

Minutes of a Meeting of the **TOURISM AND LOCAL
ECONOMY COMMITTEE** held at The Grand Hotel,
Burlington Road, Swanage on **WEDNESDAY 3rd JULY
2024** at **2.15 p.m.**

Chairman: -

Councillor C Tomes

Swanage Town Council

Present: -

Councillor M Bonfield

Swanage Town Council

Councillor J Lejeune

Swanage Town Council (until 4.15 p.m.)

Councillor C Sutton

Swanage Town Council

Outside Representatives: -

Ms L Bish

Swanage Chamber of Trade

Ms L Egan

Swanage Chamber of Trade

Ms A Hinsull

Accessible Swanage

Ms A Leigh

Swanage Museum

Mr R Marsh

Swanage Fisherman's Association

Mr P Sykes

Swanage Railway

Mr M Whitwam

Purbeck Community Railway Partnership

Also Present: -

Mr C Milmer

Visitor Services and Business Development Manager

Mrs S Relph

Administration Officer

Ms C Burns & Ms A Etherington

Purbeck Film Festival

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

Public Participation Time

A presentation was provided by representatives from the Purbeck Film Festival, which included:

- The success of the film festival to date.
- An aspiration to raise the profile of the festival.
- Working closely with local businesses for mutual benefit/promotion of goods/services.

A query was raised regarding accessibility to events. In response it was agreed that accessibility was an important consideration, however, some venue locations posed a challenge.

The Chairman invited the representatives of the Purbeck Film Festival to attend future meetings of the Tourism and Local Economy Committee.

Prior to commencement of the meeting, the Chairman invited all attendees to pay tribute to Steve Darrington, who had recently passed away. Committee members commended Steve on his dedication to the music scene in Swanage and his hard work to ensure the Blues Festival had remained a successful event for the town. Members offered condolences to Steve's family and a one minute silence was observed.

1) **Apologies**

Apologies for their inability to attend the Meeting were received from Councillor T Foster, Councillor J Dorrington, Ms T Churcher (National Trust), and Mr R Patterson (Swanage Railway).

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. 9) - Councillor Bonfield declared a pecuniary interest under the Code of Conduct by reason of being a regular beach hut user.

3) **Matters arising from the Minutes of the Meeting of the Tourism & Local Economy Committee held on 20th March 2024**

There were no matters raised.

4) **Matters arising from the Minutes of the Coastal Change and Beach Management Advisory Committee held on 7th February 2024**

It was noted that the next meeting of the advisory committee would be held on Wednesday 10th July at 2.15 p.m. at the Town Hall.

5) **Review of Corporate Plan: Promoting Sustainable Tourism and Supporting the Local Economy**

The Visitor Services & Business Development Manager (VSBDM) presented an overview of the process for reviewing the Corporate Plan for the period 2025-29. It was noted that as an initial step, each of the Council's standing committees would review the relevant page within the existing plan to highlight any potential changes, prior to engagement with councillors and local residents later in the year.

Members briefly reviewed the 'Promoting Sustainable Tourism and Supporting the Local Economy' section of the Corporate Plan, which included a commitment to ensuring that Swanage continues to be a high-quality visitor destination. It was proposed by Councillor Bonfield, seconded by Councillor Sutton and RESOLVED UNANIMOUSLY:-

That the Committee supports the proposed way forward in reviewing the Corporate Plan.

6) **Planet Purbeck: Change is Coming Report – To consider implications for tourism and the local economy**

A representative from Planet Purbeck provided an update following publication of the 'Change is Coming' report, which included:

- The report had been developed through the Wild Purbeck partnership (which included a total of 37 groups which ranged from conservation groups, landowners, government and local government organisations).
- A public consultation had attracted 7,000 interactions.
- Planet Purbeck reported that there had been a mixed response to whether an improvement to local employment could be attained through supporting nature-based recovery, however, this was considered to be an area to explore.
- Planet Purbeck would like to see conversations around a range of nature-based topics, including the impact of tourism, to be led by the community with engagement from local parishes, councils and tourism committees.
- Funds were currently being sought to assist with the progression of projects.
- Purbeck had been identified as being one of the most biodiverse destinations in the world.
- Tourism is changing with more nature-based experiences being sought by visitors.

- It was acknowledged that although revenue is required, further consideration around the suggested ‘Purbeck Pound’ tourist tax would be required.

The content of the report was noted and the representative thanked for his attendance.

7) Events – Consideration of new event applications

Further to the meeting of the Events working party, held on 25th June 2024, consideration was given to the contents of a briefing paper, prepared by the VSBDM, which outlined requests for events to be held on Swanage Town Council premises.

It was noted that the Women’s Institute Picnic to be held at Days Park on 6th August 2024 had been approved by the working party.

It was reported that the Swanage Sea Rowing Club had requested an extension to their 5th October Veterans Sea Rowing Regatta to 6th October, a two-day event incorporating the Junior Championships. The Blues Festival would be held over the following weekend, but as the date of 5th October had previously been approved the working party recommended that the additional date be agreed.

A further event request had been received from Gladiator Events (on behalf of the Alzheimer’s Charity) for an event on 7th June 2025 on Forres Field, as the start and end point of a 26-mile trek. It was noted that the 2025 events list was scheduled for approval in the autumn, however, an exception would be made to provide the Alzheimer’s Charity the opportunity to publicise the event in advance and maximise funds raised.

It was noted that an application for a Polar Express Christmas Market, to be situated in Main Beach Car Park, had not included the additional information required at this time and, therefore, a further update would be provided to a future meeting.

It was proposed by Councillor Sutton, seconded by Councillor Lejeune and **RESOLVED UNANIMOUSLY:**

TO RECOMMEND:

That the Town Council approves the Junior Championship Sea Rowing Regatta event on 6th October 2024.

It was **FURTHER RESOLVED:-**

TO RECOMMEND:

That the Town Council approves the Alzheimer’s Charity Event on 7th June 2025 and that delegated authority be provided to the VSBDM, in consultation with the Events working party, to negotiate an appropriate fee.

At the working party meeting Members considered an amendment to the event application process, which would allow for events to apply to hold an event for up to two years in advance, rather than the current one year. It was acknowledged that the amendment would better meet the needs of event organisers, who frequently requested the same dates year on year, and would assist with forward planning for the Council. It was noted that event requests received would be presented to the Council meeting held in October for approval. It was therefore **AGREED:-**

That a change be made to the event application process allowing events to book for 2025 and 2026.

8) Tourism Marketing – Visit Swanage Website Update

The VSBDM provided an update regarding the Visit Swanage website, which included:

- At the time of transfer 76 businesses historically on the Visit Dorset site had remained on the Visit Swanage site and a further 37 businesses had since joined.

- The site appears third on Google search.
- The plan to develop seasonal videos and content for the website would be undertaken in due course.
- It was acknowledged that blogs reached a wide number of visitors and therefore a series of blogs were being developed which included: wild swimming, dog friendly Swanage, and eating out.

It was noted that a website, which provided accessibility information about different venues and events around the UK entitled 'Access Able', was a useful resource regarding suitable facilities/attractions and the National Trust have many of their properties listed on the site.

It was noted that a meeting would be arranged with a member of the Committee, a representative from Accessible Swanage and the Chamber of Trade to discuss the potential inclusion of facilities in Swanage on the 'Access Able' website.

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

9) Beach Huts – To consider fees and charges for 2025/26

Members noted the content of a briefing paper which outlined discussions held at the meetings of the Beach Hut working party, held on 11th and 25th June 2024, at which consideration had been given to a new fee structure for 2025/26.

It was noted that beach hut usage had changed since 2019 and demand had significantly increased; other changes to usage included occupancy during the summer having reached full capacity and a relatively high level of usage being recorded over the winter period. The previous fee structure had provided a wide range of period discounts in order to encourage out of season and upper-level bookings, but it was noted that the upper-level beach huts now had a higher occupancy than the lower-level beach huts.

The draft proposals for the fee structure included an introduction of revised price periods to better meet demand for huts over the year (supplied in Appendix 1 of the paper), a reduction in Easter period fees to encourage increased occupancy during a quieter period, a simplification of the current discount periods with only two new periods: Full Year bookings, at a 25% discount and Winter period bookings (1st November to 28th March) at a 25% discount.

The draft proposal for the booking procedure was outlined within the paper, which included a restriction on the number of huts available for bookings of 52 weeks, with the remainder available for bookings for one week or more as shown in the table below.

| Day | Assumed release date | Period | Huts available |
|-------|--------------------------------|----------|---|
| Day 1 | 8 th October 2024 | 52 weeks | Shore Road: 10 pre-designated huts (avoiding Artisans' huts except upper-level premium) |
| Day 2 | 10 th October 2024 | 1 week+ | All Shore Road huts |
| Day 3 | 11 th February 2025 | 52 weeks | Spa Retreats only |
| Day 4 | 12 th February 2025 | 32 weeks | Spa and Spa Retreats |
| Day 5 | 13 th February 2025 | 1 week+ | Spa and Spa Retreats |

It was noted that the increase to business rates would be reflected in the price charged for beach huts in the future.

A query was raised around the usage of the charity beach huts and in response the VSBDM confirmed that they were being used by a variety of charities and that all the schools in Swanage were sharing a hut for wellbeing purposes, which had proved to be very successful.

The contents of the paper were noted and it was agreed that a final proposal would be considered at the Council meeting to be held on 22nd July 2024.

Councillor Bonfield re-entered the meeting.

10) Fishers' Huts Allocation – Review of Policy

Consideration was given to a briefing note which set out the current allocation policy (agreed July 2004) in regard to the Town Council's fishers' huts situated at Peveril Point. It was noted that the huts were currently fully occupied and that there was a waiting list. Officers were, therefore, currently assessing the eligibility both of existing hut occupiers and those on the waiting list. However, it was noted that there were some questions as to how to prioritise those on the waiting list, such as existing hut occupiers who were seeking a second hut.

Members expressed the view that the fairest way forward would be for those currently in occupation to be issued with licence agreements for the current year with any changes to be implemented in the spring of 2025.

Further to discussion, it was proposed by Councillor Bonfield, seconded by Councillor Sutton and **RESOLVED UNANIMOUSLY:-**

That a working party be appointed comprising of Councillors Bonfield, Sutton and Tomes, together with a senior council officer, to review the existing policy regarding the allocation of fishers' huts in detail, with a recommendation to be made to a future meeting of the committee.

11) Visitor Services & Business Development Manager Report

The following update was provided by the VSBDM and included:

- **Blue Flag Award**– It was reported that the Town Council had been awarded the Blue Flag Award for the 23rd consecutive year.
- **Lifeguards** – The lifeguards had relocated slightly further north on the beach than in previous years which gave a clearer vantage point along the bay and better vision across the designated bathing zone. The lifeguards would operate every day from the end of May to mid-September, between 10 a.m. - 6 p.m.
- **Recruitment** - It was noted that all posts for the summer period had now been filled.

12) Notes of Parish and Town Council Tourism Workshop held on 24th April 2024

The notes from the meeting of the Parish and Town Council Tourism Workshop had been circulated prior to the meeting. The VSBDM explained that a small group which consisted of councillors and representatives from the National Trust were looking at the potential of developing a destination management organisation for Purbeck and an update would be provided to a future meeting.

It was noted that Bournemouth hoteliers had recently held a referendum for the introduction of a tourist tax to fund the promotion of tourism, although its implementation had been delayed due to legal reasons.

Clarification was sought as to the current situation regarding a ride that had recently been installed at the Santa Fe Fun Park. It was reported that the key issue related to planning permission, and that this was being dealt with by Dorset Council.

The Chairman acknowledged that the situation had been emotive and thanked members of the Town Council's management team for all their hard work over the last two weeks in meeting with those concerned and the provision of updates to the community. He extended his thanks to Swanage News for the informative article that they had published regarding this matter.

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

Outside representatives provided the following updates:

- **Chamber of Trade** – It was reported that the Chamber were undertaking a review of signposting and visitor maps in Swanage. Investigation of the use of the brown road signs for visitors had suggested that costs would be in the region of £8k to £20k. It was agreed that signage should be added to the agenda for the next meeting of the Tourism and Local Economy Committee, and Accessible Swanage asked to be consulted on this subject.

The Chamber had also investigated water saving options and reported on the successful use of an enzyme cartridge called Dry Urinals being used at the Grand Hotel. The Chamber were also exploring the introduction of a QR code that could be posted around the town to take visitors to a town map of services, local restaurants and businesses.

It was agreed that the possible introduction of a town QR code/app should be added to the agenda for the next meeting of the Tourism and Local Economy Committee.

Councillor Lejeune left the meeting at 4.15 p.m.

- **Purbeck Community Railway Partnership** - It was reported that the Partnership is part of a national network to promote and support rail travel, although, unfortunately, the service between Swanage and Wareham has been suspended for the foreseeable future. The railway line needs more funding and the PCRPP are currently in talks with Perenco to see if there is a possibility of developing a hydrogen engine service, a 'green' project which would hopefully attract funding.
- **Accessible Swanage** - The Accessible Swanage Facebook page has a lot of new members and the group are working on a number of projects. It was stated that consideration was required for all forms of disability when considering accessibility, not just physical disabilities.
It was agreed that accessible car parking arrangements be added to the agenda of the next meeting of the Tourism and Local Economy Committee.
- **Swanage Railway** - It was reported that Swanage Railway had been holding more events to increase income. The business recovery plan was reported to be on target to achieve 200,000 passengers which will be the first time since 2018. Costs have risen dramatically which has impacted on recovery.
The Jurassic Adventurer ticket had been launched this year and has been very successful so far. This is an unlimited 24-hour ticket for the bus on Morebus, the train from Norden to Swanage and boat by City Cruises.
It was noted that during large events the Northbrook Road railway bridge can become extremely busy as a viewing area causing potential safety issues and the Railway were asked to consider mitigation measures.

14) Date of next meeting

It was noted that the next meeting would be held on Wednesday 27th November 2024 at 2.15p.m. at The Grand Hotel, Burlington Road, Swanage.

The Chairman thanked everyone present for their attendance.

The meeting closed at 4.55 p.m.

Car Parks Working Party Recommendation - Restricted Mobility Car Park Permit

Introduction

Currently, Swanage Town Council does not offer discounted parking for blue badge holders, although all car parks do have a number of designated accessible parking bays. The Town Council is working with the group known as ‘Accessible Swanage’ who would like the Town Council to adopt a similar scheme to the one that is operated in Dorset Council’s car parks to support individuals who have significant restrictions on their mobility.

Dorset Council’s scheme, which is known as the ‘Restricted Mobility Scheme’ is only available to those that have a blue badge and can demonstrate they receive one of the following:

- Higher rate mobility component of Disability Living Allowance (DLA)
- 10 points or more on the 'Moving around' section in the 'Mobility component' of Personal Independence payment (PIP)
- Higher rate mobility component of Child Disability Payment
- War Pensioners’ Mobility Supplement
- Armed Forces Independence Payment
- Attendance Allowance
- Or you can evidence that the vehicle registered in the disabled person’s name or their nominated driver’s name is tax exempt (for disability reasons only)

A similar scheme is operated by BCP Council.

Proposal

Swanage Town Council would be unable to administer such a scheme as it would create a significant administrative burden, as well as potential GDPR challenges. Therefore, it is proposed that the Dorset Scheme is adopted to allow the Dorset restricted mobility permits to be accepted in the Town Council car parks on the same basis as in Dorset Council car parks. The terms and conditions are highlighted at the bottom of this report.

Permit holders would be permitted to park for up to 3 hours at no charge in all Town Council car parks, once per day. The Blue Badge parking clock and the Dorset Council Restricted Mobility Permit must be displayed to enable the Council’s Enforcement Officers to identify these permits.

It is noted that the Co-Op car park is not owned by the Town Council and therefore would not be included within this scheme. Any decision regarding this car park would be required to be made by the Co-Op.

Impact

As of March 2024, Dorset Council had issued 843 restricted mobility permits across the county with a very small number of these in Swanage. If this proposal is implemented, it is likely that this number will increase locally and that visitors from other parts of Dorset will use the car parks. However, while there will be a reduction in car park income, this is likely to be very small.

The Town Council is working hard to make the town accessible, and this is a key improvement that will bring benefits to a number of local people who have significant mobility requirements.

If the Tourism & Local Economy Committee recommend that this scheme be expanded to include Swanage Town Council car parks there will need to be a review of the Off Street Parking Places Order to assess whether any amendments are required. Information about the scheme will also need to be included on the new car park signage that is being introduced.

Decision required

To consider whether or not to recommend to the Town Council that the Dorset Council Restricted Mobility Scheme be introduced in Town-Council owned car parks.

Culvin Milmer

Visitor Services and Business Development Manager, November 2024

Appendix 1

Dorset Council Restricted mobility permit terms and conditions

The terms and conditions for using a restricted mobility permit (RMP) in Dorset Council car parks are as follows:

1. The Blue Badge must be displayed with the RMP to receive 3 hours free parking. The Blue Badge parking clock must be set at time of arrival.
2. The RMP must only be used when the Blue Badge holder is present in the vehicle at some point during the trip. It cannot be used by a driver of a Blue Badge holder for their own personal use.
3. The permit holder can only have one RMP at any one time, and it cannot be used with the Blue Badge 1 hour parking concession or the Dorset Council Short Stay Permit.
4. The RMP cannot be transferred to other Blue Badge holders.
5. The issue of a permit does not guarantee the holder a parking space. The RMP is valid for use by Blue Badge holders in any parking bay including disabled bays.
6. A Penalty Charge Notice may be issued to any vehicle parked in contravention of the requirements of the current Dorset Council (Off-Street) Parking Places Order.

7. A new application needs to be made for lost permits; this will cost £15.

Car park restrictions

1. Vehicles must be parked within the bay markings. The pay and display charges apply to all bays, including 'disabled' bays.
2. Some of our car parks have extra-wide designated 'disabled' parking spaces. Vehicles parked in 'disabled' spaces must have a valid blue badge clearly displayed, as well as a valid pay and display ticket/RMP.
3. Parking is not permitted on double yellow lines or on yellow hatched areas within car parks.
4. Parking is not permitted in spaces designated for use by other users (such as permit holders) unless the Blue Badge holder also has the relevant permit.
5. Parking is not permitted in spaces designated for use by specific types of vehicle (such as solo motorcycles) unless the Blue Badge holder's vehicle is of the type for which that space has been reserved.
6. The maximum stay in car parks must be adhered to.

Events – To consider 2026 applications and potential administration charges for events

2026 Event approvals

At Full Council on 21st October 2024, events for 2025 were provided with provisional approval. In addition, events were also asked to provide dates for 2026, and these dates are attached below. By providing early approval for these, it enables more effective planning by the larger events and helps to promote events.

It is recommended that the events in Appendix 1 are provided with provisional approval, subject to a decision regarding charging an administration fee.

Charging events an administration fee

The Event Working Party has requested that charging for events is considered. It is clear that managing events takes up a significant amount of administrative time and with the proposal to procure a software solution, this will, if agreed, be a direct financial cost.

Currently only a very small number of events are chargeable. There are also challenges in that the Town Council does not wish to charge a hire fee for event fields as this would result in the payment of VAT on any future works on these sites. Any fee charged would therefore be an administration fee to recoup costs.

The majority of events held in Swanage are community or local charity-based events although a few are businesses generating profits. There is also a distinction that some large charities may have a local branch such as Rotary, while often the national charity-based sports events such as Macmillan generate funds on a national basis. Appendix 1 provides an example of the type of events along with their organisational structure.

The Committee is asked to consider if the Town Council should develop a schedule of charges for events held on Town Council land.

It is noted that those events that would normally be expected to pay a fee for use of the fields are keen to be informed of a confirmed fee so that they can complete their event planning. Therefore, it is recommended that the setting of an administration fee for events in 2025 is delegated to the Visitor Services Manager, in consultation with the Events Working Party.

Decisions required

1. To recommend that provisional approval is provided to events scheduled for 2026, subject to any relevant administration fee.
2. To consider charging an administration fee for events and, if so, to request officers to work with the Events Working Party to develop a proposal to be brought to the next meeting of the Tourism & Local Economy Committee.
3. To delegate the setting of an administration fee for “commercial” events in 2025 to the Visitor Services Manager, in consultation with the Events Working Party.

Culvin Milmer

Visitor Services and Business Development Manager, November 2024

2026 EVENTS

| Event | Date | Organiser | Detail | Venue | Organisation Type |
|--------------------------------------|-------------|--------------------|---|--|--------------------------|
| SSRC 10K Run | 11/01/26 | SSRC | 10k run around Swanage | NBCP | Charity |
| Jurassic Express Half Marathon | 14/03/26 | UK Running Events | A half marathon starting at Swanage Beach and finishing at Corfe with a trip back on the steam train to Swanage | Shore Road | Business |
| Good Friday Service | 03/04/26 | Rev David Richards | A morning service at the bandstand | Bandstand | Church |
| Easter Sunday Sunrise Service | 05/04/26 | Jim Farrer | An early morning service to see the sunrise on Easter Sunday | Beach | Church |
| Carnival Classic Motor Show | 26/04/26 | Swanage Carnival | A popular event with participants coming from far and wide | MBCP | Not for Profit Business |
| Pirate Festival | 23-24/05/26 | Pirate Festival | A popular event to show the traditional times of pirates on the high seas. | Beach and Sandpit Field | Community Group |
| Fairy Festival | 29-30/05/26 | Claudine Andrews | A popular event for children | Sandpit Field | Business |
| SSRC - Summer Regatta | 06/06/26 | SSRC | An established and popular event run by Swanage's Rowing Club | Shore Road | Charity |
| SSRC – National County Championships | 07/06/26 | SSRC | National Championships hosted by SSRC | Shore Road | Charity |
| Alzheimer's Trek 26 | 06/06/26 | Gladiator Events | This is a new event in 2025, subject to approval of the trial | Forres, KGPF | Business |
| The Studland SwimRun | 13/06/26 | ISwimRun | A small impact event that only passes through Swanage on the coast | Beach, The Quay, Peveril Point, Durlston Bay | Business |
| The Fish and Food Festival | 13-14/06/26 | Fish Festival | A popular event that shows off the local fish and food | Sandpit Field | Community Group |
| Swanage Triathlon | 28/06/26 | Challenging Events | An established and popular traditional triathlon event | Sandpit Field, Beach | Business |
| The Swanage Jazz Festival | 11-12/07/26 | Jazz Festival | An established and very popular event | Sandpit Field and various areas | Not for Profit Business |

| | | | | | |
|---|-------------------------------------|-----------------------|---|--------------------------------|-------------------------|
| The Wild Swimming Festival | 25-26/07/26 | Wild Swimming Company | Fairly new but already popular event | PAG, Monkey Beach | Business |
| Swanage Carnival | 25-2/08/26 | Swanage Carnival | The biggest event of the summer and hugely popular with thousands of visitors | Sandpit Field and Shore Road | Not for Profit Business |
| Rotary Summer Fete | 06/08/26 | Rotary | A really popular traditional summer fete | Sandpit Field | Charity |
| Lifeboat Week | 08-15/08/26 | RNLI | A popular weeklong event promoting the good that the RNLI do | PAG, Beach, Monkey Beach | Charity |
| Folk Festival | 11-13/09/26 | Folk Festival | A popular late summer event with a Morris dancers procession along the sea front | Sandpit Field and Shore Road | Community Group |
| Planet Purbeck | 19-20/09/26 | Planet Purbeck | A small event but always popular with people interested in the local environmental issues | Shore Road | Charity |
| SSRC - Summer Regatta RESERVE DATE | 03/10/26 | SSRC | An established and popular event run by Swanage's Rowing Club | Shore Road | Charity |
| SSRC – National County Championships RESERVE DATE | 04/10/26 | SSRC | National Championships hosted by SSRC | Shore Road | Charity |
| Remembrance Sunday | 08/11/26 | Swanage Town Council | An historic and traditional parade around the town for the towns people to remember | Various locations | Town Council |
| Endurance Life Marathon | 05/12/26 (same as Rotary Market) | Endurance Life | A winter marathon that starts from Lulworth and finishes at Swanage Beach | Sandpit Field or Rec and beach | Business |
| Boxing Day Swim | 26/12/26 | WillDoes | A traditional and popular event | Beach and Shore Road | Charity |

Pedestrian Signage - To consider renovation of signs to assist wayfinding around town

Over the last few months, the Town Council has been working with the Swanage Chamber of Trade and Commerce to consider improvements to wayfinding around the town.

There are a number of black and blue ‘heritage’ signposts (see pictures) which direct pedestrians, all owned by Dorset Council. There are a number of issues with the signage as follows:

- They are in need of a re-paint
- Some posts are in a blue colour while others are black
- Some of the signs have multiple direction arrows which don’t always make sense to users.
- Some of the signs have too many direction arrows leading to a loss in the key information
- Some additional direction arrows could be considered
- Some signs have been broken off – probably by delivery vehicles
- Some signs might be better placed
- Toilets signs are not sufficiently dominant on the signage

The Chamber of Trade and Dorset Council are undertaking an audit of the signs. It should be noted that some of the signage (see map below) is located on seafront areas that will see work undertaken in the next few years as part of the Green Seafront and coastal defence works. Therefore, it is suggested that no significant proposals around changing the seafront signage is undertaken until more is known about these works as opportunities may arise to fund wayfinding improvements.

As part of the Swanage Seafront Masterplan adopted in July 2023, a key opportunity highlighted was ‘Improved wayfinding to help promote the High Street, Institute Road and Station Road’. This will be incorporated into any public realm improvements and this proposal clearly supports this opportunity. In addition, the Town Council’s work on accessibility supports improvements to pedestrian signage, with particular importance on the ease of locating appropriate toilets.

Dorset Council have indicated that a budget of £250 is available to fund any maintenance and improvements to the signs and that some older signs stored elsewhere might be re-purposed.

It is therefore proposed that the following approach is taken:

Phase 1 – Paint signs with a single ‘Swanage blue’ colour to ensure consistency and highlight the toilets signage in a more effective manner. Undertake a light touch of improvements including removing clearly out of date/broken/no longer appropriate signs and replace with new ones either procured by Dorset Council and/or the Town Council. Discussion should be undertaken with Dorset Council to see if they are able to support this with an improved budget.

The Town Council could put a small budget forward to support this work. In the spirit of partnership, it is suggested that the Town Council may wish to paint the signs using internal resources over the winter.

Phase 2 – Undertake a more wide-ranging review of signage as part of the wider seafront enhancements being considered for 2026 and 2027.

Decisions required

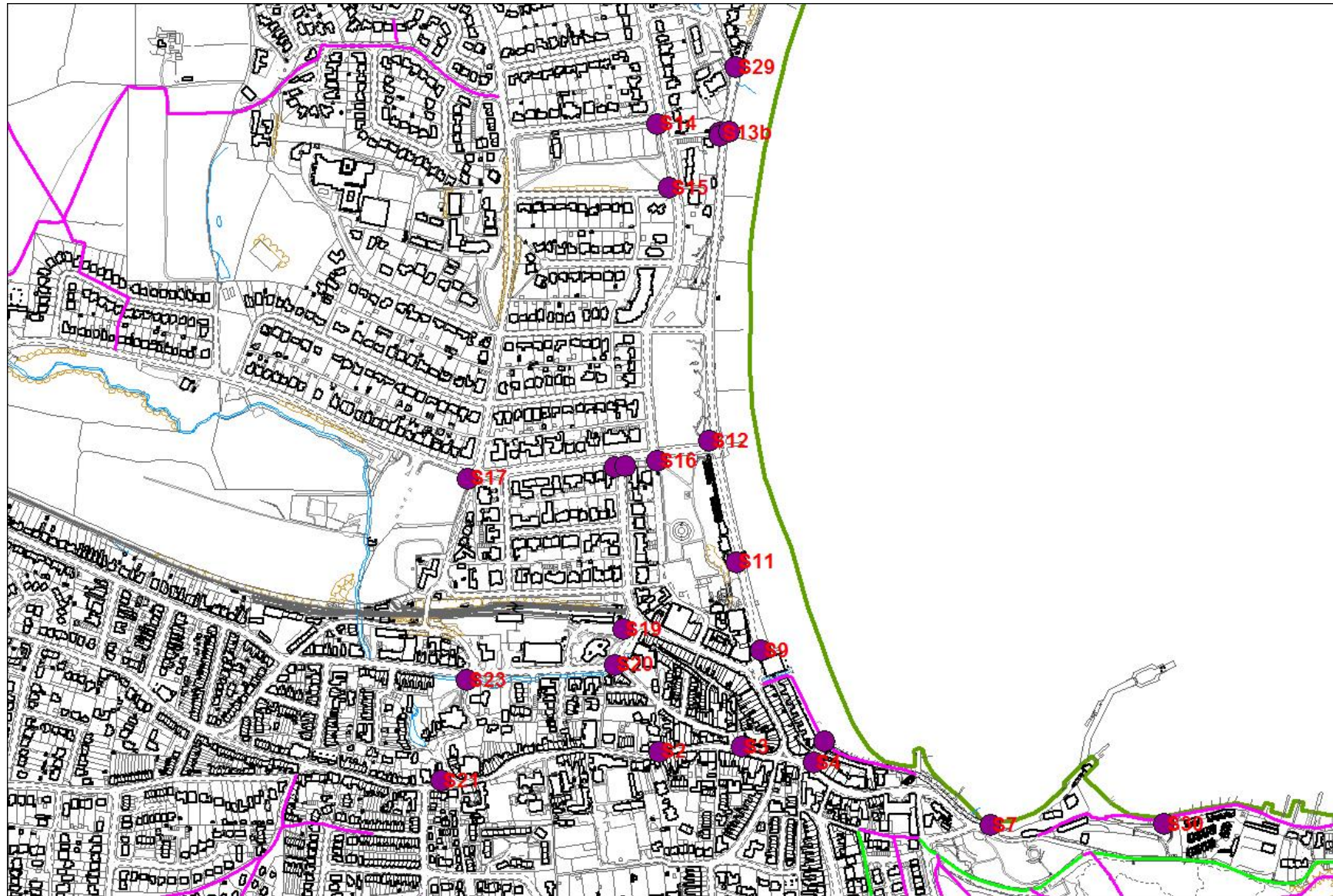
1. To re-paint the current black and blue pedestrian signage with a ‘Swanage Blue’ colour in the winter of 2024-25, subject to receiving appropriate permissions from Dorset Council.
2. To work with the Swanage Chamber and Dorset Council to identify and remove signs no longer of value and identify where additional signs might be required, and if necessary to fund these from a proposed budget of £2,000 in 2025-26.

Culvin Milmer

Visitor Services and Business Development Manager, November 2024



Appendix 1 – Locations of pedestrian visitor signage



Swanage and Purbeck Town of Culture 2026 bid

On 18th November, Swanage Town Council approved in principle to support the submission of a bid for the Dorset Town of Culture 2026. The submission is included as Appendix 1.

The proposal would see Swanage Town Council, potentially with support from other parish councils, providing £30,000 alongside an equal amount from Dorset Council to deliver an enhanced cultural offer across the area in 2026. The theme that the bid focuses on is ‘Culture for all!’ with the bid stating, ‘our vision is that cultural activities and events across the area should be accessible to all’.

The Mowlem Theatre will be leading on this project.

The bid has now been submitted and on 2nd December we will find out if we have reached the second stage application process. If this is the case the intention is to hold a large workshop with cultural providers and other stakeholders to seek their views regarding the final application which is required to be submitted by 18th January 2025.

More information about the scheme can be found here: [Dorset Town of Culture — Arts Development Company](#)

For information

Culvin Milmer

Visitor Services and Business Development Manager, November 2024

Expression of Interest: Dorset Town of Culture 2026

Culture for all!

Town: Swanage and Purbeck

What is the existing culture of your town(s) and/or village(s)?

Swanage is a seaside town on the Isle of Purbeck in Dorset, known for its award-winning beach, rich history, friendly community and stunning geology. It has a rich and diverse history, heritage and culture. Its early history was based on Purbeck stone, farming and fishing. With the arrival of the steam railway in the 19th century, Swanage became a premier tourist resort with classic Victorian charm. While Swanage has grown and developed over the years, that classic charm has remained, and we are proud to host the Swanage Steam Railway and Pier along with numerous other artefacts from Swanage's early days as a resort. For visitors and residents alike, the town holds a special place in their hearts. We love hearing stories about how generation after generation return to Swanage each year.

Swanage has an incredibly strong and close-knit community with a passion for getting involved in cultural events of all types. We are an unusual town, with 10,000 residents, but we can easily see this grow to 30,000 in the summer. On busy days this can be significantly more than that. Our visitor statistics show that the tourism industry brings £74m to the Swanage economy and directly employs over 1,000 people. Swanage hosts a large number of cultural festivals throughout the season, including two Blues Festivals, Swanage Railway events, Fairy Festival, Jazz Festival, Folk Festivals, Reggae Festival, Pirate Festival and SISATA, Purbeck Film Festival and the Purbeck and Dorset Arts Weeks. And of course, the Swanage Carnival, the biggest carnival in the South which takes over the town for a week during July/August. Other events include the Lifeboat Week, the Fish and Food Festival and Wild Swimming Festival all help create a buzz in the town almost every weekend during the summer and include live music and other cultural activities. We also can't forget about the amazing, refurbished town Bandstand which hosts a large number of bands and other activities throughout the year. At Christmas, the town's beach huts are opened to crafters who offer individual, handmade craft for sale.

What really makes Swanage special though is its people. Most of the events and activities are run by community groups through volunteers. Very few of the activities are operated by businesses and the majority of the events mentioned above are free! A list of the main events across the year can be [found here](#).

We are also very proud of the [Swanage Sculpture Trail](#) and Arts Trail which showcases how the area has inspired artists across the years. And bang up to date, in 2023 and 2024 we worked with local artists to develop street art called '[Flooding Swanage with art](#)' to improve the appearance of the grey concrete seafront flood defence works, which led to a national commendation.

Many of the above events are hosted at a number of venues across the town with the Mowlem Theatre as the centrepiece of the towns culture. The Mowlem Theatre has undergone many positive changes over the last few years and is looking forward to the future with ambition and confidence with a packed programme of films and performances throughout the year.

Purbeck and Dorset Arts Week include a strong cultural offering across the rural area along with the Boiler House Gallery, made up of a wide range of diverse artists. Corfe Castle is an incredibly

important heritage asset and the stone trade and clay mining heritage remains present across the area, and continues today to some extent.

What is the change that you'd like to see?

Ultimately, we feel that culture is strong in the area and that particularly in the summer, it would be challenging to develop more events and activities. We acknowledge that there are some cultural gaps, however, the most significant gap is around inclusion.

Our vision is that cultural activities and events across the area should be accessible to all, hence the theme of the event as 'Culture for all!'

- We know that one in five people have a disability and many are unable to access the current cultural activities that take place, so the focus for us is to do what we do..... but better!
- We know that young people have less access to many cultural activities....so lets find ways to engage them better!
- We know that more than 25% of children in the town don't visit the beach or the local countryside (which, by the way, Purbeck is the most bio-diverse area in the UK).....so lets use culture to get local children outside!
- We know that a quarter of the population of Purbeck is over 65 years old and that chronic loneliness can dramatically increase illness ... so let's join up the cultural provision to enable the older person to remain engaged!
- We know that being physically active is key to our mental health and research shows that being active can reduce the risk of depression by up to 30% ... so let's embed mental health awareness into cultural events for the benefit of all.

We would like to see a more collaborative approach between cultural providers and the Councils and landowners to enable increased inclusion in events and activities. Inclusion takes many forms ranging from clear and effective communication in the form of [accessibility guides](#), training for event staff/volunteers and to providing facilities that enable people to attend, when they might not have been able to do previously. Some events may benefit from different marketing methods to attract new audiences and/or small changes to programmes to access those audiences in a different way.

Legacy is really important to us. Embedding inclusion into events and activities is crucial to meeting the needs of the future. Many of the festivals that take place in Swanage are held on Swanage Town Council operated facilities so there exists an opportunity to influence the behaviour of event organisers. The implementation of an inclusive 'culture' across events and activities in the area will have a trickle down effect on businesses and other activities in the area, to the benefit of all.

In addition, we would like to develop an identity which incorporates inclusion and culture that is embedded in the community and visitor perceptions to support the town and the local economy into the future, with a particular focus on out of season activities to attract people during the quieter months.

Across the area there is a very wide range of cultural groups. We would like to see increased collaboration between these groups to enhance the cultural impact on the area.

How you'll know if you've been successful.

We will:

- Carry out a community survey based on the defined goals that we have identified in our changes. This will give us a starting point so that we can analyse and measure the impact and success of our work.
- Carry out a gap analysis.
- Ensure that our goals are achievable and most importantly relevant. These can be determined by the [Swanage Town Council Corporate Plan](#), the Dorset Council Cultural Policy and local residents.
- We will establish KPIs to measure success. This will enable us to monitor success over time. These may include use of budget, stakeholder satisfaction, team satisfaction and quality of events.
- In conjunction with the above, use subjective questionnaires to measure the success of individual projects.

Who you'd like to work with and your approach to collaboration.

Initially we will:

- Identify all key cultural stakeholders across the area
- Hold a workshop in December 2024 to identify opportunities for 2026
- Form a steering group that will include a small number of stakeholders to lead the project
- Carry out a Community Survey and Gap Analysis to establish a baseline and find out about the residents perception of Swanage and where they feel there is a need.
- Encourage a range of alliances between similar stakeholders so they can develop a common view and look at sharing mutually beneficial assets and develop a shared purpose.

We are proud to have already engaged with the following who are keen to be involved in this project:

- Langton Matravers Parish Council
- Corfe Castle Parish Council
- The National Trust, Purbeck Estate are the largest landowner in the area and a major cultural provider in their own right with Corfe Castle and numerous heritage assets. They are considering a financial contribution. Their historical success in obtaining grants from a range of sources should be of immense benefit to this bid.
- Planet Purbeck, a local environmental charity, are keen to be involved through their '[Purbeck goes Wild](#)' project, which is focused on connecting children to nature.
- Claire Hodgson of [Diverse Cities](#) has offered support to the project in terms of time
- [Accessible Swanage](#), a local advocacy group supported by the Town Council
- Mowlem Theatre
- Purbeck Arts Week
- Swanage Museum
- Swanage Pier

Your commitment to inclusion.

Inclusion is embedded deeply within this bid as the key theme.

How your activity will align with Dorset's Cultural Strategy.

| | Overarching priority | Response |
|----|--|--|
| 1. | Community: we want everyone in Dorset's communities to have more opportunities to participate in and benefit from arts, heritage and culture | Our bid will attract a wider audience to cultural activity through greater access and inclusion and including hard to reach groups |
| 2. | Cultural County: we will continue to build a strong, sustainable, and diverse cultural infrastructure | Our bid will enhance the current cultural offer in the area and enable it to meet the future in a more sustainable way |
| 3. | Environment: we envisage a green future for our county; using arts, heritage and culture to celebrate the environment and inspire action to tackle the climate and ecological emergency | We are the most bio-diverse area in the UK, yet many local people are not connected to nature and thus not aware of its crucial importance. Much of the cultural activity in the area has arisen due to the unique geology and environment of the area. This will be celebrated as part of this bid to engage with hard-to-reach groups. |
| 4. | Economy: we will position arts, heritage and culture as part of Dorset's sustainable economic growth, ensuring all communities across Dorset benefit | Culture is a key driver for the local economy, particularly events and the heritage offer. Developing new audiences and markets outside the peak tourist season will strengthen the local economy. |

What theme, if any, you'll focus on.

We have demonstrated that the area has a diverse history, heritage and culture.

We wish to build on this as a strength and focus on inclusion, accessibility and diversity to ensure that the originality and distinctiveness of the area is enhanced.

The lead/accountable partner.

We are pleased to say that the Mowlem Theatre will be the host partner for the project. We understand that Swanage Town Council is required to be the accountable partner.

That you'll be able to match-fund the investment from Dorset Council.

The £30,000 will be matched funded by a range of partners, with the key share provided by Swanage Town Council.

That you have, or will undertake to secure, the necessary legal arrangements (liability insurance, events licences, safeguarding policies, etc.).

Yes. Any activity on Swanage Town Council land will be required to follow the standard [event management process](#). It is anticipated that activities on other land or property will follow similar procedures. Where the event is outside an established built venue, the Dorset Safety Advisory Group will be consulted.

That you will pay everyone, particularly artists, at the appropriate level (for more information, please consult union guidelines including Equity, the Musicians Union, Artists' Union England).

Yes, this would be undertaken through the Mowlem Theatre as the host partner.

For more information please contact:

Culvin Milmer
Visitor Services and Business Development Manager
Swanage Town Council

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Consideration of First Aid provision by the Town Council and the role of the Beach Warden / Seafront Advisor

First Aid Provision by the Town Council

In the past and for many years, the Swanage Information Centre acted as a First Aid Station with Beach Wardens/Seafront Advisors providing basic first aid on the seafront. All Town Council staff who operate out of the Swanage Information Centre have a basic ‘first aid at work’ qualification, which is usually refreshed every three years.

However, when the RNLI Lifeguard unit on the beach began operations in 2016 it was understood that the first aid on the beach would no longer be undertaken by the Town Council and instead all first aid requests would be directed to the Lifeguards in the first instance. This has also led to a significantly reduced requirement to undertake first aid in the Swanage Information Centre. For some years, the expectation of staff is that they should only undertake very basic first aid provision, which generally means to provide hot water for weever fish stings and to provide plasters for self-application. Any request outside these parameters is directed either to the RNLI Lifeguards, a pharmacy in the town, Swanage Hospital or the Dorchester/Poole A&E. The exception to this is where an ambulance has been called, and staff will provide support as required to the emergency services, as led by them. This usually means to provide shade, refreshments, a contact point and to open the gate for the ambulance. It should be borne in mind that generally seafront staff are the first on scene of an incident.

Unfortunately, there is a relatively high expectation from our customers that we should provide a standard of first aid that we are incapable of providing. Our staff are limited in numbers and generally only have very basic first aid skills. For comparison, BCP do not provide a first aid provision across their 14 miles of beach, other than through the RNLI Lifeguards.

The current approach has led to some confusion with staff, customers and event organisers about what we do provide. With regard to the latter, there have been occasions where event users have been directed to the Swanage Information Centre to receive first aid treatment. It is therefore recommended that staff are no longer expected to undertake first aid on the seafront and the Swanage Information Centre will only provide basic first aid, i.e. plasters for self-application and hot water for weever fish stings and provide support as required to the emergency services, as led by them, with a signposting service being provided for further treatment.

If this is agreed there will be a need to remove all reference to the Swanage Information Centre as a First Aid Station from signs, websites, leaflets etc.

The Town Council are undertaking a more thorough review of first aid provision to the public by staff in January 2025, as part of the service provided by the Council’s health and safety advisors.

Role of the Beach Warden / Seafront Advisor

The current role has been in place since 2018, when it was found that, despite the RNLI Lifeguards, a presence was required on the beach to provide reassurance to beach users and to advise with regards the beach regulations. The role also provides a function of maintaining staff communications across the various front-line teams (Boat Park and Beach Gardens) and transporting business critical items between areas. All roles are based on variable hours.

An internal review of this role is ongoing, and the Committee are asked to consider if they have any suggestions regarding changes that might be made to the parameters of this role.

Decisions required

1. That the Swanage Information Centre provides only provide basic first aid, i.e. plasters for self-application and hot water for weever fish stings and provides support as required to the emergency services, as led by them, with a signposting service being provided for further treatment.
2. To ensure that all events held on Town Council land, however small, have a named individual with appropriate training in first aid.
3. To consider suggestions for the future parameters of the role of Beach Warden/Seafront Advisor.

Culvin Milmer

Visitor Services and Business Development Manager, November 2024

2025-26 Budget Setting 2025-26– One off budgets**1. Draft Significant One-Off Revenue Expenditure 2025-26**

| | Budget Proposal | £ | Notes |
|----|--|--------|---|
| 1. | Support improved pedestrian signage | £2,000 | Support improved pedestrian signage around town. |
| 2. | Town Maps | £2,500 | The ‘tear-away’ maps that are provided by the Information Centre will run out during 2025. This budget is to produce a revised map, based on the current one, and to be funded as much as possible from advertising income. In the future it is hoped that the new town trail map will be used for this. |
| 3. | Event Management Software | £6,000 | Over the last few years, the number of events undertaken on land operated by the Council has grown and the requirements around the collation and checking of documentation to ensure safe events has grown. This proposes that a software solution is procured to support officers in managing the administration of events. |
| 4. | Beach Hut system | £3,000 | <p>For the 2025-26 beach hut booking season, the beach hut booking procedure was altered to better meet the needs of a wider range of customers. As this first year was a trial, a significant number of manual adjustments were made to the beach hut system to allow the new procedures to work.</p> <p>The new procedures were considered successful and therefore it is appropriate to develop the system to enable the new procedures to work automatically. This will eliminate any potential errors while setting up the system manually and ensure that there is not a single point of failure if the current staff member is not available to make these manual changes.</p> |
| 5. | Boat Park payment machine and security | £5,000 | Following a review of its procedures, Town Council staff will no longer transfer cash to the Post Office and a cash collection company has been employed to cover the Swanage Information Centre and Beach Gardens. The amount of cash taken through the Boat Park is significantly less than these other two sites and it is felt that a 24-hour payment machine (similar to a car park payment machine), could be installed at the Boat Park to accept card payments only. This would result in no cash being taken at the Boat Park with increased safety and security for staff. Benefits would be the ability for customers to pay 24 hours and would enable less administrative burden at the Boat Park. The cost of the machine is approx. £1,400 but an electrical supply would be required. In addition, it is considered that the machine |

| | | | |
|----|---|----------------|---|
| | | | should be covered with some form of security such as CCTV, so additional budget has been put in to support this. |
| 6. | TIC garden improvements including provision of 'sail' shade | £6,000 | This will enhance the offer to customers and help mitigate the risks associated with putting up the gazebo outside the TIC each day. This was originally approved in the 2024-25 budget, however the budget was re-utilised for TIC internal improvements. |
| 7. | Bridge to Queen Elizabeth II (Forres) Field | £10,000 | The Council is increasingly using the QEII Field for events and in anticipation of the closure of Sandpit Field for the Green Seafront works, it would be useful to upgrade the bridge to allow larger vehicles to access this field. This is subject to establishing the load capacity of the existing bridge. |
| 8. | Santa Fe railings upgrade | £5,000 | These railings have begun to show signs of age and are in a very prominent location. Options are being considered with regards making the railings look more appropriate for the setting. |
| | Total | £39,500 | |

Project classification:

Regulatory / safety requirement

Routine / planned maintenance

Non-essential / asset improvements

2. Potential projects that are recommended not to be undertaken at the current time – to be reviewed in November 2025

| | Budget Proposal | £ | Notes | Reason for not taking this forward at the current time |
|----|-----------------------------|----------|---|--|
| 1. | Town Trail | £3,000 | Design of town trail and installation of ground/wall markers | While this is an interesting and important provision to meet the needs of visitors, there is not sufficient staff capacity in the next year or so to undertake this. |
| 2. | Visitor Information Boards | £4,000 | There are currently seven boards in the car parks and at key points across the town, which are now a little out of date. It is proposed that these are renewed and incorporate the proposed town trail. | As above – while the boards are out of date, this can be covered up with vinyl stickers until a more permanent solution is enabled. |
| 3. | TIC replacement noticeboard | £3,000 | The current TIC noticeboards, which are guaranteed for 5 years are now at least 8 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. | Staff are trying different methods to extend the life of the signs and it is hoped that a further year will be able to be extracted. |

3. Significant increases on the revenue budget - for information

| Budget line | 2024-25 Budget | Proposed 2025-26 Budget | Increase |
|---|----------------|-------------------------|----------|
| RNLI Lifeguards | £31,805 | £32,927 | £1,122 |
| Cash Collection -Swanage Information Centre | £0 | £1,500 | £1,500 |
| Beach Hut system – additional developer support time to cover server enhancements | £825 | £1,500 | £675 |
| Boat Park – Purchase of numbered permits (current supply of permits will run out after more than 10 years of use) | £0 | £1,000 | £1,000 |

4. Fees and Charges 2025-26: Explanation of main proposals not included elsewhere on the Committee agenda

4.1 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 was reduced to almost zero due to the requirement to procure new staging after winter storm damage.

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 2025-26, with proportionate increases each year. This rates bill is currently being challenged; however, it is unlikely to see a significant reduction.

If the Private Sites are to make the same contribution to the seafront budgets for 2025-26 as received in 2024-25 a fee of £539 for each hut (including VAT) is suggested (8.89% increase). If the Council wished to include the inflationary impact of 4% which the Town Council is applying generally across the board on fees, a fee of £560.56 is suggested (13.2% increase).

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

| Year | | 2022/23 | 2023/24 | 2024/25 | 2025/26 |
|---|--|---------------|-------------|---------------|---------------|
| No. of huts | | 56 | 56 | 56 | 56 |
| Fee | | £405.00 | £425.00 | £495.00 | £539.00 |
| Less VAT | | £68 | £71 | £83 | £90 |
| Less Rates | | £129 | £149 | £174 | £212 |
| Net Fee | | £208 | £206 | £238 | £238 |
| | | | | | |
| Less Maintenance | | £50 | £166 | £50 | £50 |
| Less Administration | | £39 | £39 | £39 | £39 |
| | | | | | |
| Contribution per hut | | £119 | £1 | £149 | £149 |
| | | | | | |
| Surplus | | £6,691 | £39 | £8,356 | £8,329 |
| | | | | | |
| Change in Contribution on previous year | | | -6,651 | 8,317 | -27 |
| | | | | | |
| % fee diff. - fee | | | 4.94% | 16.47% | 8.89% |

4.2 Market Fees

It is proposed that the Swanage Market fees are retained at the same rate as 2024-25. Significant changes were undertaken in the current year and these have worked well, with an increasing number of traders attending the market. Customer feedback has been very good. However, the Market Attendant has reported that a number of traders do not attend regularly, due to attending other markets and festivals. This causes issues with plot placement and the regular traders feel aggrieved that, while they turn up every week, others just turn up for the best days. From a customer perspective, the Council is keen to present a strong market every week. It is common at other markets to require the payment of a week in advance for traders, thus providing a greater commitment to the market.

It is therefore proposed that a payment, equivalent to a week in advance is required by all weekly traders each week. If they fail to turn up in the subsequent week, the payment is retained by the Town Council. Traders who attend each market will be permitted to use this 'payment in advance' at the end of each summer or winter season, as specified in the market fees and charges schedule.

The following amendments to the terms and conditions of the Market will be required:

“All market traders paying on a weekly basis, will be required to pay for at least one week in advance, which will be used for the subsequent week, whether they attend the market or not. On their first week in attendance, or at the beginning of the summer or winter season, each weekly trader will be required to pay for the current week and the week in advance. Genuine reasons for non-attendance, in which the payment in advance might be transferred to an alternative week, must be submitted to the Visitor Services Manager in writing for consideration and approval.”

4.3 Boat Park

It is proposed that the annual launch fee for the Boat Park should be reduced from £285.00 to £265.00. This particular fee was very popular at the previous price two years ago, but this is no longer the case and it is felt that this will bring in additional income at the lower price.

3. Decisions Required

- 3.1 That the items listed in the proposed significant one-off revenue expenditure/minor works schedule (section 1) be taken forward to the meeting of the Finance & Governance Committee to be held on 11th December 2024 for consideration as part of the budget setting process for 2025/26.
- 3.2 That the Tourism & Local Economy Committee projects set out in the Draft Capital Programme (Appendix 1) be taken forward to the meeting of the Finance & Governance Committee to be held on 11th December 2024 for consideration as part of the budget setting process for 2025/26.
- 3.3 That the proposed scale of fees and charges 2025/26 relevant to the Tourism & Local Economy Committee (Appendices 2 and 3) be taken forward to the meeting of the Finance & Governance Committee to be held on 11th December 2024 for consideration as part of the budget setting process for 2025/26.
- 3.4 To recommend the adoption of the additional terms for the Market as detailed in section 4.2 above.

Culvin Milmer
Visitor Services and Business Development Manager

November 2024

Appendix 1: Draft Capital Programme

| Proposed Capital Programme 2024/25 -2026/27 | | | | | | | |
|--|--|-------------------------|-------------------|--------------------------------|---------------------|---------------------|---------------------|
| Project Ref: | Project | Committee | 2024/25 Budget | 2024/25 Forecast Outturn | 2025/26 Estimate | 2026/27 Estimate | 2027/28 Estimate |
| | | | £ | | £ | £ | £ |
| 1 | Green Seafront Stabilisation & Enhancement Scheme | | | | | | |
| | Stabilisation & Regeneration | Tourism & Local Economy | 120,000 | 0 | 150,000 | 1,925,000 | 1,925,000 |
| 2 | Car Parks | | | | | | |
| | Main Beach- Phase 3 & EVCP Installation (for information only) | Tourism & Local Economy | - | - | | | |
| | Pay & Display Machine Replacement | Tourism & Local Economy | 44,000 | 39,435 | 5,000 | | |
| 3 | Parks & Open Space | | | | | | |
| | Seafront Shelters reprovisioning | Tourism & Local Economy | | | 180,000 | | |
| 4 | Seafront Coastal Defence Projects | | | | | | |
| | Seafront Coastal Defence Works | Tourism & Local Economy | | | | 450,000 | |
| 5 | Parks & Open Space | | | | | | |
| | Festive Lights | Tourism & Local Economy | | | | | 18,000 |
| 6 | Roads | | | | | | |
| | Flagpoles | Tourism & Local Economy | | | | | 10,000 |
| | Total Capital Expenditure | | 727,750 | 311,404 | 700,500 | 2,585,000 | 1,953,000 |

SWANAGE TOWN COUNCIL

Tourism & Local Economy Committee Proposed Scale of Fees & Charges - 2025/26

| | Date of Last Increase/ (Decrease) | Agreed Fees 2024/25 £/p | Proposed Fees 2025/26 £/p | Proposed Increase on Gross % |
|--|---|-------------------------------|---------------------------------|---------------------------------------|
| Tourism & Local Economy Committee | | | | |
| 1. BOAT PARK & CAR PARKS | | | | |
| Peveril Boat Park Per Grid (Trailer Included) | | | | |
| Boats and trailers | | | | |
| G Row | | | | |
| Summer - 1 May - 31 October | 1/5/23 | 361.00 | 375.00 | 3.88 |
| Weekly | 1/5/23 | 115.00 | 119.00 | 3.48 |
| Autumn/Winter - 1 September - 30 April | 1/5/23 | 271.00 | 282.00 | 4.06 |
| Winter - 1 November - 30 April | 1/5/23 | 151.00 | 157.00 | 3.97 |
| Annual 1st May -30 April | 1/5/23 | 502.00 | 522.00 | 3.98 |
| C Row | | | | |
| Summer - 1 May - 31 October | 1/5/23 | 590.00 | 614.00 | 4.07 |
| Weekly | 1/5/23 | 165.00 | 172.00 | 4.24 |
| Autumn/Winter - 1 September - 30 April | 1/5/23 | 432.00 | 449.00 | 3.94 |
| Winter - 1 November - 30 April | 1/5/23 | 236.00 | 245.00 | 3.81 |
| Annual 1st May -30 April | 1/5/23 | 840.00 | 873.00 | 3.93 |
| Summer 1 May - 31 October | 1/5/23 | 740.00 | 769.00 | 3.92 |
| A, D and F Row | | | | |
| Summer - 1 May - 31 October | 1/5/23 | 668.00 | 695.00 | 4.04 |
| Weekly | 1/5/23 | 170.00 | 177.00 | 4.12 |
| Autumn/Winter - 1 September - 30 April | 1/5/23 | 497.00 | 517.00 | 4.02 |
| Winter - 1 November - 30 April | 1/5/23 | 274.00 | 285.00 | 4.01 |
| Annual 1st May -30 April | 1/5/23 | 950.00 | 988.00 | 4.00 |
| Summer 1 May - 31 October | 1/5/23 | 850.00 | 884.00 | 4.00 |
| B Row | | | | |
| Summer - 1 May - 31 October | 1/5/23 | 965.00 | 1,004.00 | 4.04 |
| Weekly | 1/5/23 | 203.00 | 211.00 | 3.94 |
| Autumn/Winter - 1 September - 30 April | 1/5/23 | 757.00 | 787.00 | 3.96 |
| Winter - 1 November - 30 April | 1/5/23 | 435.00 | 452.00 | 3.91 |
| Annual 1st May -30 April | 1/5/23 | 1,400.00 | 1,456.00 | 4.00 |
| Summer 1 May - 31 October | 1/5/23 | 1,300.00 | 1,352.00 | 4.00 |
| Kayak Rack Charge (not inc trailer) | | | | |
| Summer - 1 May - 31 October | 1/5/24 | 77.00 | 80.00 | 3.90 |
| Weekly | 1/5/24 | 31.00 | 32.00 | 3.23 |
| Winter - 1 November - 30 April | 1/5/24 | 31.00 | 32.00 | 3.23 |
| Annual 1st May -30 April | 1/5/24 | 110.00 | 114.00 | 3.64 |
| Daily Launch Fees - Throughout the year | | | | |
| Boat with trailer over 6.0m | 1/5/23 | 30.00 | 35.00 | 16.67 |
| Boat with trailer under 6.0m | (1/4/19) | 25.00 | 27.50 | 10.00 |
| Jet Skis | (1/4/19) | 25.00 | 27.50 | 10.00 |
| 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 |
| Daily Launch Fees (Boat only - removal of Trailer) | | | | |
| Boats | (1/4/19) | 20.00 | 25.00 | 25.00 |
| Jet Skis | (1/4/19) | 20.00 | 25.00 | 25.00 |
| Residents Permit Holders discount | (1/4/19) | 15.00 | 20.00 | 33.33 |
| Small Dinghy (up to 12ft) | 1/5/22 | 10.00 | 12.00 | 20.00 |
| Kayaks | 1/4/19 | 5.00 | 6.00 | 20.00 |
| Slipway Launch Annual Ticket | 1/5/24 | 285.00 | 265.00 | -7.02 |
| Trailer Only-per day - Under 6.0m | 1/5/24 | 10.00 | 11.00 | 10.00 |
| Trailer Only-per day - Over 6.0m | 1/5/24 | 15.00 | 16.00 | 6.67 |
| Winter Pontoon Storage 22ft | 1/5/24 | 180.00 | 187.00 | 3.89 |
| Fisherman's Hut Tenant Discount On All Boat Park Costs | 1/5/24 | 10% | 10% | 0.00 |
| Boat park ad-board | NEW | NEW | 50.00 | NEW |

| | Date of Last Increase/ (Decrease) | Agreed Fees 2024/25 | Proposed Fees 2025/26 | Proposed Increase on Gross |
|---|---|------------------------|--------------------------|----------------------------------|
| Broad Road | | | | |
| Motorhomes permitted 8am to 10 p.m only | | | | |
| 1 April to 30 June and 1 September to 31 October (inclusive). | | Remove off-peak period | | |
| Up to 1 hour | 1/4/24 | 1.70 | 2.10 | 23.53 |
| Up to 2 hours | 1/4/24 | 3.40 | 3.80 | 11.76 |
| Up to 4 hours | 1/4/24 | 5.60 | 7.10 | 26.79 |
| Up to 6 hours | 1/4/24 | 7.30 | 8.00 | 9.59 |
| *Up to 13 hours | 1/4/24 | 10.00 | 10.00 | 0.00 |
| #3 day permit | 1/4/24 | 25.00 | 25.00 | 0.00 |
| #7 day permit | 1/4/24 | 50.00 | 50.00 | 0.00 |
| Overnight 9 p.m. to 8 a.m. | 1/4/24 | no charge | no charge | NEW |
| Vehicles >4.8m | | | | |
| Up to 1 hour | 1/4/24 | 2.20 | 2.70 | 22.73 |
| Up to 2 hours | 1/4/24 | 4.40 | 4.80 | 9.09 |
| Up to 4 hours | 1/4/24 | 7.00 | 9.00 | 28.57 |
| Up to 6 hours | 1/4/24 | 9.20 | 10.20 | 10.87 |
| Up to 13 hours | 1/4/24 | 12.60 | 12.60 | 0.00 |
| \$ 3 day permit | 1/4/24 | 32.00 | 32.00 | 0.00 |
| \$ 7 day permit | 1/4/24 | 64.00 | 64.00 | 0.00 |
| Overnight 9 p.m. to 8 a.m. | 1/4/24 | no charge | remove | no charge |
| OFF-PEAK PERIOD REMOVED (was 1 July to 31 August) | | | | |
| 1 April to 31 October (inclusive). | NEW | | | |
| Vehicles <4.8m | | | | |
| Up to 1 hour | 1/4/24 | 2.10 | 2.10 | 0.00 |
| Up to 2 hours | 1/4/24 | 3.80 | 3.80 | 0.00 |
| Up to 4 hours | 1/4/24 | 7.10 | 7.10 | 0.00 |
| Up to 6 hours | 1/4/24 | 8.00 | 8.00 | 0.00 |
| *Up to 13 hours | 1/4/24 | 10.00 | 10.00 | 0.00 |
| #3 day permit | 1/4/24 | 25.00 | 25.00 | 0.00 |
| #7 day permit | 1/4/24 | 50.00 | 50.00 | 0.00 |
| Overnight 9 p.m. to 8 a.m. | 1/4/24 | no charge | no charge | no charge |
| Vehicles >4.8m | | | | |
| Up to 1 hour | 1/4/24 | 2.70 | 2.70 | 0.00 |
| Up to 2 hours | 1/4/24 | 4.80 | 4.80 | 0.00 |
| Up to 4 hours | 1/4/24 | 9.00 | 9.00 | 0.00 |
| Up to 6 hours | 1/4/24 | 10.20 | 10.20 | 0.00 |
| Up to 13 hours | 1/4/24 | 12.60 | 12.60 | 0.00 |
| \$ 3 day permit | 1/4/24 | 32.00 | 32.00 | 0.00 |
| \$ 7 day permit | 1/4/24 | 64.00 | 64.00 | 0.00 |
| Overnight 9 p.m. to 8 a.m. | 1/4/24 | no charge | no charge | no charge |
| 1 November - 31 March (inclusive) | | | | |
| All vehicles | | | | |
| 8 a.m. to 9 p.m. (up to 13 hours) | 1/4/24 | 2.00 | 2.00 | 0.00 |
| Overnight 9 p.m. to 8 a.m. | 1/4/24 | no charge | no charge | no charge |
| Main Beach (Victoria Avenue) | | | | |
| Motorhomes permitted 8am to 10 p.m only | | | | |
| 1 April to 30 June and 1 September to 31 October (inclusive). | | Remove off-peak period | | |
| Vehicles <4.8m | | | | |
| Up to 1 hour | 1/4/24 | 1.70 | 2.10 | 23.53 |
| Up to 2 hours | 1/4/24 | 3.40 | 3.80 | 11.76 |
| Up to 4 hours | 1/4/24 | 5.60 | 7.10 | 26.79 |
| Up to 6 hours | 1/4/24 | 7.30 | 8.00 | 9.59 |
| *Up to 13 hours | 1/4/24 | 10.00 | 10.00 | 0.00 |
| #3 day permit | 1/4/24 | 25.00 | 25.00 | 0.00 |
| #7 day permit | 1/4/24 | 50.00 | 50.00 | 0.00 |
| Vehicles >4.8m | | | | |
| Up to 1 hour | 1/4/24 | 2.20 | 2.70 | 22.73 |
| Up to 2 hours | 1/4/24 | 4.40 | 4.80 | 9.09 |
| Up to 4 hours | 1/4/24 | 7.00 | 9.00 | 28.57 |
| Up to 6 hours | 1/4/24 | 9.20 | 10.20 | 10.87 |
| Up to 13 hours | 1/4/24 | 12.60 | 12.60 | 0.00 |
| \$ 3 day permit | 1/4/24 | 32.00 | 32.00 | 0.00 |
| \$ 7 day permit | 1/4/24 | 64.00 | 64.00 | 0.00 |
| All vehicles - Overnight 9 p.m. to 8 a.m. | 1/4/24 | no charge | no charge | NEW |
| OFF-PEAK PERIOD REMOVED (was 1 July to 31 August) | | | | |
| 1 April to 31 October (inclusive). | NEW | | | |
| Vehicles <4.8m | | | | |
| Up to 1 hour | 1/4/24 | 2.10 | 2.10 | 0.00 |
| Up to 2 hours | 1/4/24 | 3.80 | 3.80 | 0.00 |
| Up to 4 hours | 1/4/24 | 7.10 | 7.10 | 0.00 |
| Up to 6 hours | 1/4/24 | 8.00 | 8.00 | 0.00 |
| *Up to 13 hours | 1/4/24 | 10.00 | 10.00 | 0.00 |
| #3 day permit | 1/4/24 | 25.00 | 25.00 | 0.00 |
| #7 day permit | 1/4/24 | 50.00 | 50.00 | 0.00 |
| Overnight 9 p.m. to 8 a.m. | 1/4/24 | no charge | no charge | no charge |
| Vehicles >4.8m | | | | |
| Up to 1 hour | 1/4/24 | 2.70 | 2.70 | 0.00 |
| Up to 2 hours | 1/4/24 | 4.80 | 4.80 | 0.00 |
| Up to 4 hours | 1/4/24 | 9.00 | 9.00 | 0.00 |
| Up to 6 hours | 1/4/24 | 10.20 | 10.20 | 0.00 |

| | Date of Last Increase/ (Decrease) | Agreed Fees 2024/25 | Proposed Fees 2025/26 | Proposed Increase on Gross |
|--|---|------------------------|--------------------------|----------------------------------|
| Up to 13 hours | 1/4/24 | 12.60 | 12.60 | 0.00 |
| \$ 3 day permit | 1/4/24 | 32.00 | 32.00 | 0.00 |
| \$ 7 day permit | 1/4/24 | 64.00 | 64.00 | 0.00 |
| Overnight 9 p.m. to 8 a.m. | 1/4/24 | no charge | no charge | no charge |
| 1 November - 31 March (inclusive) | | | | |
| All vehicles | | | | |
| 8 a.m. to 9 p.m. (up to 13 hours) | 1/4/24 | 2.00 | 2.00 | 0.00 |
| Overnight 9 p.m. to 8 a.m. | 1/4/24 | no charge | no charge | no charge |

| | Date of Last Increase/ (Decrease) | Agreed Fees 2024/25 | Proposed Fees 2025/26 | Proposed Increase on Gross |
|---|---|------------------------|--------------------------|----------------------------------|
| King George's Field (Overflow Car Park) | | | | |
| OFF-PEAK PERIOD REMOVED (was 1 July to 31 August) | | | | |
| 1 April to 31 October (inclusive). | NEW | | | |
| Vehicles <4.8m | | | | |
| Up to 1 hour | 1/4/24 | 2.10 | 2.10 | 0.00 |
| Up to 2 hours | 1/4/24 | 3.80 | 3.80 | 0.00 |
| Up to 4 hours | 1/4/24 | 7.10 | 7.10 | 0.00 |
| Up to 6 hours | 1/4/24 | 8.00 | 8.00 | 0.00 |
| *Up to 13 hours | 1/4/24 | 10.00 | 10.00 | 0.00 |
| North Beach (De Moulham Road) incl. Journey's End Overflow Car Parking | | | | |
| Motorhomes permitted 8am to 10 p.m only | | | | |
| 1st April to 31st October (inclusive). | | | | |
| Vehicles <4.8m | | | | |
| Up to 1 hour | 1/4/24 | 1.70 | 1.70 | 0.00 |
| Up to 2 hours | 1/4/24 | 2.80 | 2.80 | 0.00 |
| Up to 4 hours | 1/4/24 | 4.80 | 4.80 | 0.00 |
| Up to 6 hours | 1/4/24 | 5.60 | 5.60 | 0.00 |
| Up to 13 hours | 1/4/24 | 8.50 | 8.50 | 0.00 |
| #3 day permit | 1/4/24 | 25.00 | 25.00 | 0.00 |
| #7 day permit | 1/4/24 | 50.00 | 50.00 | 0.00 |
| Vehicles >4.8m | | | | |
| Up to 1 hour | 1/4/24 | 2.20 | 2.20 | 0.00 |
| Up to 2 hours | 1/4/24 | 3.50 | 3.50 | 0.00 |
| Up to 4 hours | 1/4/24 | 6.00 | 6.00 | 0.00 |
| Up to 6 hours | 1/4/24 | 7.00 | 7.00 | 0.00 |
| Up to 13 hours | 1/4/24 | 10.70 | 10.70 | 0.00 |
| \$ 3 day permit | 1/4/24 | 32.00 | 32.00 | 0.00 |
| \$ 7 day permit | 1/4/24 | 64.00 | 64.00 | 0.00 |
| Overnight 9 p.m. to 8 a.m. | 1/4/24 | no charge | no charge | no charge |
| 1 November - 31 March (inclusive) | | | | |
| All vehicles 8 a.m. to 9 p.m. (up to 13 hours) | 1/4/24 | 2.00 | 2.00 | 0.00 |
| All vehicles - Overnight 9 p.m. to 8 a.m. | 1/4/24 | no charge | no charge | no charge |
| 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 smaller vehicle permit is transferable between all long stay car parks and is available on JustPark only | | | | |
| \$ The 3 day & weekly larger vehicle permit is transferable between Main & North Beach car parks and is available on JustPark only | | | | |
| Recreation Ground (Mermond Place) and Co operative (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) | 1/4/24 | 2.40 | 2.40 | 0.00 |
| 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 follows: | | | | |
| <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) | | | | |
| | 1/4/24 | 350.00 | 365.00 | 4.29 |
| Summer Season Ticket (1 April-31 October) | 1/4/24 | 262.50 | 273.75 | 4.29 |
| start date extended to 1st April (agreed Roads and Transport Committee 24/11/2021 minute 7) 3/4 of annual ticket | | | | |
| Residents Car Park - Annual Business Permit (STC tenants only) | | | | |
| | 1/4/24 | 350.00 | 365.00 | 4.29 |
| Summer Season Ticket (1 April-31 October) | 1/4/24 | 262.50 | 273.75 | 4.29 |
| Agreed Minute 51 (a) June 24th 2024 | | | | |
| North Beach Annual Multi Use Permit | | | | |
| | 1/4/24 | 400.00 | 420.00 | 5.00 |
| Summer Season Ticket (1 April-31 October) | NEW | NEW | 315.00 | NEW |
| Annual Taxis (per permit) | | | | |
| Charges will apply throughout the year. | 1/4/24 | 756.00 | 780.00 | 3.17 |
| Excess Charge Penalty | | | | |
| | 1/4/04 | 60.00 | 60.00 | 0.00 |
| * Reduced for payment within 10 days. | 1/4/04 | 30.00 | 30.00 | 0.00 |
| Peveril Point Residents Tickets | | | | |
| max of 4 per household | 1/4/07 | 25.00 | 25.00 | 0.00 |

Dorset Restricted Mobility Permit Holders
2. TOURIST INFORMATION CENTRE

| Date of Last Increase/ (Decrease) | Agreed Fees 2024/25 | Proposed Fees 2025/26 | Proposed Increase on Gross |
|---|------------------------|--------------------------|----------------------------------|
| New | New | Free up to 3 hours | |

| | Date of Last Increase/ (Decrease) | Agreed Fees 2024/25 | Proposed Fees 2025/26 | Proposed Increase on Gross |
|---|---|------------------------|--|----------------------------------|
| Advertising Board 3ft x 4ft (Annual) | 1/4/24 | 525.00 | 546.00 | 4.00 |
| Advertising 'A' Boards | 1/4/19 | Remove | Remove | #VALUE! |
| Advertising Board 3ft x 4ft (Winter: October - March) | 1/4/24 | 155.00 | 161.00 | 3.87 |
| Advertising Board 3ft x 4ft (Christmas: October - December) | 1/4/24 | 105.00 | 109.00 | 3.81 |
| Advertising Board 3ft x 4ft (Monthly Summer) | 1/4/24 | 75.00 | 78.00 | 4.00 |
| Advertising Board 3ft x 4ft (Monthly Winter) | 1/4/24 | 30.00 | 31.00 | 3.33 |
| National Express Administration Fee (excluding Coach Card requests) | 1/4/24 | 3.00 | 3.00 | 0.00 |
| 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) | 1/4/24 | 4.50 | 5.00 | 11.11 |
| Parasol hire (per week) | 1/4/24 | 23.00 | 25.00 | 8.70 |
| Parasol hire (max charge per beach hut period booking) | 1/4/24 | 60.00 | 75.00 | 25.00 |
| Additional beach hut chair (per day) | 1/4/24 | 2.00 | 2.00 | 0.00 |
| Additional beach hut chair (per week) | 1/4/24 | 10.00 | 10.00 | 0.00 |
| Additional beach hut chair (max charge per beach hut period bookir | 1/4/24 | 30.00 | 30.00 | 0.00 |
| Deposit - Additional beach hut key | 1/4/24 | 30.00 | 30.00 | 0.00 |
| Replacement beach hut key | 1/4/24 | 50.00 | 55.00 | 10.00 |
| | | | One days hire or £20.00 whichever is | |
| Late Return of Key for Beach Hut | 1/4/24 | One days hire | the greater | 0.00 |
| Faulty Electrical Equipment Charge | 1/4/24 | 100.00 | 105.00 | 5.00 |
| | | | £5.00 plus | |
| Admin charge for lost property postage returns | | | postage fee | |
| 3. <u>PEVERIL POINT</u> | | | | |
| Foreshore - Dinghy Storage (Angling Club) | 1/4/15 | tbc | tbc | |
| Dug-Out Storage Area, Rear of Waterside (per week) | 1/4/24 | 13.10 | 13.50 | 3.05 |
| Rent of Hut Site (East of Lifeboat House) | 1/4/15 | tbc | tbc | |
| Fishermen's Huts | 1/4/24 | 500.00 | 520.00 | 4.00 |
| Prince Albert Gardens - charge to be considered upon application to the Council | | | | |
| 4. <u>STONE QUAY & MONKEY BEACH</u> | | | | |
| Monkey Beach Boat Rings | 1/4/18 | | | #DIV/0! |
| Hut on Quay | 1/4/24 | 170.00 | 175.00 | 2.94 |
| 5. <u>MARKET</u> | | | | |
| see separate pricing schedule | | | | |

| | | Date of Last Increase/ (Decrease) | Agreed Fees 2024/25 | Proposed Fees 2025/26 | Proposed Increase on Gross |
|--|------------------|---|------------------------|--------------------------|----------------------------------|
| 6. BEACH BUNGALOWS | | | | | |
| SCALE OF FEES: SHORE ROAD - 2025/26 SEASON | | | | | |
| Agreed: Minute 64, Monthly Council Meeting held 22 July 2024 | | | | | |
| Sat 29 March - Fri 25 April | Shortened period | | | | |
| Lower Level Huts | Daily | 30/3/24 | 16.50 | 12.00 | -27.27 |
| | Weekly | 30/3/24 | 66.00 | 50.00 | -24.24 |
| | Whole period | 30/3/24 | 336.60 | Remove | Remove |
| Upper Level Huts | Daily | 30/3/24 | 11.00 | 8.40 | -23.64 |
| | Weekly | 30/3/24 | 44.00 | 35.00 | -20.45 |
| | Whole period | 30/3/24 | 224.40 | Remove | Remove |
| Sat 26 April - Fri 11 July | extended period | | | | |
| Lower Level Huts | Daily | 30/3/24 | 22.00 | 25.00 | 13.64 |
| | Weekly | 30/3/24 | 116.00 | 125.00 | 7.76 |
| | Whole period | 30/3/24 | 925.10 | Remove | Remove |
| Upper Level Huts | Daily | 30/3/24 | 16.50 | 17.50 | 6.06 |
| | Weekly | 30/3/24 | 77.00 | 87.50 | 13.64 |
| | Whole period | 30/3/24 | 588.50 | Remove | Remove |
| Sat 12 July - Fri 29 August | | | | | |
| Lower Level Huts | Daily | 30/3/24 | 35.00 | 40.00 | 14.29 |
| | Weekly | 30/3/24 | 242.00 | 260.00 | 7.44 |
| Upper Level Huts | Daily | 30/3/24 | 24.00 | 28.00 | 16.67 |
| | Weekly | 30/3/24 | 165.00 | 182.00 | 10.30 |
| Sat 30 August - Fri 26 September | extended period | | | | |
| Lower Level Huts | Daily | 30/3/24 | 22.00 | 25.00 | 13.64 |
| | Weekly | 30/3/24 | 116.00 | 125.00 | 7.76 |
| Upper Level Huts | Daily | 30/3/24 | 16.50 | 17.50 | 6.06 |
| | Weekly | 30/3/24 | 77.00 | 87.50 | 13.64 |
| Sat 27 September - Fri 31 October | Split period | | | | |
| Lower Level Huts | Daily | 30/3/24 | 7.00 | 12.00 | 71.43 |
| | Weekly | 30/3/24 | 28.00 | 50.00 | 78.57 |
| Upper Level Huts | Daily | 30/3/24 | 7.00 | 8.40 | 20.00 |
| | Weekly | 30/3/24 | 28.00 | 35.00 | 25.00 |
| Sat 1 November - Fri 27 March | Split period | | | | |
| Lower Level Huts | Daily | 30/3/24 | 7.00 | 10.00 | 42.86 |
| | Weekly | 30/3/24 | 28.00 | 35.00 | 25.00 |
| Upper Level Huts | Daily | 30/3/24 | 7.00 | 7.00 | 0.00 |
| | Weekly | 30/3/24 | 28.00 | 24.50 | -12.50 |
| Winter whole period charges | | | | | |

| | | Date of Last Increase/ (Decrease) | Agreed Fees 2024/25 | Proposed Fees 2025/26 | Proposed Increase on Gross |
|---|---------------|---|------------------------|--------------------------|----------------------------------|
| Sat 1 November - Fri 27 March | - Lower Level | NEW | NEW period | 551.00 | 26.55 |
| | - Upper Level | NEW | NEW period | 389.00 | 27.56 |
| Whole period charges | | | | | |
| Sat 29 March - Fri 27 March | - Lower Level | 30/3/24 | 3470.50 | 3660.00 | 5.46 |
| | - Upper Level | 30/3/24 | 2123.00 | 2562.00 | 20.68 |
| Premium Huts | | | | | |
| Sat 29 March - Fri 25 April | | Shortened period | | | |
| Lower Level Huts | | | | | |
| | Daily | 30/3/24 | 27.00 | 20.00 | -25.93 |
| | Weekly | 30/3/24 | 99.00 | 80.00 | -19.19 |
| | Whole period | 30/3/24 | 504.90 | Remove | Remove |
| Upper Level Huts | | | | | |
| | Daily | 30/3/24 | 17.00 | 14.00 | -17.65 |
| | Weekly | 30/3/24 | 66.00 | 56.00 | -15.15 |
| | Whole period | 30/3/24 | 336.60 | Remove | Remove |
| Sat 26 April - Fri 11 July | | extended period | | | |
| Lower Level Huts | | | | | |
| | Daily | 30/3/24 | 34.00 | 35.00 | 2.94 |
| | Weekly | 30/3/24 | 176.00 | 190.00 | 7.95 |
| | Whole period | 30/3/24 | 1346.40 | Remove | Remove |
| Upper Level Huts | | | | | |
| | Daily | 30/3/24 | 22.00 | 24.50 | 11.36 |
| | Weekly | 30/3/24 | 110.00 | 133.00 | 20.91 |
| | Whole period | 30/3/24 | 841.50 | Remove | Remove |
| Sat 12 July - Fri 29 August | | | | | |
| Lower Level Huts | | | | | |
| | Daily | 30/3/24 | 55.00 | 57.00 | 3.64 |
| | Weekly | 30/3/24 | 363.00 | 380.00 | 4.68 |
| Upper Level Huts | | | | | |
| | Daily | 30/3/24 | 35.00 | 39.90 | 14.00 |
| | Weekly | 30/3/24 | 237.00 | 266.00 | 12.24 |
| Sat 30 August - Fri 26 September | | extended period | | | |
| Lower Level Huts | | | | | |
| | Daily | 30/3/24 | 34.00 | 35.00 | 2.94 |
| | Weekly | 30/3/24 | 176.00 | 190.00 | 7.95 |
| Upper Level Huts | | | | | |
| | Daily | 30/3/24 | 22.00 | 24.50 | 11.36 |
| | Weekly | 30/3/24 | 110.00 | 133.00 | 20.91 |
| Sat 27 September - Fri 31 October | | Split period | | | |
| Lower Level Huts | | | | | |
| | Daily | 30/3/24 | 11.00 | 20.00 | 81.82 |
| | Weekly | 30/3/24 | 44.00 | 80.00 | 81.82 |
| Upper Level Huts | | | | | |
| | Daily | 30/3/24 | 9.00 | 14.00 | 55.56 |
| | Weekly | 30/3/24 | 42.00 | 56.00 | 33.33 |
| Sat 1 November - Fri 27 March | | Split period | | | |
| Lower Level Huts | | | | | |
| | Daily | 30/3/24 | 11.00 | 12.00 | 9.09 |
| | Weekly | 30/3/24 | 44.00 | 50.00 | 13.64 |
| Upper Level Huts | | | | | |
| | Daily | 30/3/24 | 9.00 | 8.40 | -6.67 |
| | Weekly | 30/3/24 | 42.00 | 35.00 | -16.67 |
| Winter whole period charges | | | | | |
| Sat 1 November - Fri 27 March | - Lower Level | NEW | NEW period | 788.00 | 35.66 |
| | - Upper Level | NEW | NEW period | 551.00 | 19.89 |
| Whole period charges | | | | | |
| Sat 29 March - Fri 27 March | - Lower Level | 30/3/24 | 5,042.40 | 5,460.00 | 8.28 |
| | - Upper Level | 30/3/24 | 3,545.30 | 3,822.00 | 7.80 |
| Artisans on the Beach - 22 November - 14 December | | | | | |
| Lower Level - Full Period | | 30/3/24 | 121.00 | 130.00 | 7.44 |
| Upper Level - Full Period | | 30/3/24 | 60.50 | 65.00 | 7.44 |
| Weekend Period | | 30/3/24 | 17.60 | 20.00 | 13.64 |
| Premium Lower Level - Full Period | | 30/3/24 | 264.00 | 280.00 | 6.06 |
| Premium Upper Level - Full Period | | 30/3/24 | 137.50 | 148.00 | 7.64 |
| SCALE OF FEES: SPA BUNGALOWS - 2025/26 SEASON | | | | | |

| | | Date of Last Increase/ (Decrease) | Agreed Fees 2024/25 | Proposed Fees 2025/26 | Proposed Increase on Gross |
|--|--------|---|--|--|----------------------------------|
| Sat 29 March - Fri 25 April | | | | | |
| | Daily | 30/3/24 | 8.00 | 10.00 | 25.00 |
| | Weekly | 30/3/24 | 33.00 | 30.00 | -9.09 |
| Sat 26 April - Fri 11 July | | | | | |
| | Daily | 30/3/24 | 11.00 | 15.00 | 36.36 |
| | Weekly | 30/3/24 | 55.00 | 58.00 | 5.45 |
| Sat 12 July - Fri 29 August | | | | | |
| | Daily | 30/3/24 | 22.00 | 25.00 | 13.64 |
| | Weekly | 30/3/24 | 138.00 | 145.00 | 5.07 |
| Sat 30 August - Fri 26 September | | | | | |
| | Daily | 30/3/24 | 11.00 | 15.00 | 36.36 |
| | Weekly | 30/3/24 | 55.00 | 58.00 | 5.45 |
| Sat 27 September - Fri 31 October | | | | | |
| | Daily | 30/3/24 | 6.00 | 10.00 | 66.67 |
| | Weekly | 30/3/24 | 29.00 | 30.00 | 3.45 |
| Spa Bungalows whole period (29/03/2025- 31/10/2025) | | 30/3/24 | 1,265.00 | 1,616.00 | 27.75 |
| <u>SCALE OF FEES: SPA RETREATS - 2025/26 SEASON</u> | | | | | |
| Sat 29 March - Fri 25 April | | | | | |
| | Daily | 30/3/24 | 17.00 | 15.00 | -11.76 |
| | Weekly | 30/3/24 | 88.00 | 70.00 | -20.45 |
| Sat 26 April - Fri 11 July | | | | | |
| | Daily | 30/3/24 | 22.00 | 25.00 | 13.64 |
| | Weekly | 30/3/24 | 138.00 | 138.00 | 0.00 |
| Sat 12 July - Fri 29 August | | | | | |
| | Daily | 30/3/24 | 39.00 | 40.00 | 2.56 |
| | Weekly | 30/3/24 | 264.00 | 264.00 | 0.00 |
| Sat 30 August - Fri 26 September | | | | | |
| | Daily | 30/3/24 | 22.00 | 25.00 | 13.64 |
| | Weekly | 30/3/24 | 138.00 | 138.00 | 0.00 |
| Sat 27 September - Fri 31 October | | | | | |
| | Daily | 30/3/24 | 11.00 | 15.00 | 36.36 |
| | Weekly | 30/3/24 | 75.00 | 70.00 | -6.67 |
| Sat 1 November - Fri 27 March | | | | | |
| | Daily | 30/3/24 | 11.00 | 12.00 | 9.09 |
| | Weekly | 30/3/24 | 75.00 | 60.00 | -20.00 |
| Spa Retreats whole period (29/03/2025- 31/10/2025) | | NEW | New | 3,411.00 | -23.90 |
| Spa Retreats whole period (29/03/2025- 27/03/2026) | | 30/3/24 | 3,575.00 | 4,356.00 | 21.85 |
| 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 | | 1/4/24 | £30 or 20%, whichever is the greater | £30 or 20%, whichever is the greater | |
| Private Sites | | 1/4/24 | 495.00 | 539.00 | 8.89 |
| Authority has been delegated to the Visitor Services Manager to discount prices when appropriate to maximise occupancy | | | | | |



Swanage Friday Market

Fees for 2025-26 (51 weeks)

(no increase in prices over 2024-25)

| | 4 April to 23 May (8) 5 Sep to 31 Oct (9) | 30 May to 29 Aug (14) | 7 Nov to 27 Mar (closed 26 Dec) (20) |
|--------------------|--|--------------------------|---|
| Stall Size | Mid season | Peak Season | Low Season |
| <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 |
| Payment in advance | Equivalent to one week's fee – see information below | | |

Discount if paid in advance for full season (51 weeks): 25%

| Stall Size | 2025-26 Annual Fee 5 April 2024 to 28 March 2025 |
|------------|---|
| <2m | £568.50 |
| <4m | £872.25 |
| <7m | £1,176.00 |
| <12m | £1,479.75 |
| >12m* | £3,352.50 |

* Subject to agreement with the
Town Council

Electricity charged at £6.30 a day

Discount for BH19 based traders - 25%

Introductory period discount - 25% first 3 continuous weeks only

If you require any further information, please do not hesitate to contact the
Swanage Information Centre on 01929 766018

j.moulder@swanage.gov.uk

Payment in advance

With the exception of those paying annual fees, all traders must pay one week's fee in advance at the beginning, or during, the summer and winter periods. If a trader is unable to attend a week, the payment will be retained by the Town Council.

Unused payments can be used for the following weeks, 31st October 2025 and 27th March 2026.