

Minutes of the Meeting of the **TOURISM AND LOCAL
ECONOMY COMMITTEE** held at The Grand Hotel,
Burlington Road, Swanage on **WEDNESDAY 25th MARCH
2026** at **2.15 p.m.**

Chairman: -

Councillor C Tomes

Swanage Town Council

Present: -

Councillor M Bonfield

Swanage Town Council

Councillor M Coward

Swanage Town Council

Councillor T Foster

Swanage Town Council

Councillor J Lejeune

Swanage Town Council

Councillor C Sutton

Swanage Town Council

Councillor S Vile

Swanage Town Council

Outside Representatives: -

Ms L Bish

Swanage Chamber of Trade

Mr M Curtis

Heart of Swanage

Ms L Egan

Swanage Chamber of Trade

Ms A Hinsull

Accessible Swanage

Ms A King

Swanage Railway

Ms S Libicka

Swanage Chamber of Trade

Ms H Shutler

Accessible Swanage

Mr R Sutcliffe

Mowlem Theatre

Mr P Sykes

Swanage Railway

Mr M Whitwam

Purbeck Community Rail Partnership

Also Present: -

Dr M Ayres

Town Clerk

Mrs S Layton-Kelly

Administration Officer

Mr C Milmer

Visitor Services and Business Development
Manager

There were three members of the public and one member of the local press present at the meeting.

Public Participation Time

The following matters were raised:-

- A concern was raised regarding the potential impact on disabled visitors accessing the seafront following the removal of on-street parking in order to retain two-way traffic and widen the pavement as part of Dorset Council's preferred option for enhancements to Shore Road.
- A member of the public requested that consideration to be given to a change of date for the Fish and Food Festival being held in 2027.

1) Apologies

Apologies for their inability to attend the meeting were received from Councillor Dorrington, Mr M Kean (Bournemouth & Swanage Motor Road & Ferry Company), Mr R Marsh (Swanage Fishermen's Association), and Mr K Sheppard (RNLI Lifeguards).

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 4) Charity Beach Huts - Councillor Bonfield declared a non-pecuniary interest under the Code of Conduct by reason of being the Chair of Dementia Friendly Purbeck.

There were no other declarations on this occasion.

3) **Matters arising from the Minutes of the Meeting of the Tourism & Local Economy Committee held on 9th July 2025**

There were no matters raised.

4) **Charity Beach Huts**

Consideration was given to a briefing paper which set out the applications received for the allocation of beach huts to charities and community groups for the 2026-2027 season. The applications were considered in turn:-

- **Dorset Council Purbeck Local Office** – support to unpaid carers in the Purbeck area. It was proposed by Councillor Bonfield, seconded by Councillor Sutton and RESOLVED UNANIMOUSLY:-
To continue to offer a beach hut to the Dorset Council Purbeck Local Office in 2026-27 with delegated authority granted to the VSBDM to enable the carers to utilise the hut as much as possible.
- **Dementia Friendly Purbeck**
Prior to consideration of the following item, Councillor Bonfield declared a non-pecuniary interest by reason of being Chair of Dementia Friendly Purbeck, and did not take part in any discussion, decision, or vote.
It was proposed by Councillor Vile, seconded by Councillor Coward and RESOLVED UNANIMOUSLY:-
To grant the VSBDM delegated authority to approve requested dates for use of a beach hut by Dementia Friendly Purbeck, subject to availability.
- **Other requests received as part of the published application process (Agenda Item 4, Appendix 1, requests 3-10).**
It was proposed by Councillor Foster, seconded by Councillor Lejeune and RESOLVED UNANIMOUSLY:-
To grant the VSBDM delegated authority to approve requested dates subject to availability for the following organisations: Sandford and Wareham WI, Jurassic Care, Volunteer Centre Dorset, Lewis Manning Hospice Care, Allsorted C.I.C., H&H Care Dorset, Friends of MS Purbeck, and Swanage Linking Lives.

The Committee then considered three requests from charities based outside of Purbeck.

- **The Creative Skills Hub (Gillingham, Dorset)**
It was proposed by Councillor Bonfield, seconded by Councillor Sutton and RESOLVED UNANIMOUSLY:-

To grant the VSBDM delegated authority to approve requested dates for use of a beach hut by The Creative Skills Hub subject to availability.

- **Kirsty Louise Streek Foundation (Southampton)**

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

To grant the VSBDM delegated authority to approve requested dates for use of a beach hut by Kirsty Louise Streek Foundation, subject to availability.

- **Oxfordshire Foster Care Association**

Following further discussion during which points were raised regarding the requested dates being within the peak holiday season, it was proposed by Councillor Vile, seconded by Councillor Coward and RESOLVED UNANIMOUSLY:-

To grant the VSBDM delegated authority to approve requested dates subject to availability for this year, but that the policy regarding allocation of Charity Beach Huts during peak season be reviewed for the future.

The Committee then considered a recommendation to refuse the requests for use of a beach hut from the following organisations.

- **Wareham Junior Swimming Club**

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

That the application be declined due to previous applications from sports clubs being declined.

- **Swanage Folk Festival**

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

That the application be declined due to the proposed use being to support a seafront event rather than to support wellbeing, and that the Folk Festival be invited to hire a beach hut for the event weekend.

5) Events

The Committee considered a briefing paper submitted by the VSBDM, which set out the recommendations proposed by the Event Working Party at a meeting that had been held on 11th March 2026.

- **Proposed Event Field Camping Policy**

It was noted that as a general rule camping was not permitted on the events field, except in accordance with the criteria detailed within the briefing paper (Agenda Item 5) Point 1.) which are as follows:-

- Purpose – to provide security for any stalls and/or equipment left on site overnight
- All camping requests must be approved in advance by the Council
- A camping unit is defined as something fit for two persons (no caravans are permitted)

- Permission must be sought from the Council for any camping outside the event days. This will only be provided for up to one night in advance and one night after and only in cases where there remains relevant equipment on site, unless specific reasons can be demonstrated otherwise
- For larger events, one additional camping unit is permitted for the event organiser
- Camping units must be marked on the event plan
- The Council reserves the right to ask anyone to remove any camping units that do not meet these criteria

It was proposed by Councillor Coward, seconded by Councillor Sutton and RESOLVED UNANIMOUSLY:-

That the proposed criteria as set out in Point 1. of the briefing paper is added to the terms and conditions that each event user is required to sign before their event is approved.

- **Proposed Event Field Car Parking Policy**

It was noted that as a general rule parking was not permitted on the events field, except in accordance with the criteria detailed within the briefing paper (Agenda Item 5) Point 2.) which are as follows:-

- Purpose – to service stalls or equipment that would not be operatable if the vehicle was not on site. Vehicles that do not meet this need will not be permitted, unless previous permission has been received from the Council. The Council reserves the right to define if a vehicle is essential in the operation of a stall or activity
- Vehicles must be marked on the event plan
- Should be as hidden and out of sight as far as possible behind stalls
- Six parking permits for Town Council car parks are provided on request
- The Council reserves the right to ask anyone to remove any vehicles that do not meet these criteria

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

That the proposed criteria as set out in Point 2. of the briefing paper is added to the terms and conditions that each event user is required to sign before their event is approved.

- **Proposed Recreation Ground Events Policy**

It was noted that the Recreation Ground is generally regarded as a place of rest and reflection and therefore should not be used for large music events or events that are considered to be detrimental to the general ambience. However, it was recognised that the bandstand, which was used for small-scale live music events, was considered to enhance the area. It was proposed by Councillor Bonfield, seconded by Councillor Coward and RESOLVED UNANIMOUSLY:-

That the proposed Recreation Ground Events Policy that the Recreational Ground is not to be used for large scale music events or events that are considered to be detrimental to the general ambience, as set out in Point 3. of the briefing paper, be agreed.

- **Proposed event approvals for June 2027**

The Committee considered the proposed event schedule for June 2027 as detailed in the briefing paper provided by the VSBDM (Item 5) Point 4). A discussion followed regarding the clash of dates between the Fish and Food Festival and the Alzheimer's Trek. However, the VSBDM explained that the Alzheimer's Trek was a national event booked years in advance and could not be moved. It was also noted that moving the date of the Fish Festival may clash with other festival dates throughout Dorset. It was proposed by Councillor Coward, seconded by Councillor Lejeune and **RESOLVED UNANIMOUSLY:-**

To provide provisional approval to the events for June 2027, as set out in Point 4. of the briefing paper.

- **Event requests received – Four-day family funfair**

The Committee considered a request for a 'Four Day Family Funfair' to be held on either King George's Field, Sandpit Field or Day's Park during April or May. The Events Working Party recommended that this event was declined as there was a high risk that the proposed fields would be unsuitable for events during this period due to weather conditions. It was also felt that there was insufficient time for officers to ensure all associated requirements and documentation would be in place. It was proposed by Councillor Vile, seconded by Councillor Lejeune and **RESOLVED UNANIMOUSLY:-**

To approve the proposal to decline the 'Four Day Family Funfair' event as set out in Point 5. of the briefing paper.

It was further noted by the VSBDM, that all other requests received over the recent period had been approved under delegated authority, in accordance with the Council's policy regarding small or low impact events.

6) **Regenerative Tourism Strategy**

The VSBDM drew the Committee's attention to a proposal to establish a Task and Finish group to consider Regenerative Tourism and to feed back to the next meeting of the Tourism and Local Economy Committee. It was proposed by Councillor Tomes, seconded by Councillor Sutton and **RESOLVED UNANIMOUSLY:-**

To set up a Task and Finish group to consider a Regenerative Tourism strategy.

It was further proposed by Councillor Tomes, seconded by Councillor Bonfield and **RESOLVED UNANIMOUSLY:-**

That Councillors Tomes, Foster, and Bonfield form the Task and Finish group to explore ways to develop a strategy regarding regenerative tourism.

7) **Swanage Beach Accessibility – Developing a vision for the future**

The VSBDM reported that in January he had responded to a grant opportunity published by Dorset Coast Forum for funding to improve beach access infrastructure. Included in the bid were the following:-

- i. Additional beach access mats
- ii. Changing places toilets
- iii. Storage sheds and beach wheelchairs

The VSBDM encouraged participation from committee members to establish a clear vision of what an accessible beach would look like in Swanage and proposed that a Task and Finish group be formed to develop this vision and report back to the next Tourism and Local Economy Committee meeting. It was proposed by Councillor Bonfield, seconded by Councillor Vile and **RESOLVED UNANIMOUSLY:-**

That a Task and Finish group be established to set out a vision for an accessible beach in Swanage.

8) UK Town of Culture bid 2028 -Update

The Chairman gave a brief update regarding Swanage's proposed bid to become the first UK Town of Culture 2028 (small town category). It was noted that, further to minute No. 207 of the Council Meeting held on 23rd March 2026, the Town Council had agreed to support the bid, which was being led by Cultural Purbeck, and which centred around the theme of 'Stone to Sea'. The bid had also gained support from other local parish councils.

9) Update from Task and Finish Groups

- a) **Pedestrian Signage** – the VSBDM reported that many of the smaller signs had been improved and were now Swanage Blue. The Station Approach signage was scheduled for completion by the end of April, whilst signage at the Mowlem would not be completed until October.
- b) **Visit Swanage Website** – it was noted that the Task and Finish Group was due to hold its first meeting in the coming weeks and would report back to a future meeting of the Committee.

10) Visitor Statistics for 2022-2024

The VSBDM drew the Committee's attention to revised visitor statistics for Swanage 2022 to 2024 sent out in a briefing note that had been circulated with the agenda papers. It was reported that the adjusted figures now incorporated a more comprehensive local dataset, including Swanage car park data, a broader range of local attractions, and the full annual events programme. The new datasets would form the baseline for future years.

11) Update from the Visitor Services & Business Development Manager

The committee received an update from the VSBDM.

- The Swanage Information Centre was currently recruiting for a permanent member of staff.
- A marketing initiative was currently underway, including the introduction of an events leaflet for Swanage. A total of 20,000 leaflets had been distributed throughout the South of England, while a further 5,000 had been produced for local distribution in the town and at the Information Centre. A town guide had also been produced, with 5,000 copies distributed across Dorset, and a town map would be revised in early summer.
- Bandstand leaflets were circulated to attendees, and it was noted that 5,000 copies had been produced. These would include an insert detailing the performances scheduled at the bandstand for the year.
- A reminder was given that the Beach Gardens Sports Park would be holding an open day on Saturday 28th March, with free putting available, everyone welcome.

12) Updates from Outside Representatives

Outside representatives provided the following updates:-

- **Bournemouth & Swanage Motor Road & Ferry Company** – the Chairman read out a statement and update provided by the Chairman of the Bournemouth & Swanage Motor Road & Ferry Company. This included reference to a recent media statement addressing redundancies associated with the Sandbanks Ferry.
- **Mowlem Theatre** – various fund-raising projects were ongoing.

- **Swanage Railway** – it was reported that the Railway had achieved its most profitable year in several years.
- **Accessible Swanage** – an update was provided on projects to make Swanage a more accessible destination. It was noted that, every couple of months, the group intend to invite speakers to engage with the community and provide a platform for community input.
- **Swanage Chamber of Trade** – it was noted that membership had continued to grow and now stood at approximately 50. The Chairman of the Tourism and Local Economy Committee was invited to attend the next meeting of the Chamber of Trade, scheduled for 14th April 2026, at which he would be presented with a cheque for the sum of £600.00 as a contribution towards the Christmas lights. Representatives also expressed an interest in being involved in the next procurement exercise for the Christmas Lights. A further invitation was extended to the VSBDM in order to discuss upcoming plans and events. Concerns were raised regarding the decline in the number of Bed & Breakfast establishments in the town. It was noted by the Chamber that there was a general aspiration to promote Swanage as an all-year-round destination, with particular emphasis on hosting events in the shoulder months of the year.
- **Purbeck Community Rail Partnership** – the Committee received a brief report from Mr Mike Whitwam. The Chairman expressed his thanks to Mr Whitwam for his contribution during his tenure on the Committee.

13) **Provisional date of next meeting**

It was noted that the next meeting had been provisionally scheduled for Wednesday 8th July 2026 at 2.15 p.m. at the Grand Hotel, Swanage.

The Chairman thanked everyone present for their attendance.

The meeting closed at 3.45 p.m.

Tourism and Local Economy Committee – 15th July 2026**Item 4)****Beach Hut Fees and Charges for 2027-28****1. Introduction**

The current beach hut fee structure and booking procedure was last reviewed in 2024. The Council sets the fees for beach huts in the summer for the following financial year as this allows the beach huts to be promoted and enables any systems and procedures to be established ready for the booking release which, for 2027, will take place in October 2026.

The current pricing structure was first used for the 2025-26 booking season and has generally been considered a success.

The following shows the recent financial information relating to beach hut income.

	2023-24 Actual	2024-25 Actual	2025-26 Actual	2026-27 Actual (as at end May 26)	2026-27 Forecast
Income	£163,779	£181,947	£196,204	£174,037	£205,000*
Occupancy	80%	86%	83%	-	-

* (budget for 2026-27 is £208,300)

2. Proposed changes to the beach hut fee structure for 2027-28

The fee structure is proposed to remain very similar to last year with the following changes:

No.	Proposal	Detail
1.	General increase of 4%, rounded.	To account for inflation.
2.	Reduce the discount for Shore and Spa huts annual hire from 20% to 15%.	As demand for the 15 annual huts was extremely strong last year, it is proposed to reduce the current discount available. This does not cover Spa Retreats as occupancy for these continues to be less than other huts. It should be noted that the annual period for next year is a 53 week period as opposed to 52 in the previous year. This additional week adds approximately a 1% increase on the proposed fees.
3.	Amend the booking periods for Spa and Spa Retreat	The works in relation to the Green Seafront Re-stabilisation Scheme are anticipated to start in September 2027. Therefore the hire period for these huts has been adjusted to finish on 10 th September 2027 (which equates to 24 weeks for 2027-28).

3. The beach hut booking procedure

In November 2025, significant issues were experienced with the beach hut booking system. It appears that the number of people attempting to access the system at the point of booking release was far larger than the system could manage. While not confirmed, the statistics suggest that some customers may have been using bot systems to undertake booking requests multiple times per second. Once the IT company was able to isolate two examples of this type of action and remove their access, the system was able to perform as expected.

For next year, the Council will be using a new approach which will utilise a virtual ‘waiting room’ to better manage the threat of bots. In addition, a range of improvements have been made to the booking system to improve the customer experience both in terms of ‘look and feel’, but also by streamlining a number of internal processes.

The following dates are proposed for the release of bookings for the various beach hut types. These dates are provisional and are provided for information as the release dates for beach hut bookings is considered an officer delegated decision, once fees are approved.

Day	Release date	Period	Huts available
Day 1	19 th October 2026	53 weeks (all year) 27 Mar to 31 Mar	Shore Road: 15 pre-designated huts
Day 2	20 th October 2026	22 weeks (winter) 30 October to 31 March	All remaining Shore Road huts
Day 3	21 st October 2026	6 weeks (summer peak) 17 July to 27 August	Shore Road: 25 pre-designated huts
Day 4	22 nd October 2026	1 week+	All remaining Shore Road huts
Day 1	9 th February 2027	24 weeks 27 Mar to 30 Oct	All Spa Retreats only
Day 2	10 th February 2027	1+ weeks	All Spa and remaining Spa Retreats

4. Income and Expenditure

The forecast income for 2026-27 is £205,000 against a budget of £208,300. Due to the inherent nature of beach hut use, this figure could easily change before year end, either up or down, but this is likely to be relatively marginal.

If all the above proposals are implemented it is assumed that an equivalent of a 4% increase on the forecast income for 2026-27 should be presented for 2027-28, with a small reduction to account for the reduced use of the Spa and Spa Retreats.

This would provide an income budget of £205,000 for beach hut income for 2027-28.

5. Proposed changes to the Terms and Conditions

5.1 Cap on refund fees

Currently the Council charges 20% or £30, whichever is the greater for either a change in beach hut booking or cancellation. On occasions, this has led to some particularly large fees when a customer with a long period beach hut has made such a request. It is therefore suggested that a cap is attached to a refund fee of no more than £75.

5.2 Limit number of heaters in a beach hut to a single unit

The beach huts are now very popular in the winter period where they are used as changing rooms by a large number of people. Unfortunately, the use of multiple heaters and such items as kettles, will often lead to electric tripping in the beach huts. While this is understandably frustrating for beach hut users, particularly when it is cold, unless the Council were to significantly enhance the electrical supply to the huts, this situation will continue. Ultimately the huts were not designed to be used as winter changing rooms. In order to mitigate some of the issues that are experienced, it is proposed that the terms and conditions are amended to state that only one electrical heater is permitted to be present in the beach hut at any one time. Beach hut inspections have previously identified multiple heaters in huts, and on one occasion four heaters were identified. For context, each set of four beach huts are based around a 32 amp circuit. An average house will usually use between 30 to 60 amps at peak demand.

6. Decision required

To consider approval of the proposed changes:

- 6.1 The proposed changes as set out in section two
- 6.2 The proposed changes to the terms and conditions as set out in section 5
- 6.3 The proposed fees as set out in Appendices 1 and 2

Culvin Milmer
Visitor Services and Business Development Manager
July 2026

Appendix 1

Shore Standard Huts					% Change		% Change	
Period	Weekly (Sat-Fri)		Day Hire		Weekly (Sat-Fri)		Day Hire	
	Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper
27 March 2027 - 23 April 2027	£54.00	£38.00	£13.00	£8.80	3.85%	4.11%	4.00%	3.53%
24 April 2027 - 9 July 2027	£135.00	£94.50	£27.00	£18.70	3.85%	3.85%	3.85%	3.89%
10 July 2027 - 27 August 2027	£282.00	£197.50	£43.50	£31.00	4.06%	3.95%	3.57%	3.33%
28 August 2027 - 24 September 2027	£135.00	£94.50	£27.00	£18.70	3.85%	3.85%	3.85%	3.89%
25 September 2027 - 29 October 2027	£54.00	£38.00	£13.00	£8.80	3.85%	4.11%	4.00%	3.53%
30 October 2027 - 31 March 2028	£38.00	£26.50	£11.00	£8.30	4.11%	3.92%	4.76%	3.75%
Shore Premium Huts					% Change		% Change	
Period	Weekly (Sat-Fri)		Day Hire		Weekly (Sat-Fri)		Day Hire	
	Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper
27 March 2027 - 23 April 2027	£86.00	£60.00	£22.00	£15.00	3.61%	3.45%	4.76%	3.45%
24 April 2027 - 9 July 2027	£206.00	£144.00	£38.00	£26.50	4.04%	3.97%	4.11%	3.92%
10 July 2027 - 27 August 2027	£412.00	£288.00	£62.00	£43.00	4.04%	3.97%	3.33%	3.61%
28 August 2027 - 24 September 2027	£206.00	£144.00	£38.00	£26.50	4.04%	3.97%	4.11%	3.92%
25 September 2027 - 29 October 2027	£86.00	£60.00	£22.00	£15.00	3.61%	3.45%	4.76%	3.45%
30 October 2027 - 31 March 2028	£54.00	£38.00	£13.00	£9.30	3.85%	4.11%	4.00%	3.33%
Shore Beach Huts Discounted Prices					% Change		% Change	
Period	The Shore Premium		The Shore		The Shore		The Shore	
	Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper
Winter: 30 Oct 2027 - 31 March 2028 (25%) (22 weeks)	£891.00	£627.00	£627.00	£437.25	8.66%	9.04%	9.04%	8.77%
Annual: 27 March 2027 - 31 March 2028 (15%) (15 pre-designated huts available 53 weeks)	£6,745.60	£4,719.20	£4,522.85	£3,166.25	11.22%	11.17%	11.26%	11.10%

Appendix 2

Spa/Spa Retreat Beach Huts					% Change		% Change	
Period	Weekly (Sat-Fri)		Day Hire		Weekly (Sat-Fri)		Day Hire	
	Spa	Spa Retreat	Spa	Spa Retreat	Spa	Spa Retreat	Spa	Spa Retreat
27 March 2027 - 23 April 2027	£32.70	£74.80	£10.80	£16.00	3.81%	3.89%	2.86%	3.23%
24 April 2027 - 9 July 2027	£63.40	£149.00	£16.50	£27.00	3.93%	3.83%	3.13%	3.85%
10 July 2027 - 27 August 2027	£157.00	£286.00	£27.00	£43.50	3.97%	4.00%	3.85%	3.57%
28 August 2027 - 10 September 2027	£63.40	£149.00	£16.50	£27.00	3.93%	3.47%	3.13%	3.85%
11 September 2027 - 31 March 2028	Closed	Closed	Closed	Closed	-	-	-	-
Spa/Spa Retreat Beach Huts Discounted Prices					% Change			
Period	Spa (15%)	Spa Retreat (25%)			Spa	Spa Retreat		
Summer: 27 Mar 2027 - 10 September 2027	£1,745.90	£3,178.65			-3.27%	-9.18%		

Appendix 3 – Proposed weekly fees for 2026-27

Item 4)

	Week			Standard	Standard	Premiun	Premiun		
Period	No.	Period	Week	Lower	Upper	Lower	Upper	Spa Retreat	Spa
Summer Period	1	Early	27-Mar-27	£54.00	£38.00	£86.00	£60.00	£74.80	£32.70
	2	Early	03-Apr-27	£54.00	£38.00	£86.00	£60.00	£74.80	£32.70
	3	Early	10-Apr-27	£54.00	£38.00	£86.00	£60.00	£74.80	£32.70
	4	Early	17-Apr-27	£54.00	£38.00	£86.00	£60.00	£74.80	£32.70
	5	Mid	24-Apr-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	6	Mid	01-May-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	7	Mid	08-May-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	8	Mid	15-May-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	9	Mid	22-May-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	10	Mid	29-May-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	11	Mid	05-Jun-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	12	Mid	12-Jun-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	13	Mid	19-Jun-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	14	Mid	26-Jun-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	15	Mid	03-Jul-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	16	Peak	10-Jul-27	£282.00	£197.50	£412.00	£288.00	£286.00	£157.00
	17	Peak	17-Jul-27	£282.00	£197.50	£412.00	£288.00	£286.00	£157.00
	18	Peak	24-Jul-27	£282.00	£197.50	£412.00	£288.00	£286.00	£157.00
	19	Peak	31-Jul-27	£282.00	£197.50	£412.00	£288.00	£286.00	£157.00
	20	Peak	07-Aug-27	£282.00	£197.50	£412.00	£288.00	£286.00	£157.00
	21	Peak	14-Aug-27	£282.00	£197.50	£412.00	£288.00	£286.00	£157.00
	22	Peak	21-Aug-27	£282.00	£197.50	£412.00	£288.00	£286.00	£157.00
	23	Mid	28-Aug-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	24	Mid	04-Sep-27	£135.00	£94.50	£206.00	£144.00	£149.00	£63.40
	25	Mid	11-Sep-27	£135.00	£94.50	£206.00	£144.00	Closed	Closed
	26	Mid	18-Sep-27	£135.00	£94.50	£206.00	£144.00		
	27	Late	25-Sep-27	£54.00	£38.00	£86.00	£60.00		
	28	Late	02-Oct-27	£54.00	£38.00	£86.00	£60.00		
	29	Late	09-Oct-27	£54.00	£38.00	£86.00	£60.00		
	30	Late	16-Oct-27	£54.00	£38.00	£86.00	£60.00		
	31	Late	23-Oct-27	£54.00	£38.00	£86.00	£60.00		
Winter Period	32	Winter	30-Oct-27	£38.00	£26.50	£54.00	£38.00		
	33	Winter	06-Nov-27	£38.00	£26.50	£54.00	£38.00		
	34	Winter	13-Nov-27	£38.00	£26.50	£54.00	£38.00		
	35	Winter	20-Nov-27	£38.00	£26.50	£54.00	£38.00		
	36	Winter	27-Nov-27	£38.00	£26.50	£54.00	£38.00		
	37	Winter	04-Dec-27	£38.00	£26.50	£54.00	£38.00		
	38	Winter	11-Dec-27	£38.00	£26.50	£54.00	£38.00		
	39	Winter	18-Dec-27	£38.00	£26.50	£54.00	£38.00		
	40	Winter	25-Dec-27	£38.00	£26.50	£54.00	£38.00		
	41	Winter	01-Jan-28	£38.00	£26.50	£54.00	£38.00		
	42	Winter	08-Jan-28	£38.00	£26.50	£54.00	£38.00		
	43	Winter	15-Jan-28	£38.00	£26.50	£54.00	£38.00		
	44	Winter	22-Jan-28	£38.00	£26.50	£54.00	£38.00		
	45	Winter	29-Jan-28	£38.00	£26.50	£54.00	£38.00		
	46	Winter	05-Feb-28	£38.00	£26.50	£54.00	£38.00		
	47	Winter	12-Feb-28	£38.00	£26.50	£54.00	£38.00		
	48	Winter	19-Feb-28	£38.00	£26.50	£54.00	£38.00		
	49	Winter	26-Feb-28	£38.00	£26.50	£54.00	£38.00		
	50	Winter	04-Mar-28	£38.00	£26.50	£54.00	£38.00		
	51	Winter	11-Mar-28	£38.00	£26.50	£54.00	£38.00		
	52	Winter	18-Mar-28	£38.00	£26.50	£54.00	£38.00		
	53	Winter	25-Mar-28	£38.00	£26.50	£54.00	£38.00		

Note – Grey section above indicates the 6 week peak summer booking period for which 25 huts are made available

Appendix 4 – Undiscounted and discounted fees

Annual and Period Discounted fees								
			Standard	Standard	Premium	Premium		
			Lower	Upper	Lower	Upper	Spa Retreat	Spa
Full Price (undiscounted)								
Shore Huts - Annual			£5,321.00	£3,725.00	£7,936.00	£5,552.00	-	-
Shore Huts - Winter			£836.00	£583.00	£1,188.00	£836.00	-	-
Spa Retreat Huts - Annual			-	-	-	-	-	-
Spa Retreat Huts - Summer			-	-	-	-	£4,238.20	-
Spa Huts - Summer			-	-	-	-	-	£2,054.00
Discounts to be applied								
Shore Huts - Annual	15%		£4,522.85	£3,166.25	£6,745.60	£4,719.20	-	-
Shore Huts - Winter	25%		£627.00	£437.25	£891.00	£627.00	-	-
Spa Retreat Huts - Annual	25%		-	-	-	-	-	-
Spa Retreat Huts - Summer	25%		-	-	-	-	£3,178.65	-
Spa Huts - Summer	15%		-	-	-	-	-	£1,745.90

Tourism and Local Economy Committee – 15th July 2026

Item 5c)

Beach Access Vision – Task and Finish Group

1. Introduction

The Beach Access Vision Task and Finish Group was set up by the Tourism and Local Economy Committee on 25th March 2026. The purpose of the group was to develop a draft vision for Swanage beach in regard to accessibility. The group met on 27th May 2026, and the first draft of the vision is included below.

Over the last few weeks it has become clear that the Town Council may be in a position to apply for grants for some of the items in the draft vision and the Council would like to be in a strong position to access these.

The attached paper was discussed at the Council meeting on 22nd June 2026 and the following actions were agreed:

1. To approve further development of the draft Beach Access Vision by the Tourism and Local Economy Committee.
2. To provide delegated authority for officers to submit grant applications, where possible, for items that are included within the vision.
3. To provide delegated authority for the Tourism and Local Authority Committee to agree spending up to £10,000 where items are included within the vision.

The draft vision is attached below. It is proposed that work continues on the vision with a view to bring a more refined version back to the next Tourism Committee for approval.

Decision Required

To consider the draft Beach Access Vision and to approve further work on the vision.

Culvin Milmer
Visitor Services and Business Development Manager
June 2026

Beach Access Vision – Task and Finish Group

DRAFT DISCUSSION PAPER

The group consisting of Councillors Tomes and Bonfield, Culvin Milmer and Anna Hinsull (Accessible Swanage), met on 27th May 2026.

Beach Access is a part of the Swanage Seafront Masterplan – Zone C, Opportunity 5: Improve accessibility of the beach and seafront.

Context

Over the next few years, it is anticipated that Swanage Beach and the local area will see a number of changes, all of which could provide opportunities to improve access and facilities in this area.

Projects include:

- Green Seafront and Shore Road improvements (2027-2028)
- Beach Recharge and Mowlem Groyne (2028)
- Wessex Water Attenuation Tank at King George V Field (2028)
- Flood Alleviation Coastal Defence Scheme (within the next 5 years)

Alongside this, Dorset Coast Forum are leading on a project to enhance access to blue spaces across Dorset, and this is developing significant traction. One outcome of this is the development of a 'Purbeck Access Forum' which will be meeting in June 2026 at Studland to view the access enhancement taking place there.

The purpose of this document is to develop a 'Beach Access Vision' so that, as opportunities for construction and/or grants arise, officers in Swanage Town Council will be in a position to implement the vision of the Council.

The following key areas were considered by the group:

1. Designated accessible beach

After some discussion, the group felt that the Mowlem to Banjo Pier could be the designated accessible beach. This would envisage the primary facilities in regard to accessibility to be located in this section. It is noted that the Lifeguards are located on the beach further north. While it is good to have access across the whole beach, it is recognised that key facilities should be, where possible, located in the same area to ensure good access.

2. Changing Places

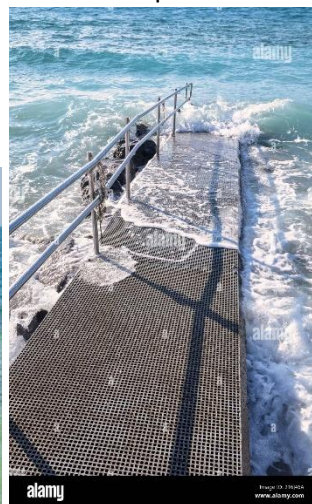
The group were keen to find a solution for a Changing Places toilet and the following locations were considered: upgrade Shore Road toilets or options within the Mowlem building. The new Green Seafront was considered but with difficult beach access at this location, it was generally felt that the closed section of Shore Road, or very nearby would make a better location.

It was felt that the Changing Places Toilet should ideally be located relatively close to the designated 'accessible beach' and include, if possible, an adjacent disabled parking space.

Question - How important is car access to a Changing Places Toilet (considering we also have the one in North Beach Car Park)?

3. Improved access to the sea

The group were keen on a solution to enable access to the sea adjacent to the proposed Mowlem slipway and to include a railing. This can be considered as part of the beach recharge/Mowlem groyne project. If a permanent solution is not possible then a temporary solution that could be placed in the sea during the summer months might be possible. The purpose of both types of structure would be to allow safe and easy access into the sea across the beach. The two pictures below provide examples of what might be possible.



4. Beach wheelchairs

Agreed that space would need to be found for wheelchair storage which could be a beach hut or a dedicated shed. Pictures of shed ideas at Southwold and Lowestoft beaches can be seen here.



5. Beach mats and improved access points

The Council currently operates two forms of beach access matting. Following extensive trials, the matting has proven effective in providing access onto the beach, although it does not currently extend to the water's edge in a way that enables sea access. Achieving access into the sea remains an ongoing aspiration.

The group were keen to trial a 'Mobi-mat dispenser' (see picture). This would see the Council placing out the mat early in the morning and taking it in overnight, thus avoiding the

beach vehicles running over the mat in the early mornings and the sea state affecting it overnight. A number of operational factors would need to be considered.

In addition, the group were keen to consider an additional temporary access point onto the beach created in the vicinity of the Information Centre and removed at the end of the season. A mat could then run from this to the sea. The current beach hire concession has 5 years left to run, but on renewal of this concession consideration could be given to including supporting the beach mat and/or wheelchair hire within this concession.



6. Drop off locations

A key element of access relates to drop off points. The following points were considered:

- Could a bookable parking space be provided for those using the disabled equipment?
- When considering future changes to the Mowlem Triangle, drop off points should be considered
- Opportunities around a 'park and ride' and/or community bus
- Mermond Place car park is short stay only so may be restrictive for longer stays in the disabled parking bays

Next steps

1. Develop this document into a 'vision'
2. Discuss at the 'Tourism and Local Economy' Committee on 15th July 2026
3. Develop a formal vision document – summer/autumn 2026
4. Approve at 'Tourism and Local Economy' Committee on 4th November 2026