

Minutes of a Meeting of the **TOURISM AND LOCAL ECONOMY COMMITTEE** held at All Saints Church Hall, Ulwell Road, Swanage on **WEDNESDAY 5th JULY 2023** at **2.15 p.m.**

Chairman: -

Councillor C Tomes

Swanage Town Council

Present: -

Councillor M Bonfield

Swanage Town Council

Councillor C Finch

Swanage Town Council

Councillor C Moreton

Swanage Town Council

Councillor M Whitwam

Swanage Town Council

Outside Representatives: -

Ms L Bish

Grand Hotel (Swanage Chamber of Trade)

Mr P Sykes

Swanage Railway

Also Present: -

Dr M Ayres

Town Clerk

Mrs E Evans

Democratic Services Officer

Mr C Milmer

Visitor Services and Business Development Manager

Mrs J Moulder

Business Development Support Officer

Public Participation Time

There was one member of the local press present at the meeting.

1) Apologies

Apologies for their inability to attend the Meeting were received from Councillor Foster, Mr P Angel (Mowlem Theatre Trustees), Mr K Egan (Rivendell Guest House, Chamber of Trade), Ms H Lagden (Visit Dorset), Mr R. Marsh (Swanage Fisherman's Association), Mr M Norris (Swanage Museum) and Ms D Paige (Mowlem Theatre Trustees).

2) Declarations of Interest

Members were invited to declare their interests and consider any requests for Grants of Dispensations in accordance with Section 9 and Appendix B of the Council's Code of Conduct.

Agenda Item No. 10 - Councillor Bonfield declared a pecuniary interest under the Code of Conduct by reason of being a beach hut user.

3) Matters arising from the Minutes of the Meeting of the Tourism & Local Economy Committee held on 22nd March 2023

There were no matters raised.

4) Matters arising from the Meeting of the Coastal Change and Beach Management Advisory Committee held on 21st June 2023

An update was provided by the chairman of the Coastal Change and Beach Management Advisory Committee which included:

- Councillor Bonfield was re-elected as chairman.
- The Terms of Reference were reviewed and it was agreed that key items from the Coastal Change Forum would be incorporated into the business of the CCBMAC. Members were asked to consider the revised Terms of Reference in preparation for the

next meeting of CCBMAC in September.

- It was reported that informative presentations had been provided by Alan Frampton, BCP Council regarding the Shoreline Management Plan and from Dorset Council's Flood and Coastal Erosion Risk Management Team regarding three major projects: coastal flood defences, beach recharge options and Swanage and Durlston Cliff Management Strategy.

5) **Tourism Marketing**

a) **Visit Swanage website – Update**

Further to Minute No. 12 of the meeting of the Tourism & Local Economy Committee held on 22nd March 2023, the Visitor Services and Business Development Manager (VSBDM) reported that, in conjunction with Visit Dorset, the building of the new Visit Swanage website was progressing well. A photographer had been employed to supply images, including drone photography. A press release had been prepared, which detailed the benefits to the Visit Swanage site, and would be circulated following the meeting of the Tourism and Local Economy Committee. It was noted that the launch of a dedicated tourism website had been an aspiration of the Town Council for some time and it was anticipated that the site would be functional by January 2024. It was noted that business engagement was underway and further network events would be held in the upcoming months to encourage businesses to advertise on the Visit Swanage site.

b) **Christmas 2023 – Update on marketing plan for festive period**

Members noted the contents of a briefing paper prepared by the VSBDM, which detailed the events organised to date for Christmas 2023. It was reported that the Chamber of Trade anticipated holding a stall at the forthcoming Rotary Fete in order to raise additional funds for the 'Switch on the Lights' event.

6) **Impact of criminal activity on retail outlets and the local economy - Update**

Further to Minute No. 7 of the Tourism and Local Economy Committee meeting held on 22nd March 2023, an update had been provided, via email, to the Town Clerk which summarised reported crimes over the previous months. It was noted that between 1st January and 31st March, nine shoplifting crimes had been reported in total compared to 21 shoplifting crimes between 1st April and 30th June 2023. It was acknowledged that the rise in figures was primarily due to an increase in the reporting of shoplifting, not an increase in crime. It was noted that a local PCSO had met with the Chamber of Trade on 21st March 2023 and encouraged all crimes to be reported to better reflect the situation and therefore increase police resources to the area. It was noted that an experienced Police Constable had recently been allocated to Swanage and it was anticipated that this would have a positive effect on the reduction of crime in the town.

It was reported that a public meeting, arranged by residents, regarding crime and policing in the town had been held on 12th June 2023 at the Methodist Church and had been well attended. It was noted that the Police and Crime Commissioner (PCC) had been in attendance and had offered advice regarding potential grant funding available for additional CCTV cameras and training for volunteers.

It was suggested that, as the newly elected Police Liaison representatives, the Mayor and Deputy Mayor would initiate a meeting with the PC to establish a good working relationship between Members and the Police.

7) **Swanage Seafront Masterplan – Update**

Further to Minute No. 8 of the meeting of the Tourism and Local Economy Committee held on 22nd March 2023, the VSBDM stated that public engagement for the Seafront Masterplan draft document was currently being undertaken until 10th July. Members were encouraged to provide feedback and it was anticipated that, dependant on public response, the plan would be approved at the Council meeting on 24th July.

8) Accessibility Working Party – Update

Further to Minute No. 9 of the meeting of the Tourism & Local Economy Committee held on 22nd March 2023, it was reported that the Accessibility Working Party were in the process of recruiting members to form an independent Disability Reference Group, to advise on accessibility issues. It was noted that a budget had been allocated for the production of an accessible map of the town and it was anticipated this would be completed by Spring 2024. A first meeting to recruit members to the Disability Reference Group would be held on 10th July 2023 and a further update would be provided to a future meeting of the Tourism and Local Economy Committee.

9) Potential commercial opportunities on Town Council land – To consider process for inviting expressions of interest for 2024

Further to Minute No. 10 of the meeting of the Tourism & Local Economy Committee held on 22nd March 2023, consideration was given to a briefing note prepared by the VSBDM which outlined the proposed procedure and timescale for inviting expressions of interest for the use of Town Council land for commercial opportunities. At a meeting of the Property Panel held on 9th June 2023, a range of different options had been explored and it was proposed that the Town Council should consider the following areas, as potential locations for commercial activities:

- Main Beach Car Park and King George’s Field
- The beach and hardstanding on Shore Road
- Broad Road Car Park and the Boat Park
- North Beach Car Park and Journey’s End.

It was noted that the Property Panel would review expressions of interest received and the recommendations would be reported through the committee process. The applications would be evaluated by means of a scoring matrix, including:

- impact on the local economy;
- revenue implications to the Town Council;
- environmental credentials; and
- amount of work required by the Town Council to achieve the stated outcome (staff capacity and/or physical improvements to sites).

The following timescale in which to review business proposals was suggested.

Action	Date
Proposal approved by Tourism & Local Economy Committee	5 th July 2023
Concession pack developed and published requesting ‘Expressions of Interest’ (EOI) for locations outlined below. This will include maps, available facilities, restraints and information useful to potential operators	Early September
Concession EOI closes	End October
Reviewed by Property Panel	Early November
Property Panel recommendations to Tourism and Local Economy Committee regarding which opportunities to take forward for further development	15 th November
Recommendations to Full Council	11 th December
Work up details with potential concessionaires	December / January
Licences approved by Full Council	29 th January 2024

Members were encouraged to give thought to the timescales and any potential refinements to the process, prior to the Council Meeting on 24th July. It was proposed by Councillor Bonfield, seconded by the Chairman and RESOLVED UNANIMOUSLY:

TO RECOMMEND:

That the process and timetable, as set out above, for inviting expressions of interest for potential commercial opportunities on Town Council land be adopted and that the locations identified are reviewed by the Town Council for potential inclusion within a ‘Concessions Pack’.

Further to his declaration under Minute No. 2 Councillor Bonfield left the room during consideration of the following item.

10) Beach Huts – To consider fees for 2024/25 and revised Terms and Conditions

Consideration was given to a briefing paper prepared by the VSBDM, which outlined beach hut demand and usage, proposed beach hut charges for 2024-25 and amended terms and conditions. It was noted that Beach Hut prices had last been increased for the 2022-23 season and prices had remained at the same level for two years. It was acknowledged that during the past two years the Council had experienced a high level of inflationary cost increases.

Consideration was given to a schedule of potential changes to the fees for the 2024-25 season outlined in Appendix 2 of the briefing note. A discussion ensued, during which some concern was expressed about the impact of increasing some of the prices in excess of 20%. Therefore, it was proposed by Councillor Bonfield, seconded by the Chairman and RESOLVED UNANIMOUSLY:

That the VSBDM be requested to review the Beach hut fees for 2024-25 and present a revised proposal to the Council meeting on 24th July 2023.

Further consideration was given to Appendix 3 of the briefing paper which outlined alterations to the Beach Hut Terms and Conditions. Members noted some minor amendments that were required which included the removal of paragraph number 5 under the heading ‘Booking Fees and Regulations’. Therefore, it was proposed by Councillor Bonfield, seconded by Councillor Finch and RESOLVED UNANIMOUSLY:

That the VSBDM be requested to review the Beach Hut Terms and Conditions and present a revised document to the Council meeting on 24th July 2023.

11) Winter Market fees - To consider the revised fees for 2023/24

Consideration was given to a briefing paper, prepared by the VSBDM, which noted that the winter market figures had been reviewed and an error had been discovered in the Swanage Friday Market winter prices. The error had related to an incorrect calculation of weeks.

The revised figures, indicated in red, related to the last period charge with all other calculations remaining the same.

Winter Market Fees - 2023-4						
From Friday 3rd November 2023 to Friday 29th March 2024 (21 weeks)						
* 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						
Charge - Base Rate						
	Weeks	Small	Standard	Large	Extra Large	Mega
		<3m*	<4m	<7m	TBA	TBA
03-Nov-23	1	16.00	20.00	23.00	27.00	58.00
10-Nov-23	2	16.00	20.00	23.00	27.00	58.00
17-Nov-23	3	16.00	20.00	23.00	27.00	58.00
24-Nov-23	4	16.00	20.00	23.00	27.00	58.00
01-Dec-23	5	16.00	20.00	23.00	27.00	58.00
08-Dec-23	6	16.00	20.00	23.00	27.00	58.00
15-Dec-23	7	16.00	20.00	23.00	27.00	58.00
22-Dec-23	8	16.00	20.00	23.00	27.00	58.00
Period Charge	8	96.00	120.00	138.00	162.00	348.00
05-Jan-24	1	15.00	18.00	20.00	25.00	50.00
12-Jan-24	2	15.00	18.00	20.00	25.00	50.00
19-Jan-24	3	15.00	18.00	20.00	25.00	50.00
26-Jan-24	4	15.00	18.00	20.00	25.00	50.00
02-Feb-24	5	15.00	18.00	20.00	25.00	50.00
09-Feb-24	6	15.00	18.00	20.00	25.00	50.00
16-Feb-24	7	15.00	18.00	20.00	25.00	50.00
Period Charge	7	75.00	90.00	100.00	125.00	250.00
23-Feb-24	1	15.00	18.00	20.00	25.00	50.00
01-Mar-24	2	15.00	18.00	20.00	25.00	50.00
08-Mar-24	3	15.00	18.00	20.00	25.00	50.00
15-Mar-24	4	15.00	18.00	20.00	25.00	50.00
22-Mar-24	5	15.00	18.00	20.00	25.00	50.00
29-Mar-24	6	15.00	18.00	20.00	25.00	50.00
Period Charge	6	60.00	72.00	80.00	100.00	200.00
<i>Periods in total</i>		231.00	282.00	318.00	387.00	798.00
<i>Whole Season</i>	21	323.00	394.00	444.00	541.00	1,114.00
<i>% Discount</i>		40.00%	40.00%	40.00%	40.00%	40.00%
Whole Season	21	193.80	236.40	266.40	324.60	668.40
<i>2022-23 Fee</i>	21	168.00	231.00	252.00		577.50
% Change		13.31%	2.28%	5.41%		13.60%
<i>Artisans at the Market</i>		12.50	(Artisans must be pre-approved and are permitted to be >3m and include a market style gazebo)			

It was proposed by Councillor Bonfield, seconded by Councillor Whitwam and RESOLVED UNANIMOUSLY:-

TO RECOMMEND:

That the Council adopts the revised Winter Market fees.

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

Members considered the contents of a briefing paper, prepared by the VSBDM, which set out a request from the RNLI Face to Face Fundraising Team to operate from the hardstanding year-round.

Although Members were supportive of the RNLI Team it was acknowledged that a precedent may be set which could be unfair to other organisations who would also benefit from use of the hardstanding year-round.

It was therefore proposed by Councillor Finch, seconded by Councillor Bonfield and **RESOLVED UNANIMOUSLY:-**

That the application process for use of the hardstanding remain unchanged.

13) Tourism Reports

a) Visitor Services & Business Development Manager

The VSBDM provided an update which included:

- That weekends had been increasingly busy.
- Three seasonal vacancies were currently being advertised.
- The extended decking at Beach Gardens had increased the footfall and income at Tea on the Green.

b) Visit Dorset

The VSBDM reported that although the funding relationship with Visit Dorset had altered recently, they would remain a key representative on the Tourism and Local Economy Committee.

14) Items of information and matters for forthcoming agendas including updates from outside representatives

- **Chamber of Trade** – It was reported that the Chamber of Trade had formed a small working party to review signage in the town from the perspective of a visitor to the town. The group had visited other local towns which included Bournemouth and Weymouth as comparisons. The group would share their findings at the next meeting of the Chamber of Trade and provide an update to a future meeting of the Tourism and Local Economy Committee. It was noted that the Marketing Working Party would be interested in the findings and that it was helpful to work together to achieve positive outcomes.

It was stated that part of the Seafront Masterplan focussed on ‘gateways’ to the town and it was suggested that a Dorset Council Highways officer be invited to a future meeting of the committee.

- **Swanage Railway** – Further to a report, circulated prior to the meeting, it was reported that a steam hauled train from London Victoria would operate on 13th September and a diesel hauled train from Leeds on 26th September. It was noted that various Christmas events were in the process of organisation. The diesel gala dates for 2024 had been confirmed as 10th – 12th May and the Roads to Rail Steam Rally 21st to 23rd June.

15) Date of next meeting

It was noted that the next meeting would be held on Wednesday 15th November 2023 at 2.15 p.m. at The Grand Hotel, Burlington Road, Swanage.

The Chairman thanked everyone present for their attendance.

The meeting closed at 3.50 p.m.

**Notes from a meeting of the Coastal Change and
Beach Management Advisory Committee**

WEDNESDAY 1st NOVEMBER 2023 at 2.15 p.m.

- To review the Terms of Reference and to incorporate Swanage Coastal Change Matters
A suggestion was made to amend the wording, shown in red, within the ‘Main objective/Remit’ and agreed as follows:
Main Objective/Remit: To advise the Council on measures required to provide a safe, clean and well-maintained beach facility, compliant with the European Blue Flag criteria. Also to provide a forum for stakeholders to discuss matters relating more widely to the management of **the impacts of climate induced** coastal change in Swanage and Durlston Bays and make recommendations to Council accordingly.
- Dorset Council’s Flood & Coastal Erosion Risk Management (FCERM) Team update including the following projects:
 - a) Swanage Town Centre Coastal Protection Scheme
EA confirmed the approval of an additional £151k of funding to widen the modelling scope. The aim is to identify options that are feasible and sensible within the townscape.
 - b) Beach Renourishment scheme
Initial meeting held with Natural England on 1st November.
Selection of preferred option in a few weeks.
Previous predictions are believed to have been overly pessimistic.
Groynes may be acting more effectively than thought in 2005.
Beach levels have come down from summer profile in some locations.
Levels are still above action level.
Underpinning not visible.
Continuous monitoring throughout winter.
 - c) North Beach Cliff Management Strategy
Project commenced 2nd October 2023.
3-year programme.
Initial site inspection held w/c 30th October 2023.
Swanage Landslide group to meet again on 7th November 2023.
 - d) Coastal Transition Accelerator Programme (CTAP) project
Programme overview – Promoting adaptation actions to help communities transition away from the eroding coastline, finance and funding solutions, adaptation planning mechanisms.
Programme aims to include testing of innovative practical coastal transition actions in areas at significant risk of coastal change e.g., North Swanage.
Reduce risk to communities and support communities to respond and adapt.
To inform both national policy and local interventions in other locations.
Project delivery anticipated April 2024 – March 2027.

- Commercial Opportunities on Seafront – Update [Swanage Town Council - News](#)
The VSBDM reported that a Commercial Opportunities Pack had been published and circulated to interested parties.
- Seaweed and beach raking – Update on year and future considerations
The Assets and Compliance Manager reported that there had been a large amount of Japanese seaweed this year which had caused issues with entangling bathers and causing some issues for watercraft.
It was noted that throughout Cornwall seaweed removal had ceased, as it had in BCP and Studland. Some authorities pushed the seaweed back into the sea, however the topography of Swanage Bay would make this problematic. Historically, Swanage has had the seaweed removed and this has been used as an agricultural product, however, if it was to be classed as a waste product there would be a significant increase in cost to remove.
- RNLI Lifeguards - Update on year and future considerations
The benefits and costs of providing the lifeguard service were discussed. The lifeguard service currently runs from May until September (Three lifeguards in July and August and two throughout the rest of the period).
It was reported that the lifeguard cost would be £32K for 2024, an increase of 12%.
The Town Council paid between 40-50% of the wage costs, the rest was provided via RNLI fundraising.
Options to reduce costs were suggested and included:
 - The lifeguards cover a smaller area, although it was noted that the current cover was for the bathing zone and the lifeguards reacted to incidents outside this area where it did not compromise safety.
 - Community contributions to the service e.g., business sponsorship/resident contributions.
 - Two outdoor pursuit companies offered to speak with the VSBDM to discuss the situation.The RNLI lifeguards were thanked for their assistance in dealing with a fatality on the beach and supporting staff.
An update would be provided to the T&LE Committee on 22nd November 2023.
- One off budget proposals for 2024-25
The VSBDM reported that two items would be proposed:
 - Private site beach hut staging
 - Replacement safety signs
- Date of next meeting – Wednesday 7th February 2024 @ 2.15 p.m.

Visit Swanage website - Update

1. Background

Over the last few months the Council's Marketing Working Party and officers have been working with Visit Dorset to implement the new Visit Swanage microsite.

2. Progress to date

The following actions have been completed:

- A range of high-quality images and film procured from a local photographer
- All content reviewed and approved by Information Centre staff
- Business options approved by Marketing Working Party
- Go live has been confirmed as 23rd January 2024.

Over the next few weeks the Marketing Working Party will be able to see early versions of the system and 'tidying' up work will be undertaken between now and January.

3. Business Options

Current members of Visit Dorset who are based in the Swanage Town Council area will receive a free 'enhanced' listing on the microsite for one year. Current members of Visit Dorset who are based outside the Swanage Town Council area but within the defined area (Corfe to Studland) will receive a free 'simple' listing for one year. Non Visit Dorset members will receive a free 'basic' listing for one year on the microsite.

If a business would like a more prominent listing they can upgrade at a cost of £305 for accommodation advertisers or £175 for food, drink, shopping and transport advertisers.

The Town Council will financially benefit from 30% of any new business that signs up to Visit Dorset from within the defined area. It is difficult to know at this stage how much this might be for budget purposes, so for 2024-25 a figure of £750 is proposed.

4. Promotional Campaign

Starting at the end of November, there will be a promotional campaign to encourage advertisers to join the new website.

5. Decision Required

To note the report.

Culvin Milmer
Visitor Services Manager

November 2023

Visit Swanage Microsite - memberships

Visit Dorset members

From official launch of website (23rd January 2024) all Swanage businesses based within the STC boundary area that are currently Visit Dorset members will receive a free enhanced listing on Visit Swanage microsite from Jan 2024 – 31 March 2025 providing they stay full Visit Dorset members from April 2024. This enhanced listing will display their business at the top of search results and listing grids as well as within the highlighted business sections.

The current members of Visit Dorset appearing within the agreed surrounding villages of Swanage (Corfe Castle, Studland, Harmans Cross, Langton Matravers, Worth Matravers and Kingston) will also receive a free listing for year one on the Visit Swanage microsite. For these business members the listing level will be capped to a basic listing so that they will not appear on the highlighted business section, and they will appear below the enhanced business in the lists of businesses or following a search and in listing grids.

Non-Visit Dorset members

For new businesses who want to feature on the new Visit Swanage microsite they will receive a free basic listing from the date of joining until March 2025.

This is the same as Visit Lyme Regis [Advertise on Lyme Regis' Tourism Website - Visit Dorset \(visit-dorset.com\)](https://www.visitdorset.com)

If a business would like a more prominent listing, they can pay to upgrade to an enhanced level.

- Current annual cost £305 for enhanced level
- Current annual cost for joint membership of both Visit Swanage and Visit Dorset at enhanced level £568 (e.g. gold and gold)

Banner advertising is also available to any business registered starting and will be charged at a monthly rate depending on location requested starting at £150 and rising to £300 TBC.

Member Type	Enhanced listing: Appears in 'Highlighted for you' sections, priority in search results and business listings	Basic listing: Appears below enhanced listing in search results and business listings	Simple listing: Appears below basic listing in search results and business listings
Visit Dorset members located in Swanage	Free – Year 1	N/A	N/A
Visit Dorset member located in defined nearby village	£305	Free – Year 1	N/A
Non Visit Dorset members located in Swanage	£305	Free – Year 1	N/A
Non Visit Dorset members located in defined nearby village	£305	TBC	Free – Year 1

Beach Huts – To consider an allocation procedure for charity beach huts.

1. Background

The minutes of the Meeting of the Tourism and Local Economy Committee meeting held on 22nd March 2023 record the following:

Consideration was given to a briefing paper, prepared by the VSBDM, which outlined the current arrangements for the use of beach huts by charities and the proposed Charity Beach Hut Policy, in order to formalise arrangements. Further to discussion it was noted that the proposed policy be considered in further detail at the next meeting of the Tourism and Local Economy Committee to enable a range of charities to be approached, including those that work with other coastal beach hut partners and an application form would be developed and brought to the November 2023 Tourism and Local Economy Committee.

This paper provides a charity beach hut proposal.

2. Beach Huts available

For the 2024-25 season two beach huts have been reserved for charity use, one on the upper level and one on the lower level. The lower level one has been booked out for the ‘Artisans on the Beach’ event so would not be available for this period. The full ‘commercial’ cost of these beach huts for 2024-25 is £1,769 for the upper level and £2,809 for the lower level providing a total of £4,578. These prices are exclusive of VAT.

3. Application Form

Charities will be asked to complete a basic application form, which will include the following fields:

- Charity name
- Registered address
- Telephone number
- Email address
- Charity website (if applicable)
- Objectives of the Charity
- How will you use the beach hut?
- Which periods would you like to use the beach hut for – from 1 week to 52 weeks?

The use of the beach hut for charity will be advertised on social media and on the Town Council’s website.

4. Process for reviewing applications

A short period will be provided for charities to make an application for a booking between the dates of 30th March 2024 to 28th March 2025. Charities may select any dates they wish during this period up to the 12 months.

After a reasonable period, the application window will close, and it is proposed that a Beach Hut Working Party be established to meet during spring 2024. The Working Party will review all applications prior to the VSBDM allocating the huts to the relevant charities.

It is anticipated that any beach huts or periods not in use by charities as at 15th March 2024, will be released back for public booking.

The Beach Hut Working Party will reserve the right to not allocate any charities to beach huts if it feels that the applications received do not meet the needs of the Council.

The Visitor Services Team currently provides free beach huts of up to a week for charity and community groups on request, subject to management approval. The approach described in this briefing paper does not impact on this.

5. Decisions required

- 6.1 To provide authority for the Visitor Services and Business Development Manager to release the charity beach hut application form and allocate charity beach huts (as detailed in this paper), further to the deliberations of the Beach Hut Working Party.

Culvin Milmer
Visitor Services Manager

November 2023

2024-25 Budget – One off budgets**1. One off revenue****One off significant revenue expenditure items**

	Budget Proposal	£	Notes
1.	Storage facility for market equipment in Main Beach Car Park	£2,000	As detailed in Market report.
2.	TIC garden improvements including provision of ‘sail’ shade	£5,000	This will enhance the offer to customers and help mitigate the risks associated with putting up the gazebo outside the TIC each day.
3.	TIC replacement noticeboard	£2,500	The current TIC noticeboards, which are guaranteed for 5 years are now at least 7 years old. The marine environment is challenging, and they now let quite a bit of moisture in which damages the posters inside. The budget is for two replacement boards.
4.	Beach Safety Noticeboards	£3,000	There are three sets of boards along the seafront. While these were replaced in 2019 the refurbishment of the posts has not proven to be as effective as hoped and the posts have deteriorated significantly. Therefore, a budget is requested to replace the bottom of the three sets of posts.
5.	Laptop for TIC admin	£900	Laptop for TIC staff to use to work from home as required in support of administration duties.
6.	New Parasols for beach huts	£1,500	The parasols are rented out each year to beach hut customers and generally have a two-year payback period. The ones procured in 2018 are starting to reach the end of their life.
7.	RNLI Lifeguards	£3,378	See below

1.1 RNLI Lifeguards

The £3,378 increase is equivalent to an 11.5% increase on the base budget for this service. The Lifeguards currently serve the beach everyday between May half term and early September. The increase is based on an 8.9% RPI increase for 2023-24, as per the terms of the agreement with the RNLI and a 2.5% annual inflator that the RNLI have indicated they wish to impose each year in order to reduce the apportion of the service which is funded through charity contributions.

Reduced service options have been provided by the RNLI. However, the only option that really provides a saving is to reduce the service to weekends and holiday periods only between May half term and early September. This will provide a saving of £3,534 against the 2023-24 base budget or equivalent to a 12% reduction.

Service	Description	2023-24	2024-25	Diff to 2023-24
Current Lifeguard Service	Everyday from 25 th May to 8 th September	£29,064	£32,422	£3,378
Reduced Lifeguard Service	Weekends and holidays from 25 th May to 1 st September	-	£25,530	-£3,534

2. Fees and Charges 2024-25: Explanation of main proposals not included elsewhere on the Committee agenda

2.1 Private Sites – Beach huts on the beach

The 56 private site beach huts support the Council's costs in running and maintaining the beach. A contribution of around £6,616 in 2022-23 was made after VAT, business rates, maintenance of the staging and administration. For 2023-24, this is forecast to be a loss to the Council due to the November storm damage to the staging, something which is likely to increase in future years. The huts are liable for business rates and the Council has been advised that this will increase from £7,235.50 in 2022-23 to £11,850 in 2026-27, with proportionate increases each year. This rates bill is currently being challenged, however it is unlikely to see a significant reduction.

If the Council would wish the Private Sites to retain the same contribution to the seafront for 2024-25 as received in 2022-23 a fee of £460 for each hut (including VAT) is suggested (8.2% increase). If the Council wished to include the inflationary impact since that period (which is over 20%) a fee of £495 is suggested (16.5% increase).

	2022/23	2023/24	2024/25
No. of huts	56	56	56
Fee	£405.00	£425.00	£495.00
Less VAT	£68	£71	£83
Less Rates	£129	£149	£174
Net Fee	£208	£206	£238
Less Maintenance	£50	£166	£50
Less Administration	£40	£40	£40
Contribution per hut	£118	-£1	£148
Total Contribution	£6,616	-£35	£8,281
Change in Contribution on 2022-23		-6,651	1,666
% diff - fee		4.94%	16.47%
RPI		13.40%	8.90%

Costs associated with beach management include RNLI Lifeguards, seaweed collection, litter collection, Seafront Advisors and the Blue Flag Award.

For comparison purposes, BCP charge £1,390 and £2,890 plus business rates for similar huts on the seafront, although there is no requirement to remove the hut each year.

It is proposed that communication with Private Site owners is undertaken before 13th December 2023.

2.2 Ad-boards on the Swanage Information Centre

Over the last few years, the number of boards installed on the front of the Swanage Information centre has gradually reduced. The current fee is similar to other local providers, although the Town Council provide greater value by the provision of plastic boards and a vinyl sticking service. Other similar facilities require these to be procured and provided separately. It is felt that the fee remains competitive. In order to increase uptake, the Visitor Services Team will market the advertising options in early 2024 as part of a 'marketing package'. In addition, it is proposed that the following is included in the fees and charges for ad-boards:

- A 5% increase on the annual fee
- Summer, winter and Christmas fee periods
- The delegated authority for the Visitor Services Manager to discount prices where appropriate to maximise uptake

It is understood that some annual customers may move to the summer only charging, but for many customers they wish to keep their high profile locations and once a board is taken down, it is reused for others, thus the vinyl is lost and needs replacing at the cost of the customer. Annual customers will be prioritised over other bookings.

It is anticipated that this will generate an additional £1,750 for the year compared to £500 if a basic 5% on annual only boards was made. It should be noted that currently a number of businesses advertise on a monthly basis which is charged at 1/12 of the annual price.

2.3 Boat Park

For a number of years, the Council have provided a 10% early payment discount for boat park storage fees. It is proposed that this is removed as the Council now has a clear debt management process which would ultimately lead to the impounding of any boats that have not paid. In addition, there is a long waiting list that will result in other customers taking up spaces of customers that are unable to pay by the 1st May deadline. This will generate income of £5,500, and with the other proposal within the fees and charges this is expected to deliver a total of £6,000 additional income for 2024-25.

3. Recommendations

- 3.1 Approve the one off budget items
- 3.2 Approve the proposed fees and charges for Private Sites, Ad-boards and Boat Park.

Culvin Milmer
Visitor Services and Business Development Manager
November 2023

Visitor Services Team staffing proposals for 2024-25

1. Introduction

This matter was first considered at the Personnel Committee Meeting held on 13th October 2023, where it was agreed ‘That the Visitor Services staffing budget be referred to the Tourism & Local Economy Committee on 22nd November 2023 for further examination of the options presented and the impact on service delivery, in order that a recommendation can be made to the next meeting of the Finance and Governance Committee for consideration as part of the budget setting process for 2024/25’.

The Visitor Services Team includes the following sections

- Swanage Information Centre
- Seafront Advisors
- Friday Market
- Swanage Boat Park
- Beach Gardens

Each service is dealt with in turn below.

2. Swanage Information Centre

2.1 Key changes to the service over last few years

A number of changes have or are taking place that directly impact on the work of the Swanage Information Centre, including the following:

- The new Visit Swanage tourism website is expected to go live in January 2024. The system itself is run by Visit Dorset, as part of Dorset Council. However there remains a requirement to ensure that pages, pictures, videos, social media and events are kept up to date and fresh. It is difficult to know how much staff time might be required to do this but it is assumed that a fair figure would be 0.5 days per week. This is additional work which is currently not being undertaken.
- Over the last few years we have seen a significant increase in the number of people using beach huts and undertaking other activities on the seafront on winter Sundays including the Artisans on the Beach. Currently the Information Centre is closed on Sundays from November to March, although it does open for special events if necessary. Invariably, issues occur on weekends and Sunday is no exception. It is also noted that the Town Council’s Corporate Plan states the following ambition: ‘Encouraging visitors to the town outside the main summer season’. A key element of this is demonstrating that the town is open on weekends throughout the winter, which is generally when people are more likely to visit and the continued closure of Shore Road has certainly had a huge increase on winter seafront ‘loiter’ time and footfall.

- The amount of administration undertaken by the team has increased. Taking on the Friday Market and the increase in events has placed an additional administrative burden on the team. In addition, the Visitor Services Manager has delegated a larger amount of administrative tasks to the team as he has taken on a range of corporate projects such as the Green Seafront. The appointment of the part-time Business Support Officer has greatly helped, but not solved this issue.
- Due to the layout of the Information Centre and the need to respond to customer enquiries, it can be incredibly difficult for staff to concentrate on administrative tasks. Therefore, a budget has been requested to procure a shared laptop to enable staff to work from home for limited periods to concentrate on specific tasks, such as website management and social media.

2.2 Proposals

Three staffing options have been developed for 2024-25.

Option 1: Optimal service delivery, improved frontline service and website support

This option will allow the Swanage Information Centre to open 7 days a week throughout the year and provide sufficient capacity to support the maintenance of the Visit Swanage website. A further 156 hours have been requested for the Business Development Support Officer (BDSO) to support the administration of events and release pressure from the Visitor Services and Business Development Manager and Assets and Compliance Manager.

Option 2: Middle option, additional winter staffing for website support

As option 1 but with reduced winter hours for website support.

Option 3: Scaled back option, no extension to winter opening and less website support

As option 1 but with reduced winter hours for website support and closing of the Information Centre on winter Sundays.

	Option	Increase on 23-24	% Change	Change in FTE
1.	Optimal service delivery, improved frontline service and website support	£20,920	10.5%	0.16
2.	Middle option, additional winter staffing for website support	£17,540	8.8%	0.06
3.	Scaled back option, no extension to winter opening and less website support	£14,880	7.5%	-0.04

3. Other Teams

3.1 Seafront Advisors

It is proposed that a small reduction is made to Seafront Advisor staff. These posts are 'variable hours' and are stood down if not needed due to bad weather. Their role includes patrolling the beach and ensuring that the seafront is maintained to a high standard as well as supporting the other teams within Visitor Services. They also support Dorset Waste Services with litter collection services as required.

3.2 Friday Market

A permanent employee was recruited during 2023 to support the Friday Market and Boat Park. This has worked very well, but it became apparent that the market needed a greater share of this staff engagement to ensure a high-quality service was provided. Therefore, the number of hours have been re-allocated from the Boat Park to the Market.

3.3 Boat Park

During 2023, an additional seasonal variable hours staff role was appointed to the Boat Park. While this was useful and helped generate additional income, generally it was felt that this role in 2024 could be provided with a reduced number of hours.

3.4 Beach Gardens

For many years, two seasonal staff have been employed at Beach Gardens, both on variable hours. With the installation of the new decking area, there has been a significant increase in income generation. Sale of hot drinks improved by 37% compared to the previous year. Other food products increased by around 10%, which combined with hot drinks generated an additional income of £4,000 compared to the previous year. While putting activity levels were consistent between the two years, it should be noted that due to the removal of VAT on this item and the price increase earlier in the year, an additional amount of £8,000 was generated, equating to a 39% increase compared to last year.

During the budget round last year, a reduction on budgeted staff hours was implemented. However, this proved very difficult to action in practice, as closing the kiosk would have resulted in a loss of income. Therefore, an additional staff cost of just under £3,000 is assumed, although this should be offset against the additional £15,000 income compared to last year. This increased level of staff has been assumed for 2024-25 and is demonstrated in the table below.

Beach Gardens kiosk and putting green usually closes at the end of September. Over the last few years, it has been noticed that October sees a greater level of visitors than before the pandemic and October half term can be particularly busy. It is therefore proposed that Beach Gardens Sports Park remains open for October weekends and half term. If the weather is poor, these staff will be stood down and there will be no costs to the Council. The staff will only be utilised if there is a high chance of income being generated. Additional staff costs for this have not been included in the table below.

	Team	Increase on 23-24	% Change	Change in FTE
1.	Seafront Advisors	-£980	-6.4%	-0.02
2.	Friday Market	£2,360	58.3%	0.05
3.	Boat Park	-£1,450	-8.5%	-0.07
4.	Beach Gardens	£4,440	18.8%	0.01
		£4,370	7.0%	-0.03

4. Decisions Required

- 4.1 That either Option 1, 2 or 3 for the staffing of the Swanage Information Centre is included in the draft budgets for further consideration by the Finance & Governance Committee as part of budget setting for 2024/25.
- 4.2 That the proposed amendments to staff budgets set out in section 3 above are approved for inclusion in the draft budgets for further consideration by the Finance & Governance Committee as part of budget setting for 2024/25.
- 4.3 To consider granting approval for Beach Gardens Sports Park to open during October, subject to an increase in income to cover any additional staff costs.

Culvin Milmer
 Visitor Services and Business Development Manager

November 2023

SWANAGE TOWN COUNCIL**Tourism & Local Economy Committee Proposed Scale of Fees & Charges -
2024/25**

	Date of Last Increase/ (Decrease)	Agreed Fees 2023/24 £/p	Proposed Fees 2024/25 £/p	Proposed Increase on Gross %
Tourism & Local Economy Committee				
1. BOAT PARK & CAR PARKS				
Peveril Boat Park Per Grid (Trailer Included)				
Boats and trailers				
Up to 13 ft				
Summer - 1 May - 31 October	1/5/23	361.00	361.00	0.00
Weekly	1/5/23	115.00	115.00	0.00
Autumn/Winter - 1 September - 30 April	1/5/23	271.00	271.00	0.00
Winter - 1 November - 30 April	1/5/23	151.00	151.00	0.00
Annual 1st May -30 April	1/5/23	502.00	502.00	0.00
Up to 19 ft				
Summer - 1 May - 31 October	1/5/23	590.00	590.00	0.00
Weekly	1/5/23	165.00	165.00	0.00
Autumn/Winter - 1 September - 30 April	1/5/23	432.00	432.00	0.00
Winter - 1 November - 30 April	1/5/23	236.00	236.00	0.00
Annual 1st May -30 April	1/5/23	840.00	840.00	0.00
Summer 1 May - 31 October - returning next year	1/5/23	740.00	740.00	0.00
Up to 22 ft				
Summer - 1 May - 31 October	1/5/23	668.00	668.00	0.00
Weekly	1/5/23	170.00	170.00	0.00
Autumn/Winter - 1 September - 30 April	1/5/23	497.00	497.00	0.00
Winter - 1 November - 30 April	1/5/23	274.00	274.00	0.00
Annual 1st May -30 April	1/5/23	950.00	950.00	0.00
Summer 1 May - 31 October - returning next year	1/5/23	29/4/02	850.00	0.00
Up to 29 ft				
Summer - 1 May - 31 October	1/5/23	965.00	965.00	0.00
Weekly	1/5/23	203.00	203.00	0.00
Autumn/Winter - 1 September - 30 April	1/5/23	757.00	757.00	0.00
Winter - 1 November - 30 April	1/5/23	435.00	435.00	0.00
Annual 1st May -30 April	1/5/23	1,400.00	1,400.00	0.00
Summer 1 May - 31 October - returning next year	1/5/23	1,300.00	1,300.00	0.00
Kayak Rack Charge (not inc trailer)				
Summer - 1 May - 31 October	1/5/23	70.00	77.00	10.00
Weekly	1/5/23	28.00	31.00	10.71
Winter - 1 November - 30 April	1/5/23	28.00	31.00	10.71
Annual 1st May -30 April	1/5/23	100.00	110.00	10.00
10% discount on annual ticket if purchased before 30th April			remove	
Daily Launch Fees - Throughout the year				
Boat with trailer over 4.5m	1/5/23	30.00	30.00	0.00
Boat with trailer under 4.5m	(1/4/19)	25.00	25.00	0.00
Jet Skis	(1/4/19)	25.00	25.00	0.00
Residents Permit Holders/Emergency Services and RNLI crew discount	(1/4/19)	20.00	20.00	0.00
Small Dinghy (up to 12ft)	(1/4/22)	15.00	15.00	0.00
Kayaks	1/4/19	12.00	remove	
Daily Launch Fees (Boat only - removal of Trailer)				
Boats	(1/4/19)	20.00	20.00	0.00
Jet Skis	(1/4/19)	20.00	20.00	0.00
Residents Permit Holders (25% discount on boats & jet skis)	(1/4/19)	15.00	15.00	0.00
Small Dinghy (up to 12ft)	1/5/22	10.00	10.00	0.00
Kayaks	1/4/19	5.00	5.00	0.00
Slipway Launch Annual Ticket	1/5/23	270.00	285.00	5.56
Trailer Only-per day - Under 4.5m	1/5/18	7.00	10.00	42.86
Trailer Only-per day - Over 4.5m	1/5/23	12.00	15.00	25.00
Winter Pontoon Storage 22ft	1/5/23	165.00	180.00	9.09
Fisherman's Hut Tenant Discount On All Boat Park Costs	1/5/22	20%	10%	-50.00

	Date of Last Increase/ (Decrease)	Agreed Fees 2023/24	Proposed Fees 2024/25	Proposed Increase on Gross
Broad Road - Vehicles < 4.8m only				
Motorhomes permitted 8am to 10 p.m only				
1st April to 30th June and 1st September to 31st October (inclusive).				
Up to 1 hour	1/4/23	1.60	1.70	6.25
Up to 2 hours	1/4/23	3.20	3.40	6.25
Up to 4 hours	1/4/23	5.30	5.60	5.66
Up to 6 hours	1/4/23	6.80	7.30	7.35
*Up to 13 hours	1/4/23	9.00	10.00	11.11
#3 day permit	1/4/23	20.00	25.00	25.00
#7 day permit	1/4/23	40.00	50.00	25.00
Overnight 6 p.m. to 8 a.m.	1/4/23	remove	remove	
Overnight 9 p.m. to 8 a.m.	NEW	NEW	no charge	NEW
1st July to 31st August (inclusive).				
Up to 1 hour	1/4/23	2.00	2.10	5.00
Up to 2 hours	1/4/23	3.60	3.80	5.56
Up to 4 hours	1/4/23	6.70	7.10	5.97
Up to 6 hours	1/4/23	7.60	8.00	5.26
*Up to 13 hours	1/4/23	9.00	10.00	11.11
#3 day permit	1/4/23	20.00	25.00	25.00
#7 day permit	1/4/23	40.00	50.00	25.00
Overnight 6 p.m. to 8 a.m.	1/4/23	remove	remove	
Overnight 9 p.m. to 8 a.m.	NEW	NEW	no charge	NEW
1st November - 31st March (inclusive)				
All vehicles up to 13 hours	(1/4/18)	1.00	2.00	100.00
Main Beach (Victoria Avenue)				
Motorhomes permitted 8am to 10 p.m only				
1st April to 30th June and 1st September to 31st October (inclusive).				
Vehicles <4.8m				
Up to 1 hour	1/4/23	1.60	1.70	6.25
Up to 2 hours	1/4/23	3.20	3.40	6.25
Up to 4 hours	1/4/23	5.30	5.60	5.66
Up to 6 hours	1/4/23	6.80	7.30	7.35
*Up to 13 hours	1/4/23	9.00	10.00	11.11
#3 day permit	1/4/23	20.00	25.00	25.00
#7 day permit	1/4/23	40.00	50.00	25.00
Vehicles >4.8m				
Up to 1 hour	NEW	NEW	2.20	NEW
Up to 2 hours	NEW	NEW	4.40	NEW
Up to 4 hours	1/4/23	7.50	7.00	-6.67
Up to 6 hours	NEW	NEW	9.20	NEW
Up to 13 hours	1/4/23	10.00	12.60	26.00
\$ 3 day permit	NEW	25.00	32.00	28.00
\$ 7 day permit	NEW	45.00	64.00	42.22
All vehicles - Overnight 9 p.m. to 8 a.m.	NEW	NEW	no charge	NEW
1st July to 31st August (inclusive).				
8 a.m. - 9 p.m.				
Vehicles <4.8m				
Up to 1 hour	1/4/23	2.00	2.10	5.00
Up to 2 hours	1/4/23	3.60	3.80	5.56
Up to 4 hours	1/4/23	6.70	7.10	5.97
Up to 6 hours	1/4/23	7.60	8.00	5.26
*Up to 13 hours	1/4/23	9.00	10.00	11.11
#3 day permit	1/4/23	20.00	25.00	25.00
#7 day permit	1/4/23	40.00	50.00	25.00
Vehicles >4.8m				
Up to 1 hour	NEW	NEW	2.70	NEW
Up to 2 hours	NEW	NEW	4.80	NEW
Up to 4 hours	1/4/23	7.50	9.00	20.00
Up to 6 hours	NEW	NEW	10.20	NEW
Up to 13 hours	1/4/23	10.00	12.60	26.00
\$ 3 day permit	NEW	25.00	32.00	28.00
\$ 7 day permit	NEW	45.00	64.00	42.22
All vehicles - Overnight 9 p.m. to 8 a.m.	NEW	NEW	no charge	NEW
1st November - 31st March (inclusive)				
All vehicles up to 13 hours	(1/4/18)	1.00	2.00	100.00

	Date of Last Increase/ (Decrease)	Agreed Fees 2023/24	Proposed Fees 2024/25	Proposed Increase on Gross
North Beach (De Moulham Road)				
Motorhomes permitted 8am to 10 p.m only				
1st April to 30th June and 1st September to 31st October				
Vehicles <4.8m				
Up to 1 hour	1/4/23	1.60	1.70	6.25
Up to 2 hours	1/4/23	3.20	2.80	-12.50
Up to 4 hours	1/4/23	5.30	4.80	-9.43
Up to 6 hours	1/4/23	6.80	5.60	-17.65
Up to 13 hours	1/4/23	9.00	8.50	-5.56
#3 day permit	1/4/23	20.00	25.00	25.00
#7 day permit	1/4/23	40.00	50.00	25.00
Vehicles >4.8m				
Up to 1 hour	NEW	NEW	2.20	NEW
Up to 2 hours	NEW	NEW	3.50	NEW
Up to 4 hours	1/4/23	7.50	6.00	-20.00
Up to 6 hours	NEW	NEW	7.00	NEW
Up to 13 hours	1/4/23	10.00	10.70	7.00
\$ 3 day permit	NEW	25.00	32.00	28.00
\$ 7 day permit	NEW	45.00	64.00	42.22
Overnight 9 p.m. to 8 a.m.	NEW	NEW	no charge	NEW
1st November - 31st March (inclusive)				
All vehicles up to 13 hours	NEW	no charge	2.00	
Free parking in North Beach when attending NHS mobile units				
* This ticket is transferable between Main Beach and Broad Road long stay car parks only.				
#The 3 day & weekly ticket is transferable between all long stay car parks and is available on JustPark only				
\$ The 3 day & weekly coach ticket is transferable between Main & North Beach car parks and is available on JustPark only				
Recreation Ground (Mermond Place) and Co op Pioneer (Central)				
(Maximum of 2 hours between 8 a.m. & 7 p.m)				
Cars 1 hour - Summer (1st April to 31st October)	1/4/08	1.20	1.20	0.00
Cars 2 hours - Summer (1st April to 31st October)	1/4/11	2.10	2.40	14.29
Cars Hourly - Winter (1st November to 31st March)	1/4/11	0.60	0.60	0.00
Overnight parking 7 p.m. to 8 a.m.	1/4/07	no charge	no charge	0.00
Recreation Ground (Residents)				
(Maximum of 2 hours between 10 a.m. & 7 p.m)				
Cars 1 hour - Summer (1st April to 31st October)	1/4/08	0.60	0.60	0.00
Cars 2 hours - Summer (1st April to 31st October)	1/4/11	1.20	1.20	0.00
Cars Hourly - Winter (1st November to 31st March)	1/4/05	no charge	no charge	0.00
Overnight parking 7 p.m. to 10 a.m.	1/4/00	no charge	no charge	0.00
Residents Parking Permits (per permit-not an annual fee)	1/4/23	6.00	6.00	0.00
Permit holders are entitled to park in the Residents Car Park, Horsecliffe Lane subject to the restrictions and charges as set out above. Additional entitlement to parking in Swanage Town Council Operated Car Parks is as				
<u>Summer Period</u>				
Mermond/Co-op Car Park -free parking between 08:00 and 10:00				
Main Beach Car Park -free parking between 08:00 and 10:00 on a Market Day				
<u>Winter Period</u>				
Broad Road and Main Beach Car Parks-free parking max. 24 hr stay				
Co-op and Mermond Car Park-free overnight parking 19:00 to 10:00				
Annual Private & Business (Main Beach or North Beach)	1/4/23	290.00	350.00	20.69
Summer Season Ticket (1st April-31st October)	1/4/20	194.00	262.50	35.31
cost to be 2/3 of annual ticket (agreed Car Parks Best Value Working Group 13/10/06 minute 3)d))				
start date extended to 1st April (agreed Roads and Transport Committee 24/11/2021 minute 7) 3/4 of annual ticket				
North Beach Annual Coach Permit	1/4/23	350.00	400.00	14.29
Annual Taxis (per permit)	1/4/23	720.00	756.00	5.00
Charges will apply throughout the year.				
Excess Charge Penalty	1/4/04	60.00	60.00	0.00
* Reduced for payment within 10 days.				
Peveril Point Residents Tickets	1/4/07	25.00	25.00	0.00
max of 4 per household				

	Date of Last Increase/ (Decrease)	Agreed Fees 2023/24	Proposed Fees 2024/25	Proposed Increase on Gross
2. <u>TOURIST INFORMATION CENTRE</u>				
Advertising Board 3ft x 4ft (Annual)	1/4/23	500.00	525.00	5.00
Advertising Board 3ft x 4ft (Summer: April - September)	New	New	395.00	New
Advertising Board 3ft x 4ft (Winter: October - March)	New	New	155.00	New
Advertising Board 3ft x 4ft (Christmas: October - December)	New	New	105.00	New
Advertising Board 3ft x 4ft (Monthly Summer)	New	New	75.00	New
Advertising Board 3ft x 4ft (Monthly Winter)	New	New	30.00	New
National Express Administration Fee (excluding Coach Card requests)	1/4/23	2.10	3.00	42.86
Commission on Gross Agency Ticket Sales (unless by contractual agreement)				
- General	1/4/16	10%	10%	0.00
- Local Charities	1/4/16	5%	5%	0.00
- Discretionary Rate For Local Charities/Community Groups		0%	0%	0.00
Parasol hire (per day)	1/4/23	4.20	4.50	7.14
Parasol hire (per week)	1/4/23	21.00	23.00	9.52
Parasol hire (max charge per beach hut period booking)	1/4/23	52.50	60.00	14.29
Additional beach hut chair (per day)	1/4/23	1.05	2.00	90.48
Additional beach hut chair (per week)	1/4/23	5.25	10.00	90.48
Additional beach hut chair (max charge per beach hut period booki	1/4/23	21.00	30.00	42.86
Deposit - Additional beach hut key	1/4/23	21.00	30.00	42.86
Replacement beach hut key	1/4/23	26.25	50.00	90.48
Late Return of Key for Beach Hut	New	New	One days hire	New
Faulty Electrical Equipment Charge	New	New	100.00	New
3. <u>PEVERIL POINT</u>				
Foreshore - Dinghy Storage (Angling Club)	1/4/15	tbc	tbc	
Dug-Out Storage Area, Rear of Waterside (per week)	1/4/23	12.50	13.10	4.80
Rent of Hut Site (East of Lifeboat House)	1/4/15	tbc	tbc	
Fishermen's Huts	1/4/23	480.00	500.00	4.17
Prince Albert Gardens - charge to be considered upon application to the Council				
4. <u>STONE QUAY & MONKEY BEACH</u>				
Pleasure Boats (Private) - not exceeding 12 passengers	1/4/23	255.00	265.00	3.92
Hut on Quay	1/4/23	165.00	170.00	3.03
5. <u>MARKET</u>				
see separate pricing schedule				

		Date of Last Increase/ (Decrease)	Agreed Fees 2023/24	Proposed Fees 2024/25	Proposed Increase on Gross
6. BEACH BUNGALOWS					
<u>SCALE OF FEES: SHORE ROAD - 2024/25 SEASON</u>					
Agreed: Minute 99, Monthly Council Meeting held 18th September 2023					
Sat 30 March - Fri 10 May					
Lower Level Huts					
	Daily	1/4/15	15.00	16.50	10.00
	Weekly	26/3/22	60.00	66.00	10.00
	Whole period	(01/4/23)	306.00	336.60	10.00
Upper Level Huts					
	Daily	(26/03/16)	10.00	11.00	10.00
	Weekly	26/3/22	40.00	44.00	10.00
	Whole period	(01/4/23)	204.00	224.40	10.00
Sat 11 May - Fri 12 July					
Lower Level Huts					
	Daily	1/4/15	20.00	22.00	10.00
	Weekly	26/3/22	105.00	116.00	10.48
	Whole period	1/4/23	841.00	925.10	10.00
Upper Level Huts					
	Daily	28/3/20	15.00	16.50	10.00
	Weekly	26/3/22	70.00	77.00	10.00
	Whole period	26/3/22	535.00	588.50	10.00
Sat 13 July - Fri 30 August					
Lower Level Huts					
	Daily	26/3/22	32.00	35.00	9.38
	Weekly	26/3/22	220.00	242.00	10.00
Upper Level Huts					
	Daily	26/3/22	22.00	24.00	9.09
	Weekly	26/3/22	150.00	165.00	10.00
Sat 31 August - Fri 20 September					
Lower Level Huts					
	Daily	1/4/15	20.00	22.00	10.00
	Weekly	26/3/22	105.00	116.00	10.48
Upper Level Huts					
	Daily	28/3/20	15.00	16.50	10.00
	Weekly	26/3/22	70.00	77.00	10.00
Sat 21 September - Fri 28 March					
Lower Level Huts					
	Daily	26/3/22	6.00	7.00	16.67
	Weekly	26/3/22	25.00	28.00	12.00
Upper Level Huts					
	Daily	26/3/22	6.00	7.00	16.67
	Weekly	1/4/15	25.00	28.00	12.00
Winter whole period charges					
Sat 21 September - Fri 28 March	- Lower Level	26/3/22	504.00	554.40	10.00
	- Upper Level	26/3/22	350.00	385.00	10.00
Sat 26 October - Fri 28 March	- Lower Level	(26/03/2022)	396.00	435.60	10.00
	- Upper Level	26/3/22	275.00	302.50	10.00
Sat 16 November - Fri 28 March	- Lower Level	26/3/22	342.00	376.20	10.00
	- Upper Level	26/3/22	237.00	260.70	10.00
Sat 7 December - Fri 28 March	- Lower Level	26/3/22	288.00	316.80	10.00
	- Upper Level	26/3/22	200.00	220.00	10.00
Sat 18 January - Fri 28 March	- Lower Level	26/3/22	180.00	198.00	10.00
	- Upper Level	26/3/22	125.00	137.50	10.00
Whole period charges					
Sat 30 March - Fri 28 March	- Lower Level	(01/4/23)	3155.00	3470.50	10.00
	- Upper Level	(01/4/23)	1930.00	2123.00	10.00

		Date of Last Increase/ (Decrease)	Agreed Fees 2023/24	Proposed Fees 2024/25	Proposed Increase on Gross
Premium Huts					
Sat 30 March - Fri 10 May					
Lower Level Huts					
	Daily	26/3/22	24.00	27.00	12.50
	Weekly	26/3/22	90.00	99.00	10.00
	Whole period	(01/4/23)	459.00	504.90	10.00
Upper Level Huts					
	Daily	(26/03/16)	15.00	17.00	13.33
	Weekly	26/3/22	60.00	66.00	10.00
	Whole period	(01/4/23)	306.00	336.60	10.00
Sat 11 May - Fri 12 July					
Lower Level Huts					
	Daily	24/3/18	31.00	34.00	9.68
	Weekly	26/3/22	160.00	176.00	10.00
	Whole period	26/3/22	1224.00	1346.40	10.00
Upper Level Huts					
	Daily	(26/03/16)	20.00	22.00	10.00
	Weekly	26/3/22	100.00	110.00	10.00
	Whole period	26/3/22	765.00	841.50	10.00
Sat 13 July - Fri 30 August					
Lower Level Huts					
	Daily	26/3/22	50.00	55.00	10.00
	Weekly	26/3/22	330.00	363.00	10.00
Upper Level Huts					
	Daily	(26/03/16)	31.00	35.00	12.90
	Weekly	26/3/22	215.00	237.00	10.23
Sat 31 August - Fri 20 September					
Lower Level Huts					
	Daily	24/3/18	31.00	34.00	9.68
	Weekly	26/3/22	160.00	176.00	10.00
Upper Level Huts					
	Daily	(26/03/16)	20.00	22.00	10.00
	Weekly	(26/03/16)	100.00	110.00	10.00
Sat 21 September - Fri 28 March					
Lower Level Huts					
	Daily	26/3/22	10.00	11.00	10.00
	Weekly	26/3/22	40.00	44.00	10.00
Upper Level Huts					
	Daily	26/3/22	8.00	9.00	12.50
	Weekly	26/3/22	38.00	42.00	10.53
Winter whole period charges					
Sat 21 September - Fri 28 March - Lower Level (26/03/2022) 672.00 739.20 10.00					
- Upper Level 26/3/22 532.00 585.20 10.00					
Sat 26 October - Fri 28 March - Lower Level (26/03/2022) 528.00 580.80 10.00					
- Upper Level 26/3/22 418.00 459.80 10.00					
Sat 16 November - Fri 28 March - Lower Level (26/03/2022) 456.00 501.60 10.00					
- Upper Level 26/3/22 361.00 397.10 10.00					
Sat 7 December - Fri 28 March - Lower Level 26/3/22 384.00 422.40 10.00					
- Upper Level 26/3/22 304.00 334.40 10.00					
Sat 18 January - Fri 28 March - Lower Level (01/04/2022) 240.00 264.00 10.00					
- Upper Level 26/3/22 190.00 209.00 10.00					
Whole period charges					
Sat 30 March - Fri 28 March - Lower Level (01/4/23) 4584.00 5042.40 10.00					
- Upper Level (01/4/23) 3223.00 3545.30 10.00					
Artisans on the Beach					
Lower Level - Full Period 1/4/23 110.00 121.00 10.00					
Upper Level - Full Period 1/4/23 55.00 60.50 10.00					
Weekend Period 1/4/23 16.00 17.60 10.00					
Premium Lower Level - Full Period 1/4/23 240.00 264.00 10.00					
Premium Upper Level - Full Period 1/4/23 125.00 137.50 10.00					

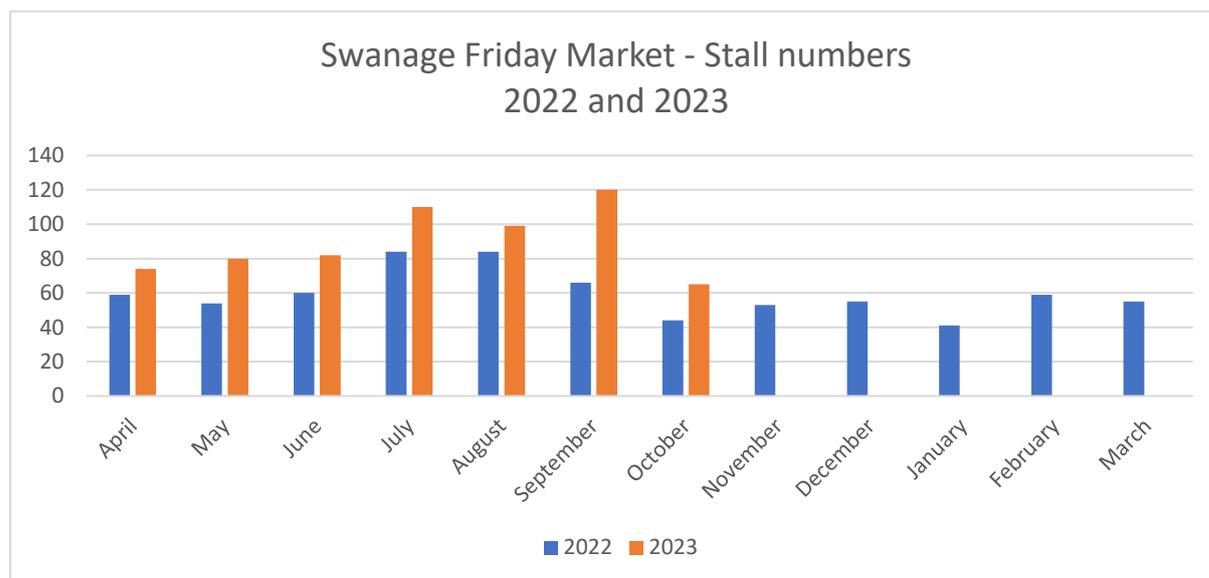
	Date of Last Increase/ (Decrease)	Agreed Fees 2023/24	Proposed Fees 2024/25	Proposed Increase on Gross
<u>SCALE OF FEES: SPA BUNGALOWS - 2024/25 SEASON (if operational)</u>				
Sat 30 March - Fri 10 May	Daily 26/3/22	7.00	8.00	14.29
	Weekly 26/3/22	30.00	33.00	10.00
Sat 11 May - Fri 12 July	Daily 26/3/22	10.00	11.00	10.00
	Weekly 26/3/22	50.00	55.00	10.00
Sat 13 July - Fri 30 August	Daily 26/3/22	20.00	22.00	10.00
	Weekly 26/3/22	125.00	138.00	10.40
Sat 31 August - Fri 20 September	Daily 26/3/22	10.00	11.00	10.00
	Weekly 26/3/22	50.00	55.00	10.00
Sat 21 September - Fri 25 October	Daily (1/4/14)	5.00	6.00	20.00
	Weekly 26/3/22	26.00	29.00	11.54
Spa Bungalows whole period (30/04/2024 - 25/10/2024)	24/3/18	1,150.00	1,265.00	10.00
<u>SCALE OF FEES: SPA RETREATS - 2024/25 SEASON</u>				
Sat 30 March - Fri 10 May	Daily 24/3/18	15.00	17.00	13.33
	Weekly (26/03/2022)	80.00	88.00	10.00
Sat 11 May - Fri 12 July	Daily 24/3/18	20.00	22.00	10.00
	Weekly (26/03/2022)	125.00	138.00	10.40
Sat 13 July - Fri 30 August	Daily 24/3/18	35.00	39.00	11.43
	Weekly (26/03/2022)	240.00	264.00	10.00
Sat 31 August - Fri 20 September	Daily 24/3/18	20.00	22.00	10.00
	Weekly (26/03/2022)	125.00	138.00	10.40
Sat 21 September - Fri 28 March	Daily 24/3/18	10.00	11.00	10.00
	Weekly (26/03/2022)	68.00	75.00	10.29
Spa Retreats whole period (30/03/2024 - 28/03/2025)	26/3/22	3,250.00	3,575.00	10.00
STC staff use of a beach hut for one week outside peak period	30/3/19	0.00	0.00	0.00
Cancellation or change of booking charge	(24/03/2018)	£20 or 15%, whichever is the greater	£30 or 20%, whichever is the greater	
Private Sites	1/4/23	425.00	495.00	16.47

Authority has been delegated to the Visitor Services Manager to discount prices when appropriate to maximise occupancy

Swanage Friday Market – Review of the year and proposals for 2024-25

1. Introduction

Swanage Friday Market has steadily grown over the last few years with an increase of 40% in stall numbers between summer 2022 and summer 2023, from 406 to 562 stalls. The graph below shows the available data from 1st April 2022 to November 2023.



2. Expenditure and Income

While stall numbers have increased by 40% over the two summers, this does not necessarily result in the same % increase in income as various stall sizes are offered to customers and different long term booking discounts are in place. However, income is forecast to increase by just under 17%. In addition a greater number of charities and community groups have taken part in the market compared to the previous year (from 14 to 40) which are provided free pitches at the market.

	2022-23 Actual	2023-24 Budget	2023-24 Actual	2023-24 Forecast	Variance against Budget
Expenditure	£198	£800	£1,072	£1,072	−£272
Income	£19,276	£22,000	£20,378	£22,500	£500
TOTAL	£19,078	£21,200	£19,306	£21,428	£228

Figures as at 13th November 2023.

3. Current advertising

For 2023, advertising included the procurement of additional signs for the Main Beach Car Park and an advertising board on the Chain Ferry. During July 2023, professional photographs were taken which will enhance the Visit Swanage website when it goes live in 2024.

The Facebook page, which posts every week about the market, now has over 1,300 followers.

In addition an ad-board is placed on the outside of the Swanage Information Centre.

4. What has worked well over the last year?

- New permanent market attendant role started in April 2023 has led to staff consistency and engagement.
- Back office administration has been improved by the Business Development Officer.
- Additional winter stalls were developed in 2022/23 which have led to a more vibrant winter market.
- A customer survey undertaken during 2022 identified the need for fish and clothes stalls. These are now in place.
- Customer experience is good, based on customer comments.

5. What hasn't worked so well over the year?

- Artisans at the Market has not worked, with very low numbers in 2023.
- Pitch sizes for stalls has been problematic and confusing for traders and staff.
- More 'vans as stalls' than previously – this causes confusion and is challenging for staff to price fairly.
- Some traders park multiple cars in the market area which creates 'dead spots' for customers.
- The current storage cupboard for market items is within the gentlemen's toilets – not only is it too small and awkward, it also poses a challenge in terms of having to regularly shut the toilets to gain access.
- Current pricing is confusing for traders and causes significant frustration to both traders and the Market Attendant.
- Traders regularly complain about a perceived lack of advertising.
- Parking in market area of the car park (overnight etc), remains an issue.
- Current parking rules for market customers creates a bottleneck at the market before 10.00am when free parking for customers with residents' parking permits ends.
- It has been incredibly difficult to obtain a tea/coffee van for the winter market, which is essential as it creates vibrancy at the market.

6. Proposed Improvements for 2024-25

- Procure a storage shed for behind the toilets - £2,000.
- Catering van concession for 2024 (as part of the 'Commercial Opportunities' exercise currently being undertaken by the Town Council).
- Amend trader vehicle terms and conditions.
- Extend introductory period from 1 week to 3 weeks for new traders.

7. Fees and charges 2024-25

For the last few years the general approach has been to charge a relatively high rate for 'on the day' stallholders but provide a 40% discount for those paying for the whole season (summer and winter). To attempt to support traders, last year a new fee structure was implemented which provided two free weeks for every 7 or 8 week period, if the whole period was paid in advance. It became apparent during the year that this structure was challenging to many traders who simply wished to pay 'on the day'. In addition we have also seen a reduction in the number of traders paying for the season in advance, primarily due to issues such as cashflow. Due to the relatively high weekly fees, we are aware that a number of traders no longer attend the market. Appendix 3 details the fees for the current year (2023-24) for information.

Therefore, the fees have been reviewed and it is proposed that a far more simple fee structure is developed, similar to that used by Bridport Town Council. This is quite a change from the previous fee structure which was very much based on encouraging traders to pay for the whole season. The proposed prices are set so that in most cases traders will generally pay a similar amount as they did for 2023-24, however the proposed fee structure is significantly clearer and will ensure more effective ‘discussions’ between staff and traders. The proposed fees for next year, 2024-25, can be found in Appendix 2.

While the weekly fees have been reduced, it should be noted that the season reduction has been reduced from 40% to 25% if payment is made for the whole year. All other discounts have also been removed. It is felt that this will encourage more traders to attend the market and help to increase overall income. After running the market for four years it is now clear that a simple fee structure more in line with other markets in Dorset will help attract additional business and therefore income.

It is also proposed that the Visitor Services and Business Development Manager is given the delegated authority to discount fees, where appropriate, for catering facilities at the market to maximise the potential of obtaining such traders.

8. Terms and Conditions Amendments

Proposed changes to the Terms and Conditions can be found below as Appendix 1.

9. Decisions Required

- 9.1 To approve the proposed changes in the terms and conditions for the Friday Market as found in Appendix 1.
- 9.2 To approve the revised fees for the Friday Market as found in Appendix 2.
- 9.3 To grant delegated authority to the Visitor Services and Business Development Manager to discount fees, where appropriate, for catering facilities at the market to maximise the potential of obtaining such traders.

Culvin Milmer
Visitor Services and Business Development Manager

November 2023

Appendix 1

Swanage Town Council

CONDITIONS FOR SWANAGE MARKET STALLHOLDERS - ~~January 2022~~ From 1st April 2024 November 2023

1. Definitions

- 1.1 “The Market” is held in the Main Beach Car Park on Friday of each week.
- 1.2 “Artisans at the Market” is held in the Main Beach Car Park on the first Friday of each month.
- 1.2 “The Market Attendant” is the person or persons appointed by the Town Council to supervise all aspects of the market such as allocation of plots, collection of fees etc.
- 1.3 Any references in these conditions to the Market Attendant shall also be taken to apply to other persons who may be undertaking those duties.

2. General Conditions

- 2.1 These conditions apply to all categories of Stallholder.
- 2.2 The Market Attendant has authority to refuse to allocate a site to any Stallholder who does not comply with any of these conditions.
- 2.3 Traders shall display their names and registration particulars on their stalls at all times. Failure to do so could result in the trader being asked to vacate the market.
- 2.4 Traders shall ensure that their stalls are continuously manned by at least one competent person over the age of sixteen years. The stall holder shall be responsible for the actions of any person working from their stall.

3. General Obligations

- 3.1 Stallholders shall indemnify the Council from and against all claims, damages, loss, expenses and costs in respect of any explosion, fire, accident or injury to property, persons or things which may arise or occur through or in connection with the occupation or use of the stall.

Valid Public Liability Insurance of £5m and, if appropriate, Market Traders Employers’ Liability Insurance Certificates must be presented with the application to trade on the market and must be produced when requested for inspection by the Market Attendant. Valid insurance must be held at all times when trading on the market. A risk assessment must be submitted and approved before any payment is taken. The Town Council is not liable for any damage caused by the stallholder, their stall or goods.
- 3.2 Stallholders shall not cause or permit any public or private nuisance in or upon the stall or anything which shall cause annoyance, inconvenience or disturbance to the Council or its staff or to other Stallholders or to the public resorting thereto. Stallholders shall not bring the market into disrepute.
- 3.3 No right will be created by signing these terms and conditions to any plot in the market. Although the Council will attempt to offer continuity in plots across the period, the decision of plot placement by the Town Council will be final.
- 3.4 Any licence created by these terms and conditions cannot be transferred or assigned to another trader. Therefore, no guarantee of the continuing availability of a specific plot in the Market, or any plot in the Market, should be given by any Trader when disposing of his goods to a successor.

- 3.5 Registered Traders who intend to cease trading in the Market are requested to advise the Town Council accordingly.
- 3.6 All traders must sign that they will abide by these conditions before being allowed to trade on the market.
- 3.7 The use of single use plastic is strongly discouraged and will, in the near future not be permitted. Each trader supplying these items will be required to advise the Town Council, in advance, how they intend to reduce and eliminate these items.

4. The Stalls

- 4.1 Plots must be occupied by Stallholders between 7 a.m. and ~~7.45~~ **7.30 a.m.** unless the Market Attendant has been advised ~~accordingly~~ **in advance**. Plots not occupied by ~~7.45 a.m.~~ **7.30 a.m.** will be allocated on a “first-come” basis.
- 4.2 The positions of all stalls shall be sited as directed by the Market Attendant.
- 4.3 Stalls shall not be fixed to buildings or street furniture.
- 4.4 Stallholders may only sell or offer for sale those goods listed on their application form. A stallholder may not amend the list of goods that they sell unless approval has been given in writing by the Town Council.
- 4.5 No ‘A’ boards to be allowed, unless permission is provided by the Council.
- 4.6 ~~Stalls may only sell items defined by the Town Council as ‘produce or crafts’ or ‘charity and community’ or items that are not readily available in the town centre. The decision of the Town Council is final.~~
- 4.7 **Where the stall is a vehicle, the fee shall be decided by the Market Attendant based on the ‘trading and commercial’ area.**

5. Consideration of the Public and Safety

- 5.1 Stallholders shall not cause nuisance by noise, obstruction etc. to residents and users of the Council’s land when erecting and dismantling their stalls and during the Market. Erection of stalls shall not commence before 7.00 am and be removed by 3.00pm.
- 5.2 Stallholders shall ensure that their stalls are set up, their vehicles unloaded and ~~removed~~ **located in the location advised by the Attendant** by 8.00 am.
- 5.3 Canopies, clips and display goods must be positioned high enough so as to cause no risk or danger to pedestrians.
- 5.4 Each stallholder is permitted to park one vehicle at a location advised by the Town Council. **Additional vehicles parked within the market area, subject to the approval of the Market Attendant will incur an additional charge.** Any vehicles parked by Stallholders within the remaining public car park area shall be required to pay the parking charges in force at that time.

6. Food

- 6.1 Notification must be given to the Dorset Council Environmental Health Division, <https://www.dorsetcouncil.gov.uk/environmental-health/environmental-health> by Stallholders proposing to conduct a food business from any stall. A summary of the principal requirements of relevant regulations is obtainable from the Senior Environmental Health Officer. All Stallholders conducting a food business must comply with all relevant food

hygiene regulations and provide this authority to the Town Council before conducting any business.

7. Litter

7.1 Stallholders are responsible for ensuring that all rubbish, litter, unwanted goods, etc., are properly stored throughout the day, and removed at the end of the day's trading. Additional precautions shall be taken by Stallholders during inclement weather to prevent litter from their stalls being blown along the highway. Stallholders will be charged at business rates for the removal of any litter remaining at the end of trading.

7.2 **The litter bins located at the market are for the sole use of customers and must not be used by Stallholders.**

8. Payment

8.1 Traders are encouraged to pay fees in advance, according to the set fees for the period, and to provide all necessary documentation. No refunds will be given in the event of a trader unable to participate at the Market when they have already paid for their space, unless the 'Bad Weather Protocol' has been instigated by the Town Council, in which case a credit may be applicable.

8.2 Any payments ~~on the day~~ made at the Market will be through debit/credit card only. If a trader is unable to pay through this mechanism they will be asked to leave.

9. Additional terms for monthly "Artisans at the Market" stallholders

9.1 All terms apply to "Artisans at the Market" with the exception of drink, food and food-based products which they are not permitted to sell.

9.2 All items for sale must be hand made by the stallholder.

9.3 The reduced rate for "Artisans at the Market" is only applicable for the monthly 'Artisans' market.

10. Non-compliance with Market Conditions

10.1 If any trader fails to observe any of these conditions and/or the instructions of the Market Attendant, a verbal warning will be issued in the first instance.

10.2 Continuing failure to observe the market conditions and/or the instructions of the Market Attendant will lead to a written final warning being issued.

10.3 If the written final warning is not observed, then a trader may receive a temporary ban for a period of 4 weeks or a permanent ban.

10.4 A verbal warning may be issued by the Market Attendant. Written final warnings and a decision on a temporary or permanent ban shall be made by the Visitor Services Officer **Manager** or, in his absence, the Town Clerk.

10.5 Where a serious breach of the market regulations and/or the wider legal or regulatory framework has been committed the Council reserves the right to terminate any licence without notice.

11. Appeal Rights

- 11.1 If a decision is taken by the Town Council to terminate a licence or to permanently ban a trader, then the trader may appeal against this decision and the appeal will be heard by a councillors' panel appointed for this purpose.
- 11.2 Any complaints regarding decisions taken by the Market Attendant shall be submitted in writing to the **Visitor Services Manager** or ~~Town Clerk~~.

12. Market Cancellation

- 12.1 The Council reserves the right to cease the operation of the market at any time, and therefore terminate any licence created by signing these terms and conditions, if circumstances exist which render the Council unable to safely operate the market (e.g. for reasons of public health, repairs and maintenance to the market site, flooding, or other emergency or unforeseen circumstance etc.). If this clause should be invoked then a pro-rata refund will be provided to the Stallholder

Appendix 2

Swanage Friday Market: Proposed Fees for 2024-25 (51 weeks)

	5 April to 24 May (8) 6 Sep to 26 Oct (8)	31 May to 30 Aug (14)	1 Nov to 28 Mar (closed 27 Dec) (21)
Stall Size	Semi	Peak	Off
<2m	£15.00	£22.00	£10.00
<4m	£25.00	£32.00	£15.00
<7m	£35.00	£42.00	£20.00
<12m	£45.00	£52.00	£25.00
>12m*	£100.00	£130.00	£50.00
Discount if paid in advance for full season (51 weeks):			25%
Stall Size	2024-25 Fee	2023-24 Fee	% on 2023-24
<2m	£568.50	£547.80	4%
<4m	£872.25	£879.60	-1%
<7m	£1,176.00	£1,200.00	-2%
<12m	£1,479.75	£1,356.60	9%
>12m*	£3,352.50	£3,182.40	5%
* In agreement with the Town Council			
		2024-25 Fee	Notes
Additional Vehicle Charge (within market area)		£10.00	New charge
Artisans at the Market		£15.00	No change
Electricity		£6.30	5% increase
Discount for BH19 based traders		25%	No change
Introductory period discount of 25% increased from 1 week to 3 weeks			

Appendix 3

Summer Market Fees - 2023						
From Friday 7th April 2023 to Friday 27th October 2023 (30 weeks)						
* 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						
Charge - Base Rate						
	Weeks	Small	Standard	Large	Extra Large	Mega
		Less than 3m*	Between 3m and 4m	Between 4m and 7m	More than 7m	By agreement
07-Apr-23	1	15.00	32.00	50.00	55.00	135.00
14-Apr-23	2	15.00	32.00	50.00	55.00	135.00
21-Apr-23	3	15.00	32.00	50.00	55.00	135.00
28-Apr-23	4	15.00	32.00	50.00	55.00	135.00
05-May-23	5	15.00	32.00	50.00	55.00	135.00
12-May-23	6	15.00	32.00	50.00	55.00	135.00
19-May-23	7	15.00	32.00	50.00	55.00	135.00
26-May-23	8	15.00	32.00	50.00	55.00	135.00
Period Charge	8	90.00	192.00	300.00	330.00	810.00
Equiv. charge per week		11.25	24.00	37.50	41.25	101.25
02-Jun-23	1	25.00	40.00	54.00	60.00	145.00
09-Jun-23	2	25.00	40.00	54.00	60.00	145.00
16-Jun-23	3	25.00	40.00	54.00	60.00	145.00
23-Jun-23	4	25.00	40.00	54.00	60.00	145.00
30-Jun-23	5	25.00	40.00	54.00	60.00	145.00
07-Jul-23	6	25.00	40.00	54.00	60.00	145.00
14-Jul-23	7	25.00	40.00	54.00	60.00	145.00
Period Charge	7	125.00	200.00	270.00	300.00	725.00
Equiv. charge per week		17.86	28.57	38.57	42.86	103.57
21-Jul-23	1	25.00	40.00	54.00	60.00	145.00
28-Jul-23	2	25.00	40.00	54.00	60.00	145.00
04-Aug-23	3	25.00	40.00	54.00	60.00	145.00
11-Aug-23	4	25.00	40.00	54.00	60.00	145.00
18-Aug-23	5	25.00	40.00	54.00	60.00	145.00
25-Aug-23	6	25.00	40.00	54.00	60.00	145.00
01-Sep-23	7	25.00	40.00	54.00	60.00	145.00
Period Charge	7	125.00	200.00	270.00	300.00	725.00
Equiv. charge per week		17.86	28.57	38.57	42.86	103.57
08-Sep-23	1	15.00	32.00	50.00	55.00	135.00
15-Sep-23	2	15.00	32.00	50.00	55.00	135.00
22-Sep-23	3	15.00	32.00	50.00	55.00	135.00
29-Sep-23	4	15.00	32.00	50.00	55.00	135.00
06-Oct-23	5	15.00	32.00	50.00	55.00	135.00
13-Oct-23	6	15.00	32.00	50.00	55.00	135.00
20-Oct-23	7	15.00	32.00	50.00	55.00	135.00
27-Oct-23	8	15.00	32.00	50.00	55.00	135.00
Period Charge	8	90.00	192.00	300.00	330.00	810.00
Equiv. charge per week		11.25	24.00	37.50	41.25	101.25
Whole Season no disc.	30	590.00	1,072.00	1,556.00	1,720.00	4,190.00
% Discount		40.00%	40.00%	40.00%	40.00%	40.00%
Whole Season Fee	30	354.00	643.20	933.60	1,032.00	2,514.00
Artisans at the Market		15.00	(Artisans must be pre-approved and are permitted to be >3m and include a market style gazebo)			

Events - 2024

1. Events 2024

The list of 2024 events attached at Appendix 1 were approved at the Council Meeting held on 30th October 2023.

2. New events for 2024

The following new events were approved for next year.

2.1 Coastal Barbarians Rowing Regatta – 27th April

The Studland based Coastal Barbarians Rowing Club will run a rowing regatta on 27th April 2024. This will be similar to other rowing events held in Swanage and could see up to 50 boats taking part. More information about the club and the rowing boats they use can be found on their website [Coastal Rowing - Row for Life – Coastal Rowing Boats Dorset](#). They are looking to use the beach and Sandpit Field for refreshments, along with North Beach Car Park for trailer storage.

2.2 Swanage Army Link and D-Day Parade – 8th June

This event, which is the official ‘liberty of the town’ will see soldiers from the Royal Signals Regiment marching through the town to commemorate the 80th anniversary of the D-Day landings. The event doesn’t actually use land operated by the Town Council but as a formal event this will fall under the Council’s insurance. It is occurring on the same day as the Swanage Sea Rowing Club Regatta, but after speaking with the relevant parties this will not cause any issues that cannot be accommodated.

2.3 Studland Swim Run – 15th June

This new event is a swim run event which is a relatively new and exciting sport. The event will start and finish at Studland, with competitors running and swimming different lengths. In Swanage the organisers are looking to use three areas of land operated by the Town Council. The first is the beach by the Banjo Pier and the second area is Monkey Beach, both to enter and exit the water. The third area is Peveril Point where competitors will enter the water and exit at the zig-zag path. The event will accommodate around 100 competitors over quite a wide time period so will have very little impact on the town. This will take place on the same day as the Fish Festival but will have no impact on this event. More information can be found here: [Studland SwimRun \(Long\) - I-Swim Run \(iswimrun.com\)](#)

2.4 Swanaloolu Festival - 5th to 7th July

This two-day music event will take place on Friday and Saturday on King George’s Playing Field in early July. The event will be similar to the September ‘Music by the Sea’ event but over two days. Local bands will play throughout the day and evening with a larger celebrity band playing on the Saturday night. All music will end by 10.00pm. Fair rides and food outlets will be available on site. The event is being organised by Willdoes.

2.5 Wareham Town Band – Various dates

The band will be using the Bandstand on the events indicated on the calendar below.

2.6 Jurassic Coast Macmillan Mighty Hike 2024 – 7th to 8th September

This event will see a series of long walks, all starting at Norden. Most of the charity walks will finish at Norden and for the ones that finish at Swanage, coaches will be provided to take walkers back to the start. The event organisers would like to use Forres Field as the mid-way checkpoint and will include a number of marquees to accommodate first aid, a cold buffet, drinks etc. It is anticipated that around 2,500 walkers will take part over the weekend. It should be noted that this is the weekend of the Swanage Folk Festival, but it is not considered that this will cause an issue.

3. Parking arrangements

- 3.1 Currently the Visitor Services and Business Development Manager is delegated to provide up to six parking permits for each event or to allow the use of the small parking area in Broad Road (above the Rowing Club building). With the increasing number of events taking place on Prince Albert Gardens, the removal of the latter area from public parking has begun to cause a number of issues. This particular area is a primary ‘disabled parking’ area, being close to the public amenities in this area.
- 3.2 It is proposed that events held in this area are provided with up to six permits for parking within the car park. If an event needs to close or reserve an area within this section of the car park, it is proposed that this is delegated for approval by the Visitor Services and Business Development Manager in consultation with the Events Working Party and the event should take into consideration access to disabled parking for the public and pedestrian access to the walkway in this location.

4. Decisions required

- 4.1 To note the events for 2024.
- 4.2 To approve the proposed parking arrangements with regards events using Prince Albert Gardens.

Culvin Milmer
Visitor Services Manager

November 2023

Appendix 1 Swanage Town Council: Event requests for 2024 (venue booking dates)

'Yellow' rows indicate that the event is outside the control of the Town Council / grey rows indicate a new event

Event	Date – From	Date – To	Organiser	Detail	Venue	Notes	Alcohol / Evening Close
SSRC 10K Run	14 Jan	14 Jan	SSRC	Running Event	North Beach CP	As 2023	-
Swanage Blues Festival	29 Feb	5 Mar		Blues music at different venues in Swanage	Pubs		-
Jurassic Express Half Marathon	9 Mar	9 Mar	UK Running	Run from Swanage to Corfe inc. train	Hardstanding	As 2023	-
Sunrise Service	31 Mar	31 Mar	Jim Farrer	Easter Morning sunrise service	Beach	As 2023	-
Charity Day & Classic Car Display	21 Apr	21 Apr	Swanage Carnival	Charity Stalls & Classic Cars, inc. alcohol, finish at 4pm	Main Beach CP	As 2023	Alcohol – finish at 4pm
Coastal Barbarians Rowing Regatta	27 Apr	27 Apr	Coastal Barbarians	Studland based rowers	Beach / Sandpit Field / NB CP	NEW	-
Swanage Railway-Diesel Gala & Beer Festival	12 May	14 May	Swanage Railway	Trade stands, diesel trains and beer and food stalls	Corfe Castle		-
Jurassic Coast Challenge 100km	13 May	14 May	Action Challenge	Jurassic Coast Challenge 100km walk and run with the first stop at Days Park	Days Park	As 2023 - £400	-
Swanage Kayak Angling	Mid May	Mid May	Swanage Classic	Kayak fishing tournament	PAG / Monkey Beach	As 2023	-
Swanage Living History Pirate Festival	25 May	26 May	South Sea Buccaneers	Family friendly pirate/militia festival, skirmishes, re-enactment, living history (no alcohol or evening entertainment)	Sandpit Field / Beach	As 2023	-
Swanage Fairy Festival	31 May	1 June	Fairy Festival	A magical weekend of mermaids, fairies and pixies and elves, (inc. alcohol, finish at 7pm)	Sandpit Field	As 2023	Alcohol – finish at 7pm
Purbeck Arts Week	25 May	June	PAW	Art in venues throughout the Purbeck area			-

Sea Rowing Regatta	8 June	8 June	SSRC	Sea Rowing competition	Beach & North Beach CP	As 2023	-
Swanage Army Link	8 June	8 June	Army Link	Army Parade commemorating D-Day landings	Not on STC land	NEW	-
The Studland SwimRun	15 June	15 June	I-Swim-Run	Swim run event across Swanage and Durlston Bays	Swanage Beach / Monkey Beach Peviral Point	NEW	-
Fish Festival	14 June	17 June	Fish Festival	Celebrating local food with a focus on fish. Alcohol - no evening entertainment	PAG	As 2023	Alcohol – finish 11pm
Swanage Railways 'Roads to Rail' event	21 June	23 June	Swanage Railway	Steam-powered demonstrations and vintage fairground fun	Corfe Castle		-
Coastal Rowing Regatta	29 June	29 June	Coastal Rowers	Rowing competition in Swanage Bay	Beach, North Beach Car Park	As 2023	-
Swanage Triathlon	29 June	30 June	Challenging Events	Triathlon	Sandpit field & Beach	As 2023	-
Will Does Presents Swanaloulou	4 July	7 July	Will Does	2 day Family Music Festival, Alcohol and close at 11pm.	KGV playing fields	NEW	Alcohol – finish at 10pm
Wareham Town Band at the Bandstand	7 July	7 July	Wareham Town Band	Band	Bandstand	NEW	-
Swanage Jazz Festival	12 July	14 July	Jazz festival	Various venues across town hosting jazz. Sandpit Field alcohol and close at 11pm.	Sandpit Field and others?	As 2023	Alcohol – finish at 11pm
Big Hike Cancer Research	12 July	13 July	Hike events	Final stage of hike across Jurassic Coast to raise funds for charity	PAG	As 2023	-
The Wild Swimming Festival	20 July	21 July	The Wild Swimming co	Swim Festival including alcohol and close at 11pm	PAG	As 2023	Alcohol – finish at 11pm
Wareham Town Band at the Bandstand	21 July	21 July	Wareham Town Band	Band	Bandstand	NEW	-
Wilkswood Reggae Festival	18 July	21 July		Music festival	Wilkswood farm		-
Camp Bestival	25 July	28 July	Lulworth	Music Festival	Lulworth Estate		-
Swanage Carnival	29 July	5 Aug	Carnival	Full range of events across the town, Sandpit alcohol and close at 11pm	All event areas	As 2023	Alcohol – finish at 11pm

Swanage Rotary Fete	8 Aug	8 Aug	Rotary	A family fete to raise funds for the Rotary/local charities, alcohol	Sandpit Field	As 2023	Alcohol – finish late afternoon
SISATA – Peter Pan	6 Aug	7 Aug	SISATA	Theatrical open-air adaption of Peter Pan	PAG	As 2023	-
Lifeboat Week	10 Aug	20 Aug	RNLI	Events around town inc. PAG with stage, alcohol, evening entertainment close at 11pm	Hardstanding, PAG & Downs	As 2023	Alcohol – finish at 11pm
Purbeck Valley Folk Festival	15 Aug	18 Aug		Music Festival	Harmans Cross		-
The Great Dorset Steam Fair	22 Aug	26 Aug		Steam Fair with food and drink and fairground	Stourpaine		-
Harmans Cross Field Day	25 Aug	25 Aug		Family Fayre with stalls	Harmans Cross		-
Bournemouth Air Festival	29 Aug	1 Sept		Air Festival	Bournemouth		-
Dorset County Show	7 Sep	8 Sept		Country Show	Dorchester		-
Music By The Sea Memorial Concert	30 Aug	1 Sept	Music bar and food	A memorial music day by local acts, inc. alcohol and close at 10pm	PAG	As 2023	Alcohol – finish at 10pm
Swanage Railway Classic Steam & Vehicle show	6 Sept	8 Sept	Swanage Railway	Steam and vehicle show	Harmans Cross		-
Swanage Folk Festival	3 Sept	9 Sept	Folk Festival	Folk Festival based on Sandpit Field inc. alcohol and close at 11pm	All event areas	As 2023	Alcohol – finish at 11pm
Jurassic Coast Macmillan Mighty Hike 2024	6 Sept	8 Sept	Threshold Sports	Charity walk with checkpoint in Swanage – up to 2,000 walkers	Forres Field	NEW	-
Planet Purbeck Festival	Mid Sep	Mid Sep	Planet Purbeck	Mowlem Car Park, alcohol close late afternoon	Mowlem CP	As 2023	Alcohol – finish late afternoon
Sea Rowing Vets	5 Oct	5 Oct	SSRC	Rowing event on Swanage Beach for Veterans, inc. alcohol and close by early evening	Beach / MB CP Hardstanding /	As 2023	Alcohol – finish early evening
Swanage Blues Festival	3 Oct	6 Oct		Blues music festival	Various		-
Remembrance Sunday	12 Nov	12 Nov	STC	Road closure for Parade	War Memorial	As 2022	-
Switch on the Lights	30 Nov	30 Nov	STC	Road closure for Christmas light switch on	Station Road	As 2023	-
Endurance Life Marathon	? Dec	? Dec	Endurance Life	Various running events which finish on the beach	Hardstanding / Beach / Sandpit	As 2022	-
Boxing Day Dip	26 Dec	26 Dec	Willdoes	Swim for charity	Beach	As 2023	-
SSRC 10K Run	? Jan	? Jan	SSRC	Running Event	North Beach CP	As 2023	-

Jurassic Express Half Marathon	? Mar	? Mar	UK Running	Run from Swanage to Corfe and back on the train	Hardstanding	As 2023	-
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