negating substantial risk to the Council and members of the public, the areas affected were fenced and closed off.

After receipt of the topographic survey, a final report was submitted by SmithFoster in early July. The report highlighted the requirement to undertake repairing works and four options of possible retaining design solutions were submitted for consideration, as follows:

- Option 1 - Soil nailing
- Option 2 - Gabion Baskets
- Option 3 - Installation of concrete 'Lego'-type blocks
- Option 4 - Reinforced concrete wall with railings on top.

These options were presented to the Boat Park working party on the 7th July and considered alongside the professional advice received by the Council. After due consideration option 4 was deemed the most cost effective and efficient design. This can be summarised, as follows:

1. A conventional in-situ concrete wall, with a small toe and larger backward projecting heel.
2. Install a continuous land drain taken to outfall and a back-up system of weep holes to achieve a robust drainage solution.
3. Localised backfill of free draining granular material.
4. Balustrading railing added to the top of wall to provide pedestrian or vehicular containment.

For budgetary purposes, pre-tender estimates for the scheme provided by a quantity surveyor are in the region of £230,000. This is inclusive of professional fees and external services.

Project Management and Contract Administration

Initial discussions have been held with Dorset Property (Dorset County Council) to prepare the tender documents. Members are asked to approve their appointment to undertake this work, and to perform the role of contract administrator. The estimated cost (11.5% of the contract award price) is included in the estimate given above.

Decisions Required:

To determine whether to accept the working party's recommendation to proceed with Option 4 and go out to tender accordingly.

To confirm the appointment of Dorset Property to undertake the tender process and carry out the role of contract administrator, at an estimated cost of 11.5% of the contract award price.

Geoff Brookes
Operations Manager

July 2017

RECEIVED
21 JUL 2017
REF: 170187
FAO: MA

Swanage Fishermens Association

Established 1985

AGENDA ITEM NO.12.

Dear Dr Ayres,

Swanage Fishermen's Slipway Project Proposal

Due to the expansion of the RNLI project at Peveril Point the Swanage Fishermen's Association are seeking support from Swanage Town Council to explore the possibility of extending the Western slipway and amenities of the Fishermen's facility, needed to make this suitable for Swanage fishermen to work their smaller boats which are unsuitable for the sometime hazardous run to a safe haven in Poole harbour.

Following the recent decision to restrict the Swanage Fishermen from using part of the Eastern slipway they have been encountering problems as the slipway which they have been allocated is not adequate for use, It is restrictive and unsafe launching and hauling up boats in choppy conditions due to the presence of boulders and the fact that there is very little room to pull up multiple boats. In addition, there is not enough room to accommodate a vehicle to load boats onto a trailer or access the area. We wish to address this problem by securing a wider area from which boats can be launched safely reducing the risk of injury and allowing more users at one time.

We are proposing to explore the opportunity of expanding the slipway and installing additional amenities such as a new winch. We have had conversations with the Dorset and East Devon Local Action Group, who have confirmed that the project meets the criteria needed to apply for the match funding from the EU EMFF fund and so this is a possibility for match funding to see these improvements happen.

We have had a meeting with Councillor Mike Bonfield, and the Purbeck District Council who have been encouraging in our effort to provide a solution to the problem we now face. Small scale fishing is a valuable economic asset to Swanage and I have enclosed a Swanage Fishing Economic Impact report suggesting that it adds £97,000 Gross Value Added to the local economy and supports roughly 10 (Full Time Equivalent) Jobs in the area both directly and indirectly.

CHAIRMAN Mr J. Miller

TREASURER Mr P Barratt

As a small Fishermen's Association we only have a small amount of funding to contribute to any works decided upon but would be seeking match funding from the Swanage Town Council and from the Fisheries Local Action Group. We would very much like to work with the Council to progress with the project to design and deliver a suitable solution that is supported by all the parties that will enable the fishing community to work safely and ensure that both present and future generations of fishermen have the necessary facilities to continue to fish out of Swanage.

To move forward with this project we would like to:-

- * Gain the initial support of the Swanage Town Council to move forward with this proposed idea.
- * Meet as a Fishermen's Association and other interested parties to work out exact details of what we would propose.
- * Meet with the Town Council to discuss the plans and get their input.
- * Draw up a specific project plan and submit it to the European Maritime Fisheries Fund.

Yours sincerely

Mr J. Miller
Chairman
Swanage Fishermen's Association

SWANAGE FISHING INDUSTRY ECONOMIC IMPACT ASSESSMENT

JULY 2017

Anne Gray, 10th July 2017

Policy and Research
Dorset County Council
County Hall
Dorchester
Dorset
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SWANAGE FISHING INDUSTRY ECONOMIC IMPACT REPORT: July 2017

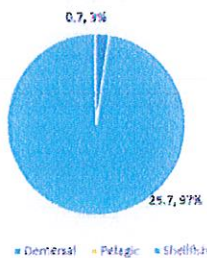
This analysis makes use of the AMORE Economic Impact Tool¹. The contents and findings of the report do not necessarily reflect the views of Dorset County Council.

The model is based on a set of economic and social accounts that allows analysis of the structure of and relationships within the economy. Economic impact analysis using this model takes into account not only the direct impact of a change on a particular industry, but also the indirect effects which occur through changes in purchases by that industry from domestic suppliers, and also the induced effects arising from changes in household incomes and consumption expenditures. The sum of these changes results in a net effect across the whole Dorset LEP area economy that can be expressed in terms of change in demand for GVA² and full-time equivalent worker numbers, (including the self-employed). The model also provides a sectoral analysis allowing identification of those sectors most affected by a particular change or shock to the economy. The model allows for leakage as firms make purchases of goods and services from outside the Dorset economy.

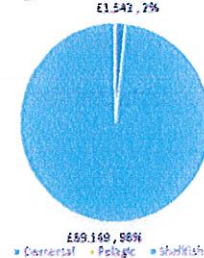
Commercial fishing is a feature of the traditional town and port of Swanage with the catch of around 26 tonnes in 2016 valued at £86,115 in current prices.

The catch is predominantly **shellfish**, accounting for 97% of the landed catch weight and for 98% of the catch value.

Swanage catch 2016: landed weight 26.3 tonnes



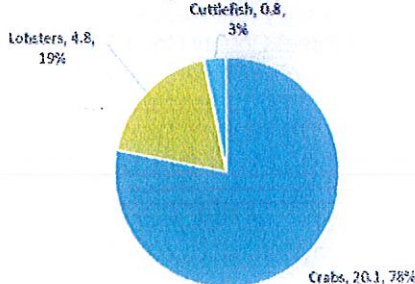
Swanage catch 2016 value £000s



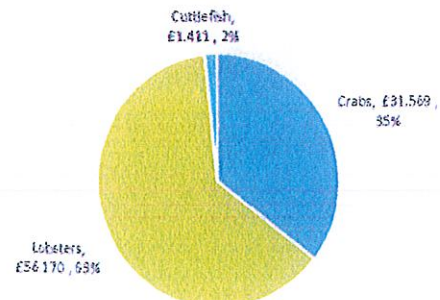
The shellfish catch is predominantly of

- crabs – accounting for more than three-quarters of the catch and a third of the value
- lobsters – accounting for a fifth of the catch and 63% of the value.

Swanage shellfish catch 2016: landed weight (26 tonnes)



Swanage shellfish catch 2016: value (£000s)



¹ Advanced Modelling of Regional Economies 2015, designed for Dorset County Council by Dr Stephen Brand
² GVA for an industry is its gross output at basic prices, less purchases of goods and services, less net spending taxes (ECONI).

Looking at catch values over the last seven years gives an average of £117,100. Less the cost of inputs and less net indirect taxes/subsidies, the model indicates that the Swanage fishing industry adds about £49,400 per annum to the local economy. However, there is a wider impact on the economy through the supply chain and the impact of household spending of workers in the industry.

To model the wider impact of Swanage's fishing industry upon the Dorset economy, a number of assumptions have been made to give a net, rather than a gross, impact.

a) Deadweight: would any of the projected outputs occur without the presence of the fishing industry?

: No

b) Displacement: what proportion of the outputs is accounted for by reduced outputs elsewhere in the area?

: There is the potential for displacement, but the likely extent of this is not clear and this is an evaluation of the current situation ie with no known motivation for fishing businesses to move to or from Swanage.

c) Leakage: is a proportion of the economic outputs arising from the fishing industry likely to leak outside the area?

This may occur, for example,

- when firms outside the area benefit from the impact:
 - an allowance for geographical leakage outside the Dorset LEP area is built into the AMORE Economic Impact Tool;
- or if commuters live outside the area and may therefore spend a proportion of their income outside the area having an impact there instead:
 - This factor is unknown and would require detailed analysis of safeguarded commuting data from the 2011 Census of Population³, so no adjustment for leakage has been made in this assessment. There is the potential for this work to be carried out in future.

d) Substitution: has the affected organization/industry substituted one activity for another and, for example, redeployed staff from one function to another rather than created new posts?

: It is assumed that the substitution effect is not applicable.

FINDINGS

This assessment looks at the value added to the local economy arising from the Swanage fishing industry.

Impact on GVA

GVA measures the contribution of each individual producer, or sector, to the economy by estimating the value of its outputs (goods and services), less purchases and less net spending taxes.

The Swanage fishing industry adds an initial injection of around **£49,400** GVA to the local economy per annum, based on catch value less retail margins and taxes.

*Additional GVA is added to the economy through supply chain impacts. First round suppliers add a further **£10,400** per annum giving a **direct impact of £60,000**.*

³ Commuting by occupation is in a safeguarded ONS dataset: to be accessed later

When other suppliers are included, plus the impact of the household spend of those directly and indirectly employed, this gives a total of **£97,000 GVA**⁴ added to the local economy sourced from the Swanage fishing industry.

- Direct suppliers: the first round of immediate suppliers to the initial fishing businesses;
- Indirect suppliers: the next round of suppliers;
- Income effects: (or induced effects) impact in the economy from the household spending of those above.

Initial	Direct suppliers	Indirect suppliers	Income effects	TOTAL (GVA)
£	£	£	£	£
49,400	10,400	3,500	33,600	97,000
				<i>Multiplier: 1.96</i>

Impact on employment

Based on the value of the fishing catch, the AMORE model indicates that an **initial three** full time equivalent positions are supported through fishing in Swanage. This number appears rather low relative to other data sources:

- Data from the Census of Population 2011⁵, workplace based population, states that 30 were employed in agriculture, forestry and fishing in Swanage (data are not available for fishing alone);
- The Business Register and Employment Survey⁶ for 2015 indicates more than three employed in fishing, but the number cannot be disclosed due to confidentiality restrictions – this dataset excludes self-employment;
- Swanage harbour is reported to support five full time fishermen and five part time fishermen⁷.

If it is assumed, based on local knowledge, that Swanage has eight⁸ full time equivalent fishermen, then the following benefits are found:

*First round suppliers account for a further 0.7 FTEs on top of the immediate employment in fishing giving **direct employment of 8.7 FTEs**.*

Together with further full time equivalents supported in the wider economy and also through the household spend of those directly and indirectly employed, the model shows a **total of 10.2 FTEs** supported through fishing.

Initial	Direct suppliers	Indirect suppliers	Income effects	TOTAL (FTEs)
FTEs	FTEs	FTEs	FTEs	FTEs
8.0	0.7	0.2	1.2	10.2
				<i>Multiplier: 1.27</i>

⁴ Note: summed figures may appear not to add up due to rounding of the numbers

⁵ Office for National Statistics

⁶ Office for National Statistics

⁷ Swanage Fishermen's Council – this seems a reasonable estimate with six licensed vessels under 10m in June 2017 giving Swanage as their home port plus one over 10m (MMO – Gov.uk)

⁸ Five full time plus the five part time fishermen estimated to equate to a further three posts using a ratio of 0.60 – this is a cautious estimate based on a report for the EU re calculating FTEs in the fishing industry which suggests a ratio between 0.59 and 0.69 in the UK.

Summary of impacts

The value of fishing to Swanage contributes an **initial** £49,400 GVA to the local economy per annum and supports at least an initial eight full time equivalent jobs.

*With first round suppliers included to give the **direct impact**, 8.7 direct FTEs are supported altogether with a direct GVA contribution of £60,000.*

With the addition of further supply chain and household impacts, this shows a **total** of 10.2 FTE jobs supported and a total contribution to the local economy of £97,000 in GVA.

Summary: Swanage	Initial	Direct suppliers	Indirect suppliers	Income effects	TOTAL
GVA £	49,400	10,400	3,500	33,600	97,000
FTEs	8.0	0.7	0.2	1.2	10.2

Summary: Swanage	DIRECT	INDIRECT	TOTAL
GVA £m	60,000	37,000	97,000
FTEs	8.7	1.5	10.2

Anne Gray, 10th July 2017
 Policy and Research, Dorset County Council
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Monthly Meeting, 31st July 2017

Agenda Item 13(a) Beach Gardens – Court Fees for Tennis Coaching

In April 2017 a new tennis coach, Ryan Trickey was appointed by Swanage Tennis Club to coach both members and non-members as per the licence arrangements in place between the Tennis Club and Swanage Town Council.

An annual meeting took place in May 2017 between officers of the Council and the Tennis Club. This meeting identified that the charges being made for coaching of non-members were not in accordance with the licence agreement. Officers therefore agreed to bring this matter before the Council for consideration.

The following is an extract from an e-mail received from the Tennis Club Committee:

Council

- Firstly – we recognise the Council's aims to increase court usage and to encourage children and young people to use the facilities at Beach Gardens.
- Secondly, we recognise the need for Beach Gardens to work financially so that the people of Swanage can continue to enjoy it for years to come.

Club

- Our mission is to reach out to the people of Swanage and encourage them to take up tennis. We want to grow our membership so that we can continue to thrive as place for Swanage residents to socialise and keep fit.
- We too aim to encourage as many young people to use our shared facilities and become interested in sport.

Our new coach, Ryan Trickey is an ambitious, competent and driven tennis professional who could help both Swanage Tennis Club and the Council achieve our aims.

As discussed at the previous meeting, Ryan is coming into the club at a time where the numbers of juniors is relatively low and the opportunities to play tennis have not been that widely advertised in the community. In many ways Ryan has to start from the very beginning to create the buzz and excitement around tennis in Swanage that we are confident he can.

We hope that the Council will agree that any court charges for Ryan to coach non-members should not be prohibitive so that he can start to attract interest in his programme.

Our proposal is as follows:

- No charges of non-members should apply to the coaching of juniors
- Coaching of adult non-members should be taken into consideration (cardio sessions/ beginners sessions and private coaching).
- Calculations of the above should be on a court basis rather than individuals attending.

It is recognised that the coaching of tennis provides a valuable service to Swanage and supports the general income activity associated with Beach Gardens. However, officers are concerned that a charge should be agreed to protect the Council from any accusation that it is subsidising a private business.

Previously members had agreed a trial period whereby children non-members were not charged. This trial period ran out some time ago but has continued.

It is proposed that the following is undertaken:

- The Tennis Coach provides by 15th October 2017 a list of occasions on which non-members have been coached from 1st July to 30th September 2017, including the numbers using each court.
- That a court fee of £4.20 be charged for the coaching of non-Tennis-Club members. This equates to 50% of the current hourly adult rate of £8.40, and is similar to a previous arrangement agreed with the Tennis Club in 2000.
- That the trial whereby children who are not members do not pay a court fee is continued until 31st March 2018.

If the Council agrees to the above, it is proposed that a review meeting should be held between officers and the Tennis Club at the end of October 2017. This will also encompass a discussion about the club's future plans for improving the number of tennis club members and players generally across Swanage.

The Club also noted that the coach intends to operate a number of free cardio training sessions and requested that the Town Council waives any fee on these occasions.

Decisions required:

To determine whether to agree a court fee of £4.20 for the coaching of non-Tennis-Club members at Beach Gardens, subject to review in October.

To consider the continuation of the trial arrangement for free coaching of children.

To consider granting delegated authority to the Visitor Services Manager to waive the court fee for free training sessions offered by the Tennis Club coach.

Culvin Milmer
Visitor Services Manager and Business Development Officer

July 2017

Briefing Note

Agenda Item No. 13 (b)

Upgrade of Tennis Court Perimeter Fencing – Court 7

Whether in a community or sports facility setting, the priorities for any play-related fencing product are safety and the ability to successfully contain the activity to a designated area. This does not necessarily relate merely to the safe containment of children or people but can also include the prevention of balls breaching the boundary perimeter. Tennis court no. 7 was primarily designed as a tennis court facility and the perimeter fencing was installed to meet the then tennis court fencing standards accordingly, and consists of 3 sided 2.75m (9ft) high angle iron retaining posts and green plastic coated chainlink fence surround with two standard single leaf gates.

Tennis court no. 7 is currently designated as a community activity area, and is regularly used by the local community mainly for basketball and, on occasions, as a football kick around facility. Unfortunately, the perimeter fencing currently installed was not designed for such usage and is not fit for this purpose. It is not durable or robust enough to contain such activities and despite numerous repairs is not capable of withstanding the constant battering taken from the kicking of footballs into the fencing or persons falling into it.

Sections of the perimeter surround fencing have become damaged beyond repair and is in a dangerous condition. It is recommended that the angle iron retaining posts are replaced with a stronger tubular structure, and 'ball stop' fencing which features lattice post reinforcements is installed. Initial estimates are in the region of some £14,000.

If the Council is intent on retaining this facility as designated, then it is essential that new robust surround fencing is installed to afford playability of court no. 7 as soon as possible.

Decision required

To authorise the expenditure of up to £14,000 for the installation of perimeter surround fencing.

G Brookes
Operations Manager

