

**Beach Hut Prices 2024-25 and Terms and Conditions amendments**

**1. Introduction**

The Committee is asked to consider beach hut prices for 2024-25 in readiness for the next season. Bookings are usually taken from early October and some work is required to ensure that the relevant booking systems and processes are updated with new prices well in advance of the booking release.

Demand for beach huts has risen steadily over the last few years where we now pretty much have full occupancy throughout the summer and medium to high occupancy over the winter. As of 30 June 2023, occupancy for this financial year is at 72%. The new online booking system that went live in November 2022 has also helped generate additional sales with 65% online payment, 34% on card and only 1% cash.

As can be seen in Appendix 1, to date, of the 745 bookings taken so far, 66 relate to bookings of 10 weeks or more or equivalent to 43% of available weeks, 37 relate to 4-to-9-week bookings, or 4.7% of the available weeks and 528 bookings relate to 1 to 3 week bookings or 17% of available weeks.

The same process as with previous beach hut bookings will be used for 2024-25 with the booking release dates from early October 2023 and bookings starting from Saturday 30<sup>th</sup> March 2024.

Beach Hut prices were last increased for the 2022-23 season and prices have now been at the same level for two years. Clearly since this time the Council has experienced a high level of inflationary cost increases. It is therefore proposed that the changes outlined below are made to the fees for the 2024-25 season.

In addition, the beach hut terms and conditions have been reviewed.

**2. Beach Hut fee proposals**

**Shore Beach Huts**

2.1 When the beach huts originally opened in 2015 a large discount was included for the upper level long let huts in order to try and generate occupancy and this was particularly the case during the winter periods. Occupancy rates have now significantly increased in the upper level huts and particularly in the winter. A review has been undertaken of the discounted periods and along with the relatively large increase in full year occupancies it is proposed that the revised discounted rates as seen in Appendix 2 are applied to prices.

2.2 The current periods have also been reviewed and it noted that demand is very strong for the very short two-week September period. It is therefore proposed that this period is increased in price by approximately 20% and extended to 3 weeks.

3.3 Generally all other prices have been increased by 10% and rounded up.

#### **Spa and Spa Retreats**

3.4 Generally similar to the Shore Beach Huts with a 10% increase, in changes with the exception of the early September period which sees a 20% increase, along with the 2 week period becoming one of 3 weeks. With regards the discount rates for longer lets, these have remained similar to previous years as demand remains steady.

#### **Artisans on the Beach 2024-25**

3.5 A 10% rounded up increase for all artisan huts is proposed.

### **3. Revised Terms and Conditions**

Over the last year the Council has experienced a range of issues with beach hut long lets, particularly around the use of electrical equipment in the winter. Therefore, it is proposed that the terms and conditions for beach huts are revised as per Appendix 3. If approved this will be used with all new bookings from the middle of July 2023.

### **4. Decision required**

5.1 To recommend approval of the proposed beach hut prices for 2024-25

5.2 To recommend approval of the revised 'Terms and Conditions'

Culvin Milmer  
Visitor Services and Business Development Manager  
July 2023

#### **Appendix 1**

Beach Hut Occupancy Report for 2023-24 as at 30 June 2023

#### **Appendix 2**

Proposed Beach Hut Prices for 2024-25

#### **Appendix 3**

Revised beach hut terms and conditions

## APPENDIX 1

<b>Beach Hut Occupancy Report for 2023-24 as at 30 June 2023</b>							
				<b>Payment Channel</b>			
<b>Booking Periods</b>	<b>Weeks Booked</b>	<b>No. of bookings</b>	<b>Total booking per period</b>	<b>Card</b>	<b>Gov.Pay</b>	<b>Cash</b>	<b>Other</b>
	6 days or less	120		112		8	
<b>1 week to 3 weeks booking period</b>	1	461		92	368		1
	2	61		15	45		1
	3	6	528	4	2		
<b>4 weeks to 9 weeks booking period</b>	4	26		9	17		
	5	4		1	3		
	6	5		2	3		
	8	1					1
	9	1	37		1		
<b>10 weeks to 52 weeks booking period</b>	10	21		3	18		
	11	1		1			
	12	3		2	1		
	13	1		1			
	15	2			2		
	16	1			1		
	18	1			1		
	21	3			3		
	22	4			4		
	25	2			2		
	26	3		1	2		
	28	6		1	5		
	30	6		3	3		
	32	1		1			
	33	1		1			
52	10	66	2	8			
	Other periods	3		2	1		
				<b>253</b>	<b>490</b>	<b>8</b>	<b>3</b>
<b>Total weeks booked</b>			2336	33.55%	64.99%	1.06%	0.40%
Less Artisans on the Beach booking weeks			190				
Less Punch and Judy			8				
Less Charity Hut weeks (approx)			57				
Total days occupied			2592				
No of days available			3575				
Occupancy rate as at 30 June 2023			72%				

## Appendix 2 – Discount rates for Swanage Shore Beach Huts and change between the two years

<b>Discounted rates applied to beach hut long lets</b>	<b>2023-24</b>		<b>2023-24</b>		<b>2024-25</b>		<b>2024-25</b>		<b>Change between Years</b>		<b>Change between Years</b>	
	<b>Shore Premium</b>		<b>Shore</b>		<b>Shore Premium</b>		<b>Shore</b>		<b>Shore Premium</b>		<b>The Shore</b>	
	<b>Lower</b>	<b>Upper</b>	<b>Lower</b>	<b>Upper</b>	<b>Lower</b>	<b>Upper</b>	<b>Lower</b>	<b>Upper</b>	<b>Lower</b>	<b>Upper</b>	<b>Lower</b>	<b>Upper</b>
30 March 2024 - 10 May 2024	15%	15%	15%	15%	15%	15%	15%	15%	0%	0%	0%	0%
11 May 2024 - 12 July 2024	15%	15%	11%	15%	15%	15%	10%	15%	0%	0%	-1%	0%
<del>13 July 2024 – 30 August 2024</del>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<del>31 August 2024 – 20 September 2024</del>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
21 September 2024 - 28 March 2025	40%	50%	40%	50%	30%	30%	25%	35%	-10%	-20%	-15%	-15%
26 October 2024 - 28 March 2025	40%	50%	40%	50%	30%	30%	25%	35%	-10%	-20%	-15%	-15%
16 November 2024 - 28 March 2025	40%	50%	40%	50%	30%	30%	25%	35%	-10%	-20%	-15%	-15%
7 December 2024 - 28 March 2025	40%	50%	40%	50%	30%	30%	25%	35%	-10%	-20%	-15%	-15%
18 January 2025 - 28 March 2025	40%	50%	40%	50%	30%	30%	25%	35%	-10%	-20%	-15%	-15%
30 March 2024 - 28 March 2025	20%	20%	19%	30%	15%	15%	15%	25%	-5%	-5%	-4%	-5%

# Swanage Beach Hut Prices for 2024-25

## Shore Beach Huts

Period	Lower	Upper	Lower	Upper
	Weekly ( Sat - Fri)		Daily	
30 March 2024 - 10 May 2024	£67.00	£45.00	£17.00	£11.00
11 May 2024 - 12 July 2024	£117.00	£78.00	£23.00	£17.00
13 July 2024 - 30 August 2024	£245.00	£167.00	£36.00	£25.00
31 August 2024 - 20 September 2024	£132.00	£88.00	£25.00	£19.00
21 September 2024 - 28 March 2025	£28.00	£28.00	£7.00	£7.00

## % Change to 2023-24

Lower	Upper	Lower	Upper
Weekly (Sat - Fri)		Daily	
10.4%	11.1%	11.8%	9.1%
10.3%	10.3%	13.0%	11.8%
10.2%	10.2%	11.1%	12.0%
20.5%	20.5%	20.0%	21.1%
10.7%	10.7%	14.3%	14.3%

## Shore Premium Beach Huts

Period	Lower	Upper	Lower	Upper
	Weekly ( Sat - Fri)		Daily	
30 March 2024 - 10 May 2024	£100.00	£67.00	£27.00	£17.00
11 May 2024 - 12 July 2024	£178.00	£112.00	£35.00	£23.00
13 July 2024 - 30 August 2024	£367.00	£239.00	£56.00	£35.00
31 August 2024 - 20 September 2024	£200.00	£125.00	£39.00	£25.00
21 September 2024 - 28 March 2025	£45.00	£43.00	£11.00	£9.00

Lower	Upper	Lower	Upper
Weekly (Sat - Fri)		Daily	
10.0%	10.4%	11.1%	11.8%
10.1%	10.7%	11.4%	13.0%
10.1%	10.0%	10.7%	11.4%
20.0%	20.0%	20.5%	20.0%
11.1%	11.6%	9.1%	11.1%

<b>Shore Beach Huts Discounted Hire Prices</b>					<b>Shore Premium</b>		<b>Shore</b>	
<b>Period</b>	<b>The Shore Premium</b>		<b>The Shore</b>		<b>Lower</b>	<b>Upper</b>	<b>Lower</b>	<b>Upper</b>
	<b>Lower</b>	<b>Upper</b>	<b>Lower</b>	<b>Upper</b>	<b>Weekly (Sat - Fri)</b>		<b>Daily</b>	
<b>30 March 2024 - 10 May 2024</b>	£510.00	£341.70	£341.70	£229.50	10.0%	10.4%	10.4%	11.1%
<b>11 May 2024 - 12 July 2024</b>	£1,361.70	£856.80	£947.70	£596.14	10.1%	10.7%	11.3%	10.3%
<del><b>13 July 2024 - 30 August 2024</b></del>	-	-	-	-	0.0%	0.0%	0.0%	0.0%
<del><b>31 August 2024 - 20 September 2024</b></del>	-	-	-	-	0.0%	0.0%	0.0%	0.0%
<b>21 September 2024 - 28 March 2025</b>	£850.50	£754.65	£567.00	£491.40	n/a	n/a	n/a	n/a
<b>26 October 2024 - 28 March 2025</b>	£693.00	£643.50	£462.00	£400.40	23.8%	35.0%	14.3%	31.3%
<b>16 November 2024 - 28 March 2025</b>	£598.50	£555.75	£399.00	£345.80	23.8%	35.0%	14.3%	31.5%
<b>7 December 2024 - 28 March 2025</b>	£504.00	£468.00	£336.00	£291.20	23.8%	35.0%	14.3%	31.3%
<b>18 January 2025 - 28 March 2025</b>	£315.00	£292.50	£210.00	£182.00	23.8%	35.0%	14.3%	31.3%
<b>30 March 2024 - 28 March 2025</b>	£5,268.80	£3,695.20	£3,673.70	£2,370.75	13.0%	12.8%	14.1%	18.6%
<b>All prices are inclusive of VAT</b>								

<b>The Spa Beach Huts</b>			<b>% Change to 2023-2</b>	
<b>Period</b>	<b>Weekly</b>	<b>Daily</b>	<b>Weekly</b>	<b>Daily</b>
	<b>(Sat to Fri)</b>		<b>(Sat to Fri)</b>	
<b>30 March 2024 - 10 May 2024</b>	£34.00	£8.00	11.8%	12.5%
<b>11 May 2024 - 12 July 2024</b>	£56.00	£10.00	10.7%	0.0%
<b>13 July 2024 - 30 August 2024</b>	£139.00	£20.00	10.1%	0.0%
<b>31 August 2024 - 20 September 2024</b>	£63.00	£10.00	20.6%	0.0%
<b>21 September 2024 - 1 November 2024</b>	£29.00	£5.00	10.3%	0.0%
<b>30 March 2024 - 1 November 2024</b> (35% discount)	£1,327.60	-	13.4%	-
<b>2 November 2024 - 28 March 2025</b>	Closed	Closed		-
<b>Spa Retreat Beach Huts</b>				
<b>Period</b>	<b>Weekly</b>	<b>Daily</b>	<b>Weekly</b>	<b>Daily</b>
	<b>(Sat - Fri)</b>		<b>(Sat to Fri)</b>	
<b>30 March 2024 - 10 May 2024</b>	£89.00	£17.00	10.1%	11.8%
<b>11 May 2024 - 12 July 2024</b>	£139.00	£23.00	10.1%	13.0%
<b>13 July 2024 - 30 August 2024</b>	£267.00	£39.00	10.1%	10.3%
<b>31 August 2024 - 20 September 2024</b>	£157.00	£23.00	20.4%	13.0%
<b>21 September 2024 - 1 November 2025</b>	£76.00	£12.00	10.5%	16.7%
<b>30 March 2024 - 1 November 2024</b> (25% discount)	£3,206.70	-	10.3%	-
<b>30 March 2024 - 28 March 2025</b> (35% discount)	£3,681.60	-	11.7%	-
All prices are inclusive of VAT				

<b>Artisans on the Beach 2024-25</b>	<b>2024-25</b>	<b>2023-24</b>	<b>% change</b>
Low Level	£ 123.00	£ 110.00	10.57%
Upper Level	£ 62.00	£ 55.00	11.29%
Weekend Hut (subject to management discretion - lower or upper)	£ 18.00	£ 16.00	11.11%
Premium Lower Level - Full Period	£ 270.00	£ 240.00	11.11%
Premium Upper Level - Full Period	£ 140.00	£ 125.00	10.71%
<i>All prices are inclusive of VAT</i>			



# Beach Hut Terms and Conditions

## The Licence

1. The Licence shall be for the period referred to in your official invoice.
2. The Licence fee for the said period shall be paid in full before a key is issued. The key must be returned to the Swanage Information Centre by **22:00 hrs** on the date stated on the booking form, otherwise there will be an additional charge levied of one day's hire (at the applicable rate) for late return. There will be a charge of £30.00 for a lost key.
3. The Council may at any time without assigning any reason, terminate this Licence, and on doing so shall return to the Licensee the portion of charge paid in respect of any unexpired period.
4. The Licensee will be held responsible for any damage caused to the beach hut, furniture, fixtures and fittings, otherwise than by reasonable and fair use. **When absent from the beach hut, all electrical appliances, including the lights with the exception of a refrigerator, should be switched off. Only two electrical plugs at one time are permitted and a single extension lead may only be used where necessary for a fridge. NB – the onus is on the licensee to ensure that all electrical equipment is in good working order before use inside the beach hut, and that Swanage Town Council will not take responsibility for any misuse.**
5. **The Licensee is responsible for all personal portable electrical appliances brought in to the beach hut, and should have them tested (PAT) before use with an appropriate and in date test sticker attached to the item. The Council reserves the right to charge an administration fee to customers where their equipment has tripped the safety switch on the circuit due to faulty equipment being used in the hut.**
6. The Licensee shall not deposit or permit to be deposited in or near the hut any rubbish or other material except in such receptacles as may be provided by the Council for such purpose and shall not permit the hut to become dirty or untidy.
7. All litter and personal belongings must be removed from the beach hut upon departure. Any cost incurred by the Council for cleaning, damage, waste collection and disposal will be charged to the Licensee.
8. The Council reserves the right to take any action which may be necessary for the protection of the beach hut, which includes entering the beach hut at any time, and also removing any belongings which may have been left 'after' the booking period has ended.
9. The Council accepts no responsibility for any loss or damage to goods or articles left in huts.
10. The Licensee shall not transfer this Licence to any other person and shall not allow any person to use the beach hut in return for payment.
11. The Licensee shall not use or permit any persons to use the hut or permit it to be used or occupied:
  - (a) As a residence or as overnight sleeping accommodation.
  - (b) For advertisement display or sale of goods, products or services including religious material, unless by prior arrangement with Swanage Town Council.
12. The Licensee shall not cause or permit a nuisance in or around the beach hut or anything which shall cause annoyance, inconvenience, or disturbance to the occupiers of neighbouring huts, or to the public.
13. The Licensee shall not play or use, or permit to be used, in or near the hut, any musical or other instrument capable of reproducing music or other sounds so as to cause nuisance or annoyance to any adjoining or neighbouring Licensee of the Council or the neighbourhood, unless an event has been agreed by Swanage Town Council.
14. There is reserved to the Information Centre Manager, acting as Agent for and on behalf of the Council, the authority not to accept an application for the hire of any beach hut.

**15.** Smoking and vaping is prohibited in all beach huts and is strongly discouraged immediately outside the hut as it has a detrimental impact on other customers. We would encourage any smoking or vaping to be undertaken away from the hut.

**16.** The use of gas appliances and barbecues is not permitted in or around the beach huts.

**17.** The beach hut should always be locked when unattended and all equipment provided by the Town Council should be stored safely at all times.

**18.** Personal data collected by the Town Council will only be used for the management of the beach huts and to inform customers about future beach hut booking releases. The Town Council's Privacy Policy provides further information. If you would like to unsubscribe from our mailing list, please respond to [welcome@swanage.gov.uk](mailto:welcome@swanage.gov.uk) stating UNSUBSCRIBE.

## Booking Fees and Regulations

All communications should be addressed to the Swanage Information Centre, The White House, Shore Road, Swanage, BH19 1LB. Telephone: 01929 766018, or via email to: [welcome@swanage.gov.uk](mailto:welcome@swanage.gov.uk)

**1.** **Weekly** bookings commence on a Saturday at 9:00 hrs of the Licence period, to **22:00 hrs** on the last day of the Licence period (Friday). For bookings of less than one week, the licence runs from either 9:00 or 10:00 hrs (depending on the day of the week) on the first day to **22:00 hrs** on the last day.

**2.** Full fees are payable on confirmation of booking. Refunds will not be made in respect of a cancellation received **less than 30 days** before the booking date.

**3.** An administration charge of **£25.00** or 15% of the total booking fee, whichever is the greater, will be made in the event of any change of booking, or if a refund is requested which is more than 30 days from the booking date, **except in exceptional circumstances in which case it must be authorised by the Visitor Services Manager and documentary evidence may be requested.**

**5.** All requests for booking changes or refunds must be made in writing through the advertised 'online form' and the Visitor Services Manager reserves the right to permit

**6.** Bookings not claimed 48 hours after the start of the Licence period will not continue to be reserved. In such cases, the customer will be contacted by the Swanage Information Centre, unless they have previously been advised by the customer of any extenuating circumstances.

**7.** Keys can be collected from the Swanage Information Centre - open daily from 10:00 hrs to 16:30 hrs (closing at 16:00 hrs on Sundays only from November until Easter) **NB – we open at 09:00 hrs on Saturdays and Sundays throughout the year.**

**8.** All huts must be vacated by **22:00 hrs** on the last day of the Licence period and keys returned to the post box at the Swanage Information Centre.

### **Please be aware**

Dogs are not allowed on the beach from the 1<sup>st</sup> May to 30<sup>th</sup> September inclusive.

The launching of boats from the beach opposite the beach huts is prohibited. Licensees launching boats should use the Town Council's Boat Park.

The Licensee is permitted to use any of the taps on the Promenade and is requested to use the same with care to avoid waste of water.

***Revised 3<sup>rd</sup> July 2023***

**Winter Market Price Changes**

**1. Background**

During a recent review of the winter market figures, an error has recently been discovered in the Swanage Friday Market winter prices. The error related to an incorrect calculation of weeks and therefore the revised winter market fees are attached overleaf.

Revised figures are indicated in red. The incorrect calculation only affected the last period charge which has now been reduced. All other calculations remain the same.

**2. Decision Required**

To recommend that the revised figures be adopted by the Council.

Culvin Milmer  
Visitor Services and Business Development Manager  
July 2023

<b>Winter Market Fees - 2023-4</b>						
From Friday 3rd November 2023 to Friday 29th March 2024 ( <b>21 weeks</b> )						
* Small - <3m (without market style gazebo, small garden gazebo is permitted)						
25% reduction for new traders for one week only						
25% reduction on all fees for a BH19 business address						
Charity and community groups at no cost						
Electric charged at £6 pr day						
<b>Charge - Base Rate</b>						
	<b>Weeks</b>	<b>Small</b>	<b>Standard</b>	<b>Large</b>	<b>Extra Large</b>	<b>Mega</b>
		<b>&lt;3m*</b>	<b>&lt;4m</b>	<b>&lt;7m</b>	<b>TBA</b>	<b>TBA</b>
03-Nov-23	<b>1</b>	16.00	20.00	23.00	27.00	58.00
10-Nov-23	<b>2</b>	16.00	20.00	23.00	27.00	58.00
17-Nov-23	<b>3</b>	16.00	20.00	23.00	27.00	58.00
24-Nov-23	<b>4</b>	16.00	20.00	23.00	27.00	58.00
01-Dec-23	<b>5</b>	16.00	20.00	23.00	27.00	58.00
08-Dec-23	<b>6</b>	16.00	20.00	23.00	27.00	58.00
15-Dec-23	<b>7</b>	16.00	20.00	23.00	27.00	58.00
22-Dec-23	<b>8</b>	16.00	20.00	23.00	27.00	58.00
<b>Period Charge</b>	<b>8</b>	<b>96.00</b>	<b>120.00</b>	<b>138.00</b>	<b>162.00</b>	<b>348.00</b>
05-Jan-24	<b>1</b>	15.00	18.00	20.00	25.00	50.00
12-Jan-24	<b>2</b>	15.00	18.00	20.00	25.00	50.00
19-Jan-24	<b>3</b>	15.00	18.00	20.00	25.00	50.00
26-Jan-24	<b>4</b>	15.00	18.00	20.00	25.00	50.00
02-Feb-24	<b>5</b>	15.00	18.00	20.00	25.00	50.00
09-Feb-24	<b>6</b>	15.00	18.00	20.00	25.00	50.00
16-Feb-24	<b>7</b>	15.00	18.00	20.00	25.00	50.00
<b>Period Charge</b>	<b>7</b>	<b>75.00</b>	<b>90.00</b>	<b>100.00</b>	<b>125.00</b>	<b>250.00</b>
23-Feb-24	<b>1</b>	15.00	18.00	20.00	25.00	50.00
01-Mar-24	<b>2</b>	15.00	18.00	20.00	25.00	50.00
08-Mar-24	<b>3</b>	15.00	18.00	20.00	25.00	50.00
15-Mar-24	<b>4</b>	15.00	18.00	20.00	25.00	50.00
22-Mar-24	<b>5</b>	15.00	18.00	20.00	25.00	50.00
29-Mar-24	<b>6</b>	15.00	18.00	20.00	25.00	50.00
<b>Period Charge</b>	<b>6</b>	<b>60.00</b>	<b>72.00</b>	<b>80.00</b>	<b>100.00</b>	<b>200.00</b>
<b>Periods in total</b>		<b>231.00</b>	<b>282.00</b>	<b>318.00</b>	<b>387.00</b>	<b>798.00</b>
<b>Whole Season</b>	<b>21</b>	<b>323.00</b>	<b>394.00</b>	<b>444.00</b>	<b>541.00</b>	<b>1,114.00</b>
<b>% Discount</b>		<b>40.00%</b>	<b>40.00%</b>	<b>40.00%</b>	<b>40.00%</b>	<b>40.00%</b>
<b>Whole Season</b>	<b>21</b>	<b>193.80</b>	<b>236.40</b>	<b>266.40</b>	<b>324.60</b>	<b>668.40</b>
<b>2022-23 Fee</b>	<b>21</b>	<b>168.00</b>	<b>231.00</b>	<b>252.00</b>		<b>577.50</b>
<b>% Change</b>		<b>13.31%</b>	<b>2.28%</b>	<b>5.41%</b>		<b>13.60%</b>
<b>Artisans at the Market</b>		<b>12.50</b>	<b>(Artisans must be pre-approved and are permitted to be &gt;3m and include a market style gazebo)</b>			

**RNLI Face to Face Fundraising Team – To consider granting permission for the RNLI fundraising team to operate from the hardstanding year round**

**1. Introduction**

The RNLI Face to Face Team is responsible for generating fundraising and raising the profile of the RNLI. One way they do this is by running a small ‘beach tent’ on the Hardstanding adjacent to the Swanage Information Centre and speaking with residents and visitors throughout the day. An image of the type of set up they use can be found below.



The Town Council is keen to support the valuable work that the RNLI undertake.

**2. Current arrangements**

Under the current policy for the use of the Hardstanding, charity and community groups that use this area are supposed to be limited, to a certain extent, in the number of times they attend during the year. In practice this is not really the case and in the past few years the RNLI face to face team have attended around 20 days in the summer. The Visitor Services Team that manages the ‘stallholders’ process for the use of this area are keen to see it being used by as many groups as possible as it helps to support a vibrant seafront throughout the year.

**3. RNLI Request**

The RNLI have asked if they could provide a year round provision on the seafront to support their activities. In addition it helps to support the seafront in the winter as Molly Donohue, RNLI Face to Face Manager states:

“In the Bournemouth, Poole and Christchurch area we have implemented beach fundraising 365 days of the year, and supported this with Risk Assessments that demonstrate contingencies that have been put in place during periods where there will be no lifeguards patrolling.

This new way of fundraising has proven to be a great way to make the most of those that visit our coast in the winter months and the perfect stage to teach those about our Respect the Water campaign, detailing the risks of cold water shock. “

Attached in Appendix 1 is more information about their service.

**4. Proposal**

To support this valuable addition to the seafront, it is proposed that the RNLI is provided with authority to operate its Face-to-Face activities from Swanage Town Council property on the seafront throughout the year. Detailed arrangements with regards to location and timings should be delegated to the Visitor Services Manager.

**5. Decision required**

That delegated authority be given to the Visitor Services Manager to permit the RNLI Face to Face Team to operate from Swanage Town Council property.

Culvin Milmer  
Visitor Services and Business Development Manager  
July 2023

Appendix 1

**South Central Q&A for F2F fundraising on beaches out of season**

**How is a lifeguard service set up on a particular beach?**

The RNLI currently operates a lifeguard service on over 240 beaches across the UK and Channel Island through the summer season.

The charity provides a lifeguard service at the request of the landowner or local authority (in South Central that is BCP Council, Arun District Council, Portsmouth City Council, Weymouth Town Council and Swanage Town Council) and continually work with and advise such landowners on the changing risk of beach environments.

At the request of a landowner or local authority, the RNLI will conduct a beach risk assessment to assess what level of safety or lifeguard provision is required.

To decide the period and type of lifeguard cover at any one beach, the beach risk assessment will look at things like the number and type of beach users, the number and type of incidents, natural hazards, topography and availability of other rescue services in the area. These assessments allow the RNLI to make informed recommendations to local authorities on which beaches would most benefit from lifeguard cover and other risk mitigations such as beach safety signage. In some cases, it is recommended that safety signage would be adequate rather than a full lifeguard service. These risk assessments are updated each year and the RNLI are continuously assessing the way the beaches and coastline are being used and adapting rescue services and education programmes accordingly.

### **How is the RNLI's lifeguard service funded?**

Local authorities and other beach owners make a vital contribution to the cost of RNLI seasonal lifeguards, which directly contributes to paying some of their wages, while the RNLI funds the remaining costs, including management, training and equipment. The RNLI is committed to providing a professional lifeguard service. The service is often vital to local residents who use the beaches as well as the local tourist industry, and local council contributions to the cost are significant.

### **Why are you fundraising here when there are no lifeguards present?**

The RNLI is a charity that relies on voluntary donations. Our F2F team play a vital role speaking to the public about what the charity does, offering water safety advice and encouraging people to support our work with a donation. The summer period is when coastal areas attract large visitor numbers but many areas remain busy through the winter, especially in the Cornwall area. This presents an opportunity for our F2F team who now operate all year round to engage with the public.

Based on the risk assessments which take into account beach numbers and usage, Cornwall Council make the final decision on the RNLI's lifeguard service contract which has determined the need for lifeguards to patrol between March and October. This is deemed the period within the year when RNLI lifeguards are most needed. The RNLI's lifeboat service remains operational 24/7 so if anyone does get into trouble in the water, they will be ready to respond.

### **Q. If we donate to you today will the funds go to having year round lifeguards on this beach? Why not?**

By donating to the RNLI you are ensuring our lifeboat crews can launch, our lifeguards can patrol beaches and we can continue to save lives at sea. The donation you give to our F2F team today will support all areas of the charity and will not be restricted to lifeguards patrolling on this beach in the summer.

To decide the period and type of lifeguard cover at any one beach, the RNLI works in conjunction with local authorities to conduct regular risk assessments that look at things like the number and type of beach users, the number and type of incidents, natural hazards, topography and availability of other rescue services in the area. These assessments allow the RNLI to make informed recommendations to local authorities on which beaches would most benefit from lifeguard cover and when plus the use of other risk mitigations such as beach safety signage and the availability of other rescue services such as a lifeboat.

Our F2F team are unable to restrict your donation today but if this is something you wish to do you can contact our central team at [supporterexperience@rnli.org.uk](mailto:supporterexperience@rnli.org.uk)

### **What will our funds go to then and why should we support you if you will not invest in our local beach?**

By donating to the RNLI you are ensuring our lifeboat crews can launch, our lifeguards can patrol beaches and we can continue to save lives at sea. The donation you give to our F2F team today will support all areas of the charity and will make a real difference. Someone somewhere will get into difficulty in the water and will need our help. Your donation will mean we have the right equipment, training and people to rescue them. You can become their lifesaver by donating today.

### **Why does the council / RNLI not have LGS here all year round?**

To decide the period and type of lifeguard cover at any one beach, the RNLI works in conjunction with local authorities to conduct regular risk assessments that look at things like the number and type of beach users, the number and type of incidents, natural hazards, topography and availability of other rescue services in the area. These assessments allow the RNLI to make informed recommendations to local authorities on which beaches would most benefit from lifeguard cover and other risk mitigations such as beach safety signage. We are continuously assessing the way the beaches and coastline are being used and adapting our rescue services accordingly. Every year the RNLI looks at the risks around the coast when deciding what lifeguard and lifeboat services and education programmes are needed in any particular area.

### **I have seen volunteer lifeguards patrol this beach out of season because you do not cover it. Why should I support you? (Not Applicable to South Central)**

RNLI lifeguards only patrol on beaches at the request and with the agreement of the landowner / local authority who contribute to paying their wages. The landowner or local authority base their decision on lifeguard cover from the findings of the risk assessment which the RNLI carry out upon their instruction. The assessment looks at various factors including the number and type of visitors. In the summer period more people spend time in the water so there is a greater need for lifeguard cover, outside of these times beach visitors tend to enjoy other activities at the coast so other risk mitigation such as safety signage is a more effective option. Lifeguard cover is reviewed every year with the local authority or landowner we remain in constant discussions with them. The RNLI's 24/7 lifeboat service and seasonal lifeguard patrols would not exist without generous donations from members of the public. Help us today and become a lifesaver so we can continue saving lives at sea.

### **Who will assist us if we get in trouble?**

The RNLI advises anyone planning a visit to the coast to take the necessary precautions to keep themselves safe and know what to do if they get into trouble. The RNLI operates a 24/7 search and rescue lifeboat service and is one of a few assets the Coastguard has to call upon should someone find themselves in trouble. If you or someone you see is in trouble in the water, please dial 999 or 112 and ask for the Coastguard.

### **Is this beach safe to use with no lifeguards? If so, why is it lifeguarded in summer?**

Every beach and area of coastline has its dangers and should be respected. By taking the right measures and precautions everyone can enjoy what our coastlines have to offer in a safe way. RNLI lifeguards patrol this beach in the summer because of the greater number of beach visitors and the increased use of the water at this time. We would strongly encourage anyone planning a visit to the coast to read and adhere to the following water safety advice:

- Take care if walking near cliffs – be aware of ice and frost, know your route and keep dogs on a lead.
- Check tide times daily



- Take a full-charged phone
- If going afloat, always wear a lifejacket or other personal flotation device and take a means of calling for help
- Check your equipment is in good working order
- Be aware of the conditions and your capabilities and only enter the water if it is safe to do so.
- In an emergency call 999 or 112 and ask for the Coastguard
- Additional safety advice at [www.rnli.org/safety](http://www.rnli.org/safety)

**Are you guys keeping an eye on the beach even if you're not providing lifeguards? Will you call for help if we get into trouble?**

The RNLI's F2F team's role will be to engage with members of the public to provide safety advice and encourage donations to the charity. They will not be located in sight of the beach so will not be responsible for keeping an eye on people. However, as we advise all members of the public if they see someone in trouble our F2F team will immediately dial 999 or 112 and ask for the Coastguard.

**Are you first aid trained?**

The RNLI's F2F team are not required to be first aid trained. If they see someone in need of medical attention, they will immediately dial 999 and ask for the required emergency service.