Minutes of the Meeting of the **TOURISM AND LOCAL ECONOMY COMMITTEE** held at The Grand Hotel, Burlington Road, Swanage on **WEDNESDAY 15th JULY 2026** at **2.15 p.m**.

Chairman: -	
Councillor M Bonfield	Swanage Town Council
Present: -	
Councillor P Burridge	Swanage Town Council
Councillor T Foster	Swanage Town Council
Councillor G Suttle	Swanage Town Council
Councillor C Sutton	Swanage Town Council
Councillor C Tomes	Swanage Town Council - until 4.05pm
Councillor S Vile	Swanage Town Council
Outside Representatives: -	
Mr B Adeney	Swanage Pier Trust
Ms L Bish	Swanage Chamber of Trade
Miss K Black	Durlston Country Park
Mr R Brown	Cultural Purbeck
Mrs L Egan	Swanage Chamber of Trade
Mrs C Finch	Swanage Pier Trust
Ms A Hinsull	Accessible Swanage
Mrs S Libicka	Swanage Chamber of Trade
Mr R Marsh	Swanage Fishermen's Association
Ms H Shutler	Accessible Swanage
Mr P Sykes	Swanage Railway
Also Present: -	
Dr M Ayres	Town Clerk
Mrs S Layton-Kelly	Administration Officer
Mr C Milmer	Visitor Services and Business Development Manager
Mrs J Moulder	Business Development Officer
Mr B Heath	Head of Operations, Weymouth Town Council
Mr W Holmes	Resort Manager, Weymouth Town Council

There were three members of the public present at the meeting.

Prior to commencement of the meeting, representatives of Weymouth Town Council gave a presentation about Weymouth's Beach Access Project. Committee members thanked the officers for their informative and insightful presentation and congratulated them on the success of the project.

The meeting opened at 2.40 p.m.

Public Participation Time

The following matters were raised:-

- The positive work being undertaken by Weymouth Town Council was acknowledged, and the Council's vision for the Beach Access Project was commended.

- The Accessible Swanage representative echoed the above views and advised that they were encouraged by the progress being made by both Weymouth Town Council and Swanage Town Council in their efforts to improve access to beaches.
- The issue of a recent social media post incorrectly stating that that asylum seekers were due to be housed in Swanage was raised. Dorset Councillor, Councillor Suttle, addressed the matter and reiterated that the Home Office was required to notify the local authority, Dorset Council, of any plans to use properties for asylum and resettlement accommodation in the area. Councillor Suttle confirmed that no such notification had been received in relation to Swanage and the surrounding parishes.

1) Apologies

Apologies for their inability to attend the meeting were received from Councillors Coward and Lejeune, Ms D Butler (Cultural Purbeck), Ms T Churcher (National Trust), Ms A King (Swanage Railway), Mr M Kean & Ms R Keen (Bournemouth & Swanage Motor Road & Ferry Company), Mr A Knill & Mr M Curtis (Heart of Swanage).

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) - Councillor Bonfield declared an 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 25th March 2026

There were no matters raised.

Further to his declaration under Minute No. 2), Councillor Bonfield left the room during consideration of the following item. In the absence of the Chairman, Councillor Tomes, Town Mayor, assumed the Chair.

4) Beach Huts – Proposed fees and charges for 2027-2028

Consideration was given to a briefing paper setting out the proposed beach hut fees and charges for 2027-2028. The briefing paper also outlined proposed amendments to the beach hut fee structure, and the current beach hut Terms and Conditions. The proposed amendments included the introduction of a cap on refund fees, and a revision to limit the use of heaters within beach huts to one heater per unit.

A discussion ensued, during which particular consideration was given as to whether the proposed 4% increase in beach hut fees and charges was reasonable. The proposals in the briefing paper were then considered in turn:-

- **Proposed changes to the beach hut fee structure for 2027-28, as set out in section 2. of the briefing paper.**

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

  TO RECOMMEND:

  That the proposed changes to the beach hut fee structure for 2027-28 be approved.

- **Proposed changes to the Terms and Conditions, as set out in section 5. of the briefing paper.**

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

TO RECOMMEND:
That the proposed changes to the Beach Hut Terms and Conditions be approved.

- **Proposed fees as set out in Appendices 1 and 2 of the briefing paper.**
  It was proposed by Councillor Foster, seconded by Councillor Suttle and RESOLVED UNANIMOUSLY:-

  That the proposed increase in beach hut fees and charges for 2027-2028 be referred to a forthcoming council meeting for further consideration.

The committee requested that the council should also give consideration to a 3% increase in beach hut fees and charges rather than the proposed 4%.

Councillor Bonfield re-entered the Meeting and re-assumed the Chair.

5) <u>Updates from Task and Finish Groups</u>

a) Visit Swanage – it was reported that the Task and Finish group had been given a thorough insight into the Visit Dorset website. Members of the Group were currently gathering data and reviewing the website from a visitor's perspective, including its ease of use and the information available to tourists. The Group was also reviewing the website's 'Frequently Asked Questions' to assess how content influenced search results, particularly in light of the increasing reliance on artificial intelligence (AI) search tools. The findings would be reported back to the committee in due course.
It was noted that tourism websites were experiencing a decline in direct usage as increasing numbers of users relied on AI-powered search tools to obtain visitor information.

b) Regenerative Tourism – further to Minute No. 6) of the Tourism and Local Economy (T&LE) Committee Meeting held on 25th March 2026, it was reported that the initial meeting of the Task and Finish Group had been postponed and would be rearranged for a future date.
Following changes to the membership of the T&LE Committee at the Annual Council Meeting in May 2026, it was agreed that the Task and Finish Group would need to be re-appointed. It was therefore proposed by Councillor Burridge, seconded by Councillor Tomes and RESOLVED UNANIMOUSLY:-

That Councillors Bonfield, Foster, Sutton and Tomes, be appointed to the Regenerative Tourism Task and Finish Group to explore opportunities to develop a strategy for regenerative tourism.

c) Beach Access Vision – further to the presentation given prior to commencement of the meeting, committee members noted the positive work being undertaken by Weymouth Town Council in developing an accessible beach. Members agreed that Swanage Town Council should build upon this approach by developing a Beach Access Vision, reflecting on the work already undertaken by Weymouth Town Council.
Following changes to the membership of the T&LE Committee at the Annual Council Meeting in May 2026, it was agreed that the Task and Finish Group would need to be re-appointed. It was therefore proposed by Councillor Tomes, seconded by Councillor Burridge and RESOLVED UNANIMOUSLY:-

That Councillors Bonfield, Burridge, Suttle, Sutton, Tomes, and Vile, be appointed to the Beach Access Vision Task and Finish Group to develop a formal Beach Access Vision.

A further point was raised regarding the beach regeneration scheme, specifically the proposal for a new groyne at The Mowlem. The Chairman confirmed that this formed part of Dorset Council's proposed beach recharge scheme and the public would be consulted in due course.

6) Heritage Attraction Group – Proposal to re-establish the group, extend membership and consider possible terms of reference

Consideration was given to the re-establishment of the Heritage Attractions Group. During discussion, it was agreed that membership should include, but not be limited to, Swanage Town Council, Swanage Museum, Swanage Pier, Swanage Railway, Durlston Country Park, the National Trust and Cultural Purbeck. It was proposed by Councillor Foster, seconded by Councillor Sutton and RESOLVED UNANIMOUSLY:-

> That the Heritage Attractions Group be re-established, with membership to include, but not to be limited to, Swanage Town Council, Swanage Museum, Swanage Pier, Swanage Railway, Durlston Country Park, the National Trust, and Cultural Purbeck.

7) Update from the Visitor Services & Business Development Manager (VSBDM)

The VSBDM provided a report on the following matters:

- Approximately 100 paper copies of the Swanage Market Questionnaire had been received to date with responses indicating a generally positive experience at the market. Further details will be reported at a future meeting.
- The Punch and Judy Show had commenced on Main Beach in May this year, rather than its usual June start, and May had proved to be a successful month for the show.
- A virement of £2,500 from the Beach Signage budget to the Swanage Information Centre Materials budget was reported, to enable the purchase of a replacement noticeboard.

8) Updates from Outside Representatives

Updates were received from outside representatives, which included reports on the following matters:

- The representative from Swanage Pier Trust reported that the Trust was preparing a bid for National Lottery funding to replace 58 piles on the Pier, together with extensive community engagement work. The target timescale for delivering the work would be over the winter of 2027/28. It was agreed that Swanage Town Council would provide a letter of support for the Round 1 application.
- The representative from Swanage Fishermen's Association raised concerns regarding swimmers coming ashore via the Stone Quay. It was noted that swimmers partaking in forthcoming endurance events would be using the Parish Slipway as an alternative.
- Representatives from the Chamber of Trade reported that membership had increased to 78 members and that 60 Christmas Light SOS 'Switch on Swanage' jars were currently in circulation throughout the town.
- The representative from Cultural Purbeck advised that its bid to become the UK Town of Culture 2028 had been unsuccessful and that no towns in Dorset had been successful this time. Work would, however, continue to deliver various projects contained within the bid.
- The Chairman read an update on behalf of Swanage Museum. The committee was advised that the Museum was continuing to progress its long-term development plans. It was noted that Swanage Town Council supported the Museum's ongoing work.

9) Items of Information and matters for forthcoming agendas

a) Purbeck Watercraft Byelaw 2025 - Update

The VSBDM advised the committee that an update on the Purbeck Watercraft Byelaw consultation was now available on Dorset Council's website.

b) Surf Life Saving School

The committee noted this as an item for a future agenda.

c) Swanage Town Council Banner Policy review

The Chairman requested that consideration be given to amendments to the Town Council's policy relating to the display of banners and that this should be included on a future agenda.

d) Charity Beach Hut Policy review

The committee noted that a review of the Charity Beach Hut Policy would be included on the agenda for the next meeting.

10) <u>Date of next meeting</u>

The date of the next meeting had been scheduled for Wednesday 4th November 2026 at the Grand Hotel, Swanage, at 2.15 p.m.

The Chairman thanked everyone present for their attendance.

The meeting closed at 4.10 p.m.

Tourism and Local Economy Committee – 4th November 2026 Item 4.b)

Beach Access Vision

The Town Council is currently developing a draft vision for Swanage beach in regard to accessibility. A Beach Access Vision Task and Finish Group has been set up to consider in detail what options might be available to help formulate a vision for the future.

Attached at Appendix 1 is an updated draft vision, version 3.

This document will continue to be developed as more consideration is given to the issues. The aspiration is that a 'blueprint' is established for where facilities and activities will be implemented across the seafront, however it is clear that Councillors need further consideration of some of the issues identified in the document below.

This document was considered by the Coastal Change and Beach Management Committee on 7th October 2026, where it was suggested that 'sea access' should also be included within the scope of the vision. This could be interpreted as encompassing both access from the sea and access to the sea, including moorings and boat access.

To ensure that the vision remains focused and achievable, the primary focus should be on improving access to the beach and sea for people with impairments.

Dorset National Landscape have offered Swanage Town Council a grant of up to £12,000 to improve seafront access. It is suggested that this grant is used to procure two beach wheelchairs and possibly a beach rollator, along with a suitable storage shed. Images of the proposed options can be found in the vision document below. The storage shed will be placed on Shore Place.

It is suggested that the Beach and Sea Access Vision Task and Finish Group be delegated with the responsibility to choose a suitable shed, shed location and wheelchairs and other suitable items applicable as part of the grant. The Group includes Accessible Swanage. The grant must be used in the current financial year.

Action Required

a. To continue to develop the draft Beach Access Vision with the support of the Beach and Sea Access Vision Task and Finish Group.
b. To take up the offer of a grant from Dorset National Landscape and delegate to the Visitor Services and Business Development Manager, in consultation with the Beach Access Vision Task and Finish Group, to procure beach wheelchairs, a storage shed(s) and other associated items.
c. To delegate to the Visitor Services and Business Development Manager, in consultation with the Beach Access Vision Task and Finish Group, to identify a suitable location on or near to Shore Place to site the storage shed(s).

Culvin Milmer
Visitor Services and Business Development Manager
October 2026

Beach and Sea Access Vision – Task and Finish Group

DISCUSSION PAPER – v3 (29/10/26)

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 (2031)

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 first met in June 2026 and includes a wide range of key stakeholders from across the area.

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. It currently remains a developing vision as more consideration is given to the aspirations set out below.

The following key areas were considered by the Council's Beach Access Taks and Finish 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. However, discussions continue around weather the beach from the Banjo Pier to the Lifeguard Station might be more suitable for an accessible beach. Technical challenges remain with both beaches and further work remains before a decision is made in relation to the most appropriate area.

2. **Changing Places**
   The group were keen to find a solution for a Changing Places toilet and the following two locations were identified: upgrade Shore Road toilets or options within the Mowlem building. The new Green Seafront was considered but with difficult beach access at this

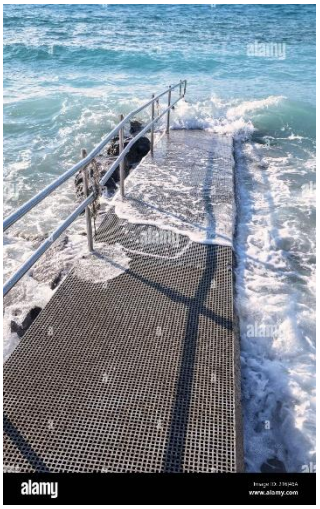
location, it was generally felt that the closed section of Shore Road, or very nearby would make a more suitable solution.

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, although this is no longer considered an essential requirement.

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. Using a beach hut was considered but it was felt that each beach hut would only be able to take one wheelchair and as they were fully booked in the summer period, this was not an appropriate use of the huts. It is therefore currently being proposed that a beach hut storage shed, similar to examples below would be considered and placed in the area of Shore Place.





It is proposed that to start with two beach wheelchairs, and possibly a rollator, might be purchased for storage in the above type sheds. From an operational perspective, beach wheelchairs would need to be booked out by customers through the Swanage Information Centre and an agreement form signed by the user. A face to face safety induction will be required which will take no more than 5 minutes. This can be undertaken by the Council's Beach Wardens or Swanage Information Centre staff, once they have the relevant training. These actions will ensure that the Council's insurance liabilities are met. In addition, a set 'zone' for beach wheelchair use will be designated.



The Sandcruiser.

The beach blue Sandcruiser is an upright, manual, beach wheelchair, suitable for older people, adults, and teenagers. The Sandcruiser seat height is the same as a normal wheelchair and the arms lift up out of the way, to allow for easy transfer from chair to chair.

The Sandcruiser has large balloon tyres for a smooth ride off the matting, onto the beach and down to the shoreline, but not into the sea. (The Sandcruiser will require either a strong carer/2 carers if venturing off the matting onto the sand)



Wheelchairs that provide access to the sea for users were considered. However, these require significant support from safety staff and at the current time the Council is unable to support this. The Council will engage with local community groups and charities to see if a similar scheme to the 'Reach the Beach' initiative at West Bay can be developed in Swanage [Reach The Beach West Bay Wheelchair Scheme | Wheelchair accessible beach West Bay Dorset]

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 considered a trial of 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 and advise from a beach that uses such a system is that it is very heavy and difficult to manoeuvre. On this basis, this is not being recommended as a solution.

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

To review feedback from 2026 events and consider the schedule of event requests for 2027.

1. Current event management overview

Each year a sizeable number of events take place across Swanage and many of these are located on property which is managed and maintained by Swanage Town Council. The Town Council generally does not charge for these events if they bring community or economic benefits to the town. Each event organiser is required to complete a Stage 1 Application Form which provides 'provisional approval' for the event to take place. Town Council officers have some delegated authority to approve events at this stage, although the majority of events will come through the Town Council for approval.

Once 'provisional approval' has been provided, the event organiser is required to provide a Stage 2 Application Form which includes the requirement to provide a risk assessment, public liability insurance, event management plan, Environmental Impact Statement, and usually a map of the site. Final approval is delegated to officers, which is provided once a review of documentation has taken place and assurances provided that the event will be safe and meets the requirements of the Town Council. This work takes up a significant amount of time of three officers, the Assets and Compliance Manager, the Visitor Services Manager and the Business Development Officer.

This report and the recommendations included within it were considered by the Events Working Party on 27th October 2026.

2. Delegated authority to Swanage Town Council officers

Officers have some delegated authority to approve events during the year. An 'event matrix' is used whereby event proposals received are scored according to some basic criteria. The score allocated to a particular event will determine if the approval can be made either by officers on their own, by officers with advice from the Events Working Party or through Council Committee. Appendix 1 provides an example of the event risk matrix.

3. Feedback from events held in 2026

2026 was a fantastic year for events in Swanage with the Town Council hosting 64 events.

2026 has proved to be a very successful year, with fewer issues arising overall compared to previous years. However, land security remained a significant concern, with five events leaving the gate bollards out and unsecured. The introduction of the new car and camping policies proved effective, as there were few unnecessary vehicles left on site. Despite this improvement, one event still had an excessive number of caravans and allowed a number of attendees to park on the field, highlighting areas where policies need to be reinforced. Waste management also improved significantly this year, with no issues reported, demonstrating a positive step forward in the overall management and organisation of events.

Officers have identified an event management software solution and hope to have it implemented during this financial year.

4. Review of new events in 2026

Only one new event took place in 2026. All new events are approved on a one-year trial basis.

4.1 The Purbeck Marathon – 19th - 20th September – Sandpit Field

This event proved very successful and the officers were very impressed with the organiser's engagement and commitment.

5. New events proposed for 2027

5.1 FONC Festival – 28th and 29th August – Sandpit Field

A two-day music festival proposed for the August Bank Holiday weekend, organised by Will Rudge of the FONC Club in Swanage. The event would feature live music from local bands and would be similar in style to the former *Music in the Park* events held at Prince Albert Gardens.

The event would be organised by Mr Rudge in collaboration with an experienced local event organiser. It is proposed that music on both days finish no later than 10.00 pm. **Recommend approve subject to conditions.**

5.2 The South Coast Swim – 17th September, PAG

The Wild Swimming Company are holding an organised swim in Bournemouth on this date. The company are keen to reserve the date in Swanage as a fall back date in case the conditions in Bournemouth are not conducive for swimming. An additional event on this day includes the Planet Purbeck Discovery Fest. Any agreement would require the use of the Mowlem Slipway for the finish area for swimmers and confirmation that any Stone Quay concessionaires were aware or had finished operating for the season. **Recommend do not approve.**

5.3 Elements Jurassic, Adventure Triathlon – 25th September – KGV / Beach

An adventure triathlon led by the Adventure Element in the same format as the event on 26th June 2027. This company has led a number of events in Swanage over the last two years, all of which have been well organised. The use of KGV in September may be problematic if the area is wet and it is proposed that any condition of use includes the establishment of a contingency plan that sees the use of Queen Elizabeth II Park and/or an alternative hard standing in the town. **Recommend approve subject to conditions.**

5.4 Swanage Swoosh – 2nd October, PAG and North Beach Car Park

The Wild Swimming Company are asking if they could use North Beach Car Park as a base for a swim that begins from the beach at Sheps Hollow. The swimmers would then exit the sea on Monkey Beach, and PAG would be the finish site. The Council would only be agreeing to the use of the land it owns which in this case would just be North Beach Car Park, Monkey Beach and PAG. Any agreement would require that any Stone Quay concessionaires were aware or had finished operating for the season. This would

be the same weekend as the Blues Festival when the town can be very busy. **Recommend approve subject to conditions.**

6. Event Charging

6.1 For 2026-27 the Council charged an administration fee of £750 for events described as 'third-party organisation working on behalf of another organisation' For this year this accounted for 5 events.

6.2 It is recommended that the administration fee remains at £750 for 2027-28.

7. Requests to hold events on Swanage Town Council property in 2027

Councillors are asked to provide provisional approval for the use of Council-owned land for these requested events for 2027 as detailed in Appendix 2.

7. Decisions required

7.1 To agree to the new events, as indicated in section 5 above.

7.3 To consider whether to agree the events detailed in the Schedule in Appendix 2 for 2026.

7.4 To agree the proposals for an admin fee as set out in section 6 above.

Culvin Milmer
Visitor Services and Business Development Manager

November 2026

Appendix 1

Swanage Town Council - Event Risk Matrix:

No.	Category	1	2	3	4	5	Score
1	**No. of people**	<26	<101	<501	<1001	>1001	
2	**Disruption to the town**	No dirsuption	Low disruption	Medium disruption	High disruption	Very high disruption	
3	**Music**	No music	Non-amplifed music only	Amplified music	Stage and amplified music during day	Full stage and amplified music into late evening	
4	**Alchol**	No alchol	Will event attract alchol but no sale?	A small bar run by charity/community group	A small bar run by a business	Full bar	
5	**Established event**	No previous issues	Some previous issues	New event - small (<26 people)	New event - medium (<501 people)	Significant previous issues / New event - large (>501 people)	
6	**Other risk factors such as food / traders / sea / electric / drones / safeguarding / vunerable people etc**	None	Low risk level	Medium risk level	High risk level	Very high risk level	
							0

Authority	Score
Delegated to Officers	9 or less
Delegated to Event Working Party	15 or less
Council or Committee	16 or more

08-Nov-22
Version 1.1

Appendix 2 Swanage Town Council: Event requests for 2027 (venue booking dates)

- Green rows indicate that the event is outside the control of the Town Council
- Pink row indicate a new event
- Peach indicates where more than one event is being hosted by STC at the same time

Month	Event	Date	Organiser	Location	Detail	Alcoh/ Eve close	Fee	Change from previous?	Org. Type
Jan	SSRC 10K Run	10/01	SSRC	North Beach Car Park	10k Run around Swanage	No	-	As 2026	Charity
March	Jurassic Half Marathon	14/03	UK Running Events	Shore Road	A half marathon to Corfe and train back to Swanage	No	Yes	As 2026	Business
	Good Friday Service	26/03	Rev David Richards	Bandstand	Service in the bandstand	No	-	As 2026	Church
	Easter Sunday Sunrise Service	28/03	Rev David Richards	Swanage Beach	Service on the beach at sunrise	No	-	As 2026	Church
April	Model Railway Weekend	17-18/04	Swanage Railway	Swanage Railway	Visit models of each station at the stations				
	Swanage Carnival Classic Car Show	25/04	Swanage Carnival	Main Beach Car Park	Classic cars and charity stalls	No	-	As 2026	Not For Profit
May	Herston Community Picnic	03/05	Swanage and Purbeck Development Trust	Herston Community Field	Family friendly picnic on May Day Bank Holiday	No	-	As 2026	Charity
	Diesel Gala and Beer Festival	06-09/05	Swanage Railway	Swanage Railway	Diesel Gala and Beer Festival				
	Swanage Kayak Fishing Competition	15/05	South Wales Kayak Anglers (SWKA)	PAG and Monkey Beach	An established competition	No	-	As 2026	Business
	Jurassic Coast Challenge	14-15/05	Action Challenge	Journeys End and NBCP	9th year of this running challenge	No	Yes	As 2026	Business
	Alzheimers Trek 26	22/05	Gladiator Events	Forres	Refreshment hub	No	Yes	As 2026	Business
	Pirate Festival	29-30/05	Jeremy Wren	Sandpit Field & Beach	Family friendly pirate/ militia festival, skirmishes and re-enactment	Yes 7pm finish	-	As 2026	NFP

	Purbeck Arts Week	29/05-13/06	Purbeck Arts Week Org	Rollington Barn and open studios	Artists and crafts people showing their work				
June	The Fish and Food Festival	05-06/06	The Fish and Food Committee	Sandpit Field	Lots of food stalls and entertainment	Yes 7pm finish	-	As 2026	Not For Profit
	The Studland SwimRun	12/06	I-Swim-Run	Beach and NBCP	A swim and run event across Studland, Swanage and Durlston bays	No	-	As 2026	Business
	Cancer Research UK Big Hike	19/06	Hike Events	PAG	A checkpoint for participants as they walk through Swanage	No	Yes	As 2026	Business
	SSRC Summer Regatta Weekend	19-20/06	SSRC	Sandpit Field, Beach and NBCP	SSRC hosts the Summer regatta and Supervets Championship	Yes 7pm finish	-	As 2026	Charity
	Roads to Rail Steam Rally	25-27/06	Swanage Railway	Corfe Castle					
	Race the Sun – Jurassic Coast	26/06	Adventure Element	KGPF	An adventure triathlon, walking, mountain biking and kayaking	No	Yes	As 2026	Business
	Swanage Triathlon	27/06	Challenging Events	Sandpit Field	A traditional triathlon	No	?	As 2026	Business
July	Macmillan Mighty Hike	03/07	Threshold Sports	Days Park and NBCP	A large hub for participants as they walk through Swanage	No	Yes	As 2026	Business
	Hants and Dorset Coastal Rowing Regatta	03/07	Hants and Dorset Coastal Rowing	Beach, Shore Road and KGPF	Rowing racing for Hants and Dorset Coastal clubs	No	-	As 2026	Not For Profit
	Swanage Jazz Festival	09-11/07	The Jazz Festival	Sandpit Field	A popular music event with many musicians playing	Yes 11pm finish	-	As 2026	Not For Profit
	The Wild Swimming Festival	17-18/07	The Wild Swimming Festival	PAG, Monkey Beach and Stone Quay	Swimming races and festival with entertainment	Yes 11pm finish	?	As 2026	Business
	Swanage Carnival	31/07-07/08	Swanage Carnival	Sandpit Field and Various	Activities and entertainment for all the family	Yes 11pm finish	-	As 2026	Not For Profit

	Camp Bestival	29/07-01-08	Camp Bestival	Lulworth Castle					
Aug	Rotary Summer Fete	12/08	Rotary	Sandpit Field	A traditional summer fete to raise funds for local charities.	Yes 4pm finish	-	As 2026	Charity
	Lifeboat Week	14-21/08	RNLI	PAG and Various	Activities throughout the week with music and a bar on Friday and Saturday	Yes 11pm finish	-	As 2026	Charity
	FONC Festival	21-22/08	FONC Music Festival	Sandpit Field	Music festival	Yes 10pm finish	-	NEW	Not for profit
	Purbeck Valley Folk Fest	19-22/08		Purbeck Valley Farm					
	Harmans Cross Summer Fete	30/08		Harmans Cross Village Hall					
Sept	Dorset County Show	TBC		Dorchester					
	Folk Festival	10-1209	The Folk Festival	Sandpit Field, Shore Road and Bandstand	Music and dancing and trade stalls	Yes 11pm finish	-	As 2026	Not For Profit
	The South Coast Swim	18/09	The Wild Swimming Company	PAG	Swimming event across the bay	?	-	NEW	Business
	Discovery Fest	18/09	Planet Purbeck	Shore Road and Shore Place	Local environmental groups gathered on Shore Road	No	-	As 2026	Charity
	ELEMENTs Jurassic	25/09	Adventure Element	KGPF	As above	No	-	NEW	Business
	The Purbeck Marathon	26/09	The Purbeck Marathon	PAG, The Downs	A full marathon and 16 mile race	No	-	As 2026	Not for Profit
Oct	Swanage Blues Festival	30/09-03/10	Swanage Blues Fest	Various					
	Swanage Swoosh	02/10	The Wild Swimming Company	PAG, NBCP	Swimming event across the bay	?	-	NEW	Business
	RESERVE – SSRC Summer Regatta	23/10	SSRC	Sandpit Field, Beach and NBCP	As above	Yes	-	RESERVE	Charity

Nov	Remembrance Sunday	07/11	Swanage Town Council	Shore Road, Memorial, Various Roads	National Memorial Day	No	-	As 2025	Council
	Switch on the Christmas Lights	27/11	Swanage Town Council	Mowlem Triangle	Christmassy fun for a couple of hours	No	-	As 2026	Council
Dec	Endurance Life Marathon	05/12	Endurance Life	Recreation Ground	Various race distances with a finish line on the beach	No	?	As 2026	Business
	Christmas Street Market	04/12	Rotary Charity	Station Road and Institute Road					
	Boxing Day Swim	26/12	Will Does	Shore Road and Beach	Fancy dress dip in the sea for charity	No	-	As 2026	Charity

Note - Swanage Pirate Festival: Alcohol sales limited to the sale of ‘mead’ type alcohol in bottles only. No bar is permitted.

Swanage Town Council Banner Policy

Swanage Town Council operates three locations where it permits the displaying of banners relating to local events:

- The railings above Shore Place on Shore Road (near the Swanage Information Centre and below the Santa Fe Fun Park)
- The railings by the beach huts at the junction of Victoria Avenue / Shore Road
- The railings on the corner of the Main Beach Car Park, opposite Northbrook Road

Applications can be made online here: Banner Application | Swanage Town Council

The policy has been in place for a few years now and the Committee are asked to consider if they feel that the policy continues to meet the needs of the Council. The policy can be found below.

Decision Required

To review the Council's Banner Policy and consider if it continues to meet the needs of the Council.

Culvin Milmer, Visitor Services and Business Development Manager, November 2026

Swanage Town Council – Current Banner Policy

1) Commercial advertising is not permitted, unless approved by Swanage Town Council
2) Only vinyl banners are allowed, and unless otherwise approved by Swanage Town Council, should measure either 3.00 metres by 1.00 metre (landscape) for Shore Place and Victoria Avenue (Beach Huts area) and 1.90 metres by 0.70 metre (landscape) for the Main Beach Car Park area.
3) All advertising areas must be booked at least two weeks in advance
4) All requests, including wording and design, require written approval by Swanage Town Council before placement
5) Once an event has passed, all banners must be removed as soon as possible by the owner and the railings left in a clean and tidy state
6) Fixings must be non-plastic and removable, unless otherwise approved in advance. Any use of non-approved cable ties or fixings will result in the removal of the banner
7) Swanage Town Council will not accept any liability for damage or loss of banners
8) Banners will be affixed by the owners themselves
9) Banners must be checked regularly by the owners for damage and kept clean
10) Banners can be booked for no more than 6 week periods unless agreed by Swanage Town Council
11) Events and messages on banners should have a direct benefit to residents and visitors
12) Swanage Town Council reserves the right to remove banners at any time and for any reason and will be disposed of if not collected within one month.

Swanage Bay Watch – Request to support a Swanage swimming information solution

Background

Swanage Bay is used throughout the year for a wide range of water-based activities, including open-water swimming, paddleboarding and kayaking. The bay's sheltered location and excellent bathing water quality are also important attractions for visitors.

A wide range of useful information is currently available across different websites, providing advice to bay users on conditions such as sea state, water temperature, tide times, bathing water quality and wind direction. However, there is no single website bringing this information together specifically for users of Swanage Bay.

Jonathan Griffin, a Swanage resident, has developed 'Swanage Bay Watch', a website that consolidates this information into a single, accessible and easy-to-use platform. It draws on data feeds from other websites to provide information that is as up to date as the underlying sources.

Details are provided in Appendix 1, and the website can be viewed at Swanage Bay Watch.

Benefits and Rationale

The proposal was considered by the Coastal Change and Beach Management Committee on 7 October 2026, which requested that it be brought forward for consideration by this Committee.

The proposed solution could make a valuable contribution to the Council's ongoing commitment to beach safety by making relevant information more accessible to residents and visitors. This is particularly pertinent given the growing popularity of inflatable paddleboards and the associated safety concerns highlighted by Swanage RNLI Lifeguards.

The Council has already responded to concerns about wind conditions by installing seasonal windsocks to indicate wind direction. Swanage Bay Watch would complement this initiative by providing users with access to a wider range of easy to access information to help them make informed decisions before entering the water.

Much of the information featured on the website is already printed daily by the Swanage Information Centre and displayed on its external noticeboard. This information remains popular, and the team regularly receives enquiries about its sources. While the proposed website would not remove the need for this existing provision, it would offer an additional, convenient way for people to access the information.

Financial Implications

The proposal is for the Council to pay an annual licence fee of **£395** to support the software solution, enabling it to be incorporated into the Council's website and promoted more widely.

Decision Required

The Committee is requested to consider whether the Town Council should support Swanage Bay Watch by committing to the proposed annual licence fee of £395.

Culvin Milmer, Visitor Services and Business Development Manager, October 2026

Coasts in Mind Swanage Proposal

During October 2026, officers from the Town Council along with the National Trust, met with Oliver Hutchinson from MOLA (Museum of London Archaeology). Oliver is the Project Officer for the Coasts in Mind (CiM) history project, currently being run around Poole Harbour.

Oliver has suggested that there is capacity to focus the remaining half of the project on the Swanage and Studland area. This will deliver a range of local community activities to support the submission of historical information to the community archive. More information can be found in the document below.

If Councillors are keen to support this, Oliver will be able to provide more detailed information about the proposals to the partners.

Decision Required

Consider the document below and recommend that officers are delegated to work with Coasts in Mind and the National Trust to support this proposal.

Culvin Milmer
Visitor Services and Business Development Manager
November 2025

COASTS IN MIND SWANAGE

Introduction

Coasts in Mind (CiM) is a National Lottery Heritage Funded (NLHF) project to record the images, archives and memories of people living in coastal communities to document one hundred years of coastal change. Administered by Museum of London Archaeology (MOLA), the project focuses on four locations around England (Poole Harbour, Taw Torridge in Devon, Sefton near Liverpool and the north Kent coast), the project aims to develop local narratives around coastal change, highlighting how much can happen over the course of a human lifetime, and how those experiences can help communities address the issues of predicted future coastal change together. The project runs between 2025 and late 2027 and an online community archive of stories for the public to explore. This archive is funded until 2035 with opportunities for local organisations to continue to use and develop at no cost.

Coasts in Mind in Swanage

For the remaining half of the project, CiM will focus primarily on Swanage and Studland, supporting the town council, CTAP and National Trust in their work to educate and include local communities in discussions around present and futures coastal management. **CiM will deliver**

1. a series of fully funded sessions including workshops, archive training, group walks and specialist lectures for the public, designed to support projects in Swanage, to encourage submission to the archive.
2. training and support to local organisations who wish to use and develop the platform post 2027, again all fully funded.
3. Reports to relevant partner bodies on project progress and development of the archive

The Community Archive – cim.mola.org.uk/map

The archive provides an accessible means of storing and exploring data contributed by the public and partner archives. It is an ideal platform for storytelling and provides a growing base of material on which groups could attract new creative funding bids to explore post Coasts in Mind. The platform is moderated by MOLA, meaning any new submission by a member of the public is checked for standard decency before being made live. New moderators will be sought to maintain the site post 2027. They could be from local heritage organisations, project partners or members of the public with a special interest in the programme. At the end of the current project cycle, all data on the platform will be archived locally and with the Archaeology Data Service. The same is true again at the end of the funded archive cycle in 2035.

Swanage Tourism Economy Support Proposal

Background

A number of major infrastructure and improvement projects are currently planned for Swanage during 2027 and 2028. These include:

- **Swanage Green Seafront Scheme:** currently programmed for Autumn 2027 to late Spring 2028.
- **Dorset Council's Shore Road works:** currently programmed to take place alongside the Green Seafront Scheme
- **Beach Recharge and Mowlem Groyne construction:** currently programmed for January to February 2028.
- **Wessex Water works at King George's Field:** anticipated during 2028 with the programme yet to be confirmed.

The indicative timescales are subject to change as the respective project programmes are developed.

The combined programme of works could potentially result in disruption across the town during the winter of 2027–28 and into 2028. Although the timing and extent of the disruption remain uncertain, there is potential for impacts on visitor access, the seafront experience, local businesses and the wider tourism economy.

Potential Impact on the Tourism Economy

Tourism is an important part of Swanage's local economy, supporting businesses, employment and the town centre. While the planned works will deliver important long-term benefits, the potential cumulative impact of several projects taking place within a relatively short period warrants consideration.

The precise economic effects are difficult to quantify at this stage. However, potential impacts include disruption to access and movement around the town, changes to the visitor experience and potential challenges for organisations reliant on tourism, particularly if disruption extends into the main visitor season.

There is therefore an opportunity for the Town Council to consider how it can mitigate any temporary impacts upon Swanage's appeal as a visitor destination through targeted communication, marketing and other appropriate initiatives.

Proposed Financial Provision

For 2026–28, the Council has approved a tourism promotion budget of £14,000. However, after meeting the costs of the Visit Swanage website and the two principal marketing campaigns, *Events in Swanage* and *Christmas in Swanage*, the remaining budget available for additional activity is relatively limited.

It is therefore proposed that a separate budget provision of £10,000 be identified to support the local economy during this period.

This would provide a dedicated funding allocation that could be used for appropriate initiatives in response to the emerging programme of works and their potential impacts. The precise use of the fund would be informed by further consideration of those anticipated impacts, the timing of disruption and the effectiveness of potential interventions.

Proposed Task and Finish Group

It is proposed that a Task and Finish Group be established to consider the potential implications of the planned works on Swanage's tourism economy and make recommendations to the Council.

The Group would consider:

- Practical measures to maintain visitor confidence, promote Swanage and mitigate the potential effects of temporary disruption.
- Consider how the proposed £10,000 budget might be used most effectively, including whether the amount is appropriate.

Decisions Required

The Committee is requested to:

1. Agree that a budget provision of £10,000 be identified to support Swanage's tourism economy.
2. Agree to establish a Task and Finish Group to assess the potential impacts of the works, identify appropriate measures and recommend how the proposed fund may be allocated.

Culvin Milmer
Visitor Services and Business Development Manager

October 2026

2027-28 Budget Setting – Proposed projects and fees and charges for 2027/28

1. Draft Project Expenditure 2027/28

	Budget Proposal	£	Notes
1.	Support improved pedestrian signage	£2,000	Support improved pedestrian signage around town.
2.	Boat Park kiosk electric	£2,500	The installation of electric to the Boat Park kiosk is requested as this will allow the recharging of the battery powered pressure washer and radio and card payment machine, as well as improve staff welfare facilities.
3.	Pay & Display Terminals: North Beach x 2, King George's x 1	£18,000	A recommendation from the Car Parks & Market Working Group. To update the old Metric P&D terminals in line with other car parks. This will be funded from EMRs.
4.	Broad Road Car Park	£8,000	Surface repairs required at Broad Road car park.
5.	Tourism Economy Support	£10,000	The Green Seafront Scheme is currently planned to take place from September 2027 to April 2028, although this timetable remains subject to many factors. In addition, other planned works around the town include the Beach Recharge and Mowlem Groyne construction in January to February 2028 and the Wessex Water works on King Georges Field in 2028. All these projects combined are likely to cause significant disruption to the town during 2027-28 and 2028-29. It is therefore proposed that a separate budget is identified to support the local economy during this period.
	Total	**£40,500**	

Additionally, a provisional budget may be required for the replacement of the Private Sites Staging following the beach recharge in 2027, with an estimate of £25,000.

2. Significant increases on the revenue budget - for information

Budget line	2026-27 Budget	Forecast 2027-28 Budget	Increase
RNLI Lifeguards	£35,750	£37,926	£2,176
Beach Hut Advertising	£1,000	£2,500	£1,500

This figure is yet to be confirmed with the RNLI Lifeguards.

3. Contribution to reserves for 2027-28

A dedicated 'Boat Park and Fisher's Huts Reserve' has been established over recent years to provide funding for future investment in the Boat Park slipway, jetty and Fisher's Huts. The reserve is projected to hold £30,000 at 31st March 2027. It is proposed to continue transferring £10,000 into this reserve for 2027-28.

4. Fees and Charges 2027/28: Explanation of main proposals not included elsewhere on the Committee agenda

Proposed fees and charges for 2027/28 can be found in **Appendix 1**.

Section 1: Boat Park and Car Parks

Boat Park

4.1 All fees have been increased by inflation with the exception of the following:

- Small dingy fees from £15.00 to £16.00 (without trailer from £12.00 to £13.00)
- Kayak fees from £6.00 to £7.00
- The Residents Permits holders and Emergency Services and RNLI crew discount has been increased from £5.00 to £6.00 to reflect the general increase in fees

Car Parks

4.2 At the meeting of the Car Parks & Market Working Group held 26th October 2026, consideration was given to the structure and charges for car parking for 2027/28.

4.3 It was noted by the Working Party that concerns regarding the long stay winter tariff of £4.00 for 13 hours had been raised. However, it was felt that the charge was reasonable and at least one year's implementation should be completed before any decision to change this tariff was considered. A table of charges made by other Dorset local authorities for both long and short stay car parks, and Swanage Town Council historic charges for long stay parking in the winter is attached in Appendix 2 for information.

4.4 It was recommended that the car parking charges be frozen for 2027/28.

4.5 Consideration was given to the charges for Permits: Annual/Seasonal Private & Business and Taxi Permits. An increase of 3% (rounded) was recommended by the Working Group.

4.6 Taxi permits have been increased by £18.00 to £828.00 per annum. It is noted that currently only 16 permits are in operation, with a maximum of 25 permits available.

Section 2: Swanage Information Centre

4.7 The majority of charges have been frozen with the exception of Replacement Beach Hut Key and Faulty Electrical Equipment charge. These two fees relate to issues where customer actions lead to a financial cost to the Council and thus have been increased by inflation.

Sections 3 & 4: Peveril Point & Stone Quay & Monkey Beach

4.8 A 3% rounded increase has been applied.

4.9 The charge for the Dug-out for 2026/27 was not approved due to ongoing negotiations regarding the tenancy. Members will need to approve the charge for 2026/27 as well as 2027/28 so that back rent may be charged.

Section 5: Market

4.10 Officers are keen to retain the current fee structure and therefore each period and stall size has been increased by £1. The exception to this is for the >12m size which has been increased by £5.

4.11 In addition it is proposed that the following changes are made

- Stalls classed as 'Charity donor recruitment' to be charged at 50% of the weekly rate.
- Introductory period discount to be removed

Furthermore, it is requested that the terms and conditions for the market is updated to include the following:

- Charity stalls not permitted to provide free gifts or sweets unless with prior approval by the Council
- All food traders must include the use of a market stall canopy

Section 6: Beach Huts

4.12 The beach hut fees for 2027/28 were approved by Council on 14 September 2026, Minute 64.

4.13 A 3% increase in the Private Sites fee for 2027/28 has been included in Appendix 1.

5. Decisions Required

5.1 That the items listed in the proposed project expenditure schedule (section 1) be taken forward to the meeting of the Finance & Governance Committee to be held on 16th December 2026 for consideration as part of the budget setting process for 2027/28.

5.2 That a recommendation to include an appropriation of £10,000 to the Boat Park and Fishers' Huts Reserve in the 2027/28 estimates be made to the Finance and Governance Committee meeting to be held on 16th December 2026.

5.3 That the proposed scale of fees and charges 2027/28 relevant to the Tourism & Local Economy Committee (Appendix 1) be taken forward to the meeting of the Finance & Governance Committee to be held on 16th December 2026 for consideration as part of the budget setting process for 2027/28.

Culvin Milmer, Visitor Services and Business Development Manager
Alison Spencer, Finance Manager
October 2026

SWANAGE TOWN COUNCIL

Draft Scale of Fees & Charges - 2027/28

	Date of Last Increase/ (Decrease)	Agreed Fees 2026/27 £/p	Proposed Fees 2027/28 £/p
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	1/5/26	400.00	412.00
Weekly	1/5/26	120.00	124.00
Autumn/Winter - 1 September - 30 April	1/5/26	294.00	303.00
Winter - 1 November - 30 April	1/5/26	164.00	169.00
Annual 1st May -30 April	1/5/26	545.00	561.00
C Row			
Summer - 1 May - 31 October	1/5/26	660.00	680.00
Weekly	(1/5/26)	165.00	170.00
Autumn/Winter - 1 September - 30 April	1/5/26	467.00	481.00
Winter - 1 November - 30 April	1/5/26	255.00	263.00
Annual 1st May -30 April	1/5/26	908.00	935.00
A, D and F Row			
Summer - 1 May - 31 October	1/5/26	740.00	762.00
Weekly	(1/5/26)	165.00	170.00
Autumn/Winter - 1 September - 30 April	1/5/26	538.00	554.00
Winter - 1 November - 30 April	1/5/26	297.00	306.00
Annual 1st May -30 April	1/5/26	1,028.00	1,059.00
B Row			
Summer - 1 May - 31 October	1/5/26	1,150.00	1,185.00
Weekly	(1/5/26)	210.00	216.00
Autumn/Winter - 1 September - 30 April	1/5/26	890.00	917.00
Winter - 1 November - 30 April	1/5/26	515.00	531.00
Annual 1st May -30 April	1/5/26	1,650.00	1,700.00
Kayak Rack Charge (not inc trailer)			
Summer - 1 May - 31 October	1/5/26	84.00	86.50
Weekly	1/5/26	34.00	35.00
Winter - 1 November - 30 April	1/5/26	34.00	35.00
Annual 1st May -30 April	1/5/26	118.00	121.50
Daily Launch Fees (Boat and trailer storage)			
Boat with trailer over 6.0m	1/5/25	35.00	36.00
Boat with trailer under 6.0m	1/5/25	27.50	28.00
Jet Skis	1/5/25	27.50	28.00
Small Dinghy (up to 12ft)	(1/4/22)	15.00	16.00
Daily Launch Fees (Boat only - no trailer)			
Boats	1/5/25	25.00	26.00
Jet Skis	1/5/25	25.00	26.00
Small Dinghy (up to 12ft)	1/5/25	12.00	13.00
Kayaks	1/5/25	6.00	7.00
Slipway Launch Annual Ticket	(1/5/25)	265.00	265.00
Residents Permit Holders and Emergency Services and RNLI crew with relevant ID discount on all daily launch fees except for dinghy and kayak fees	1/5/26	-5.00	-6.00
Trailer Only-per day - Under 6.0m	1/5/26	11.50	12.00
Trailer Only-per day - Over 6.0m	1/5/26	17.00	18.00
Winter Pontoon Storage (1st October to 30th April) - 5m	1/5/26	195.00	201.00
Fisherman's Hut Tenant Discount On All Boat Park Costs	1/5/25	10%	10%
Boat park ad-board	1/5/25	50.00	50.00

	Date of Last Increase/ (Decrease)	Agreed Fees 2026/27	Proposed Fees 2027/28
Broad Road, Main Beach & North Beach (incl Journey's end Overflow)			
Motorhomes permitted 8am to 10 p.m only			
1 April to 31 October (inclusive).			
Car Parking Charges (Cars & Other Classes of Vehicle <4.8m)			
Up to 1 hour	(1/4/26)	2.00	2.00
Up to 2 hours	1/4/26	4.00	4.00
Up to 3 hours	1/4/26	6.00	6.00
Up to 4 hours	1/4/26	8.00	8.00
Up to 5 hours	1/4/26	10.00	10.00
Up to 13 hours	1/4/26	12.00	12.00
3 day ticket	1/4/26	30.00	30.00
7 day ticket	1/4/26	60.00	60.00
Overnight 9 p.m. to 8 a.m.	1/4/25	no charge	no charge
1 November - 31 March (inclusive)			
Up to 1 hour	1/4/24	2.00	2.00
Over 1 hour (up to 9pm)	1/4/26	4.00	4.00
Overnight 9 p.m. to 8 a.m.	1/4/24	no charge	no charge
1 April to 31 October (inclusive).			
Multiuse charges (Classes of Vehicle >4.8m)			
Up to 1 hour	1/4/26	3.00	3.00
Up to 2 hours	1/4/26	6.00	6.00
Up to 3 hours	1/4/26	9.00	9.00
Up to 4 hours	1/4/26	12.00	12.00
Up to 5 hours	1/4/26	15.00	15.00
Up to 13 hours	1/4/26	18.00	18.00
3 day ticket	1/4/26	45.00	45.00
7 day ticket	1/4/26	90.00	90.00
Overnight 9 p.m. to 8 a.m.	1/4/24	no charge	no charge
1 November - 31 March (inclusive)			
Up to 1 hour	1/4/26	3.00	3.00
Over 1 hour (up to 9pm)	1/4/26	6.00	6.00
Overnight 9 p.m. to 8 a.m.	1/4/24	no charge	no charge
Free parking in North Beach when attending NHS mobile units			
King George's Field (Overflow) Car Park			
1 April to 31 October (inclusive).			
Up to 1 hour	(1/4/26)	2.00	2.00
Up to 2 hours	1/4/26	4.00	4.00
Up to 3 hours	1/4/26	6.00	6.00
Up to 4 hours	1/4/26	8.00	8.00
Up to 5 hours	1/4/26	10.00	10.00
Up to 13 hours	1/4/26	12.00	12.00
Mermond Place and Co operative			
(Maximum of 2 hours between 8 a.m. & 7 p.m)			
1 April to 31 March			
Up to 1 hour	1/4/08	1.20	1.20
Up to 2 hours	1/4/24	2.40	2.40
Overnight parking 7 p.m. to 8 a.m.	1/4/07	no charge	no charge
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
Cars 2 hours - Summer (1st April to 31st October)	1/4/11	1.20	1.20
Cars Hourly - Winter (1st November to 31st March)	1/4/05	no charge	no charge
Overnight parking 7 p.m. to 10 a.m.	1/4/00	no charge	no charge

	Date of Last Increase/ (Decrease)	Agreed Fees 2026/27	Proposed Fees 2027/28
PERMITS			
Residents Parking Permits (per permit-not an annual fee)	1/4/23	6.00	6.00
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:			
Summer Period			
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			
Winter Period			
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			
Main Beach or North Beach			
Annual Private & Business	1/4/26	380.00	390.00
Summer Season Ticket (1 April-31 October)	1/4/26	285.00	292.50
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)	1/4/26	380.00	390.00
Summer Season Ticket (1 April-31 October)	1/4/26	285.00	292.50
Agreed Minute 51 (a) June 24th 2024			
North Beach Annual Multi Use Permit	1/4/26	440.00	450.00
Summer Season Ticket (1 April-31 October)	1/4/26	330.00	337.50
Annual Taxis (per permit)	1/4/26	810.00	828.00
Charges will apply throughout the year.			
Excess Charge Penalty	1/4/04	60.00	60.00
* Reduced for payment within 10 days.	1/4/04	30.00	30.00
Peveril Point Residents Tickets	1/4/07	25.00	25.00
max of 4 per household			
Dorset Restricted Mobility Permit Holders	1/4/26	Free up to 3 hours	Free up to 3 hours

	Date of Last Increase/ (Decrease)	Agreed Fees 2026/27	Proposed Fees 2027/28
2. SWANAGE INFORMATION CENTRE			
Advertising Board 3ft x 4ft (Annual)	1/4/25	546.00	546.00
Advertising Board 3ft x 4ft (Summer: April - September)	1/4/25	411.00	411.00
Advertising Board 3ft x 4ft (Winter: October - March)	1/4/25	161.00	161.00
Advertising Board 3ft x 4ft (Christmas: October - December)	1/4/25	109.00	109.00
Advertising Board 3ft x 4ft (Monthly Summer)	1/4/25	78.00	78.00
Advertising Board 3ft x 4ft (Monthly Winter)	1/4/25	31.00	31.00
National Express Administration Fee (excluding Coach Card requests)	1/4/24	3.00	3.00
Commission on Gross Agency Ticket Sales (unless by contractual agreement)			
- General	1/4/16	10%	10%
- Local Charities	1/4/16	5%	5%
- Discretionary Rate For Local Charities/Community Groups		0%	0%
Parasol hire (per day)	1/4/25	5.00	5.00
Parasol hire (per week)	1/4/25	25.00	25.00
Parasol hire (max charge per beach hut period booking)	1/4/25	75.00	75.00
Additional beach hut chair (per day)	1/4/24	2.00	2.00
Additional beach hut chair (per week)	1/4/24	10.00	10.00
Additional beach hut chair (max charge per beach hut period booking)	1/4/24	30.00	30.00
Deposit - Additional beach hut key	1/4/24	30.00	30.00
Replacement beach hut key	1/4/25	55.00	57.00
Late Return of Key for Beach Hut	1/4/24	One days hire or £20.00 whichever is the greater	One days hire or £25.00 whichever is the greater
Faulty Electrical Equipment Charge	1/4/25	105.00	108.00
Admin charge for lost property postage returns		£5.00 plus postage	£5.00 plus postage
Events fee (discretionary)	1/4/25	750.00	750.00
3. PEVERIL POINT			
Foreshore - Dinghy Storage (Angling Club)	1/4/15	tbc	tbc
Dug-Out Storage Area, Rear of Waterside (per week)	1/4/25	13.90	14.30
Rent of Hut Site (East of Lifeboat House)	1/4/15	tbc	tbc
Fishermen's Huts	1/4/26	540.00	556.00
Prince Albert Gardens - charge to be considered upon application to the Council			
4. STONE QUAY & MONKEY BEACH			
Pleasure Boats (Private) - not exceeding 12 passengers	1/4/26	285.00	295.00
Hut on Quay	1/4/26	180.00	185.00

	Date of Last Increase/ (Decrease)	Agreed Fees 2026/27	Proposed Fees 2027/28
5. MARKET			
2 April 2027 to 21 May 2027 & 3 September 2027 to 29 October 2027			
Stall Size			
<2m	1/4/26	16.00	17.00
<4m	1/4/26	26.00	27.00
<7m	1/4/26	36.00	37.00
<12m	1/4/26	46.00	47.00
>12m (by agreement)	1/4/26	105.00	108.00
Additional charge if 1st week	1/4/26	5.00	5.00
28 May 2027 to 27 August 2027			
Stall Size			
<2m	1/4/26	23.00	24.00
<4m	1/4/26	33.00	34.00
<7m	1/4/26	43.00	44.00
<12m	1/4/26	53.00	54.00
>12m (by agreement)	1/4/26	135.00	139.00
Additional charge if 1st week	1/4/26	5.00	5.00
5 November 2027 to 31 March 2028			
Stall Size			
<2m	1/4/26	11.00	12.00
<4m	1/4/26	16.00	17.00
<7m	1/4/26	21.00	22.00
<12m	1/4/26	26.00	27.00
>12m (by agreement)	1/4/26	55.00	56.50
Additional charge if 1st week	1/4/26	5.00	5.00
2 April 2027 to 31 March 2028 (53 week period)			
Stall Size			
<2m	1/4/26	602.25	648.75
<4m	1/4/26	906.00	952.50
<7m	1/4/26	1,209.75	1,263.75
<12m	1/4/26	1,513.50	1,571.25
>12m (by agreement)	1/4/26	3,516.00	3,690.75
Electricity per day	1/4/24	6.30	6.50
Charity fundraiser and donor recruitment stalls	NEW	NEW	50% discount
25% discount for BH19 traders			
Introductory discount - 25% first 3 continuous weeks		Remove	Remove
Only one discount per trader			

			Date of Last Increase/ (Decrease)	Agreed Fees 2026/27	Proposed Fees 2027/28
6.	**BEACH BUNGALOWS**				
	SCALE OF FEES: SHORE ROAD - 2027/28 SEASON				
	Agreed: Minute 64, Monthly Council Meeting held 14 September 2026				
	Sat 27 March - Fri 23 April				
	Lower Level Huts				
		Daily	28/3/26	12.50	12.90
		Weekly	28/3/26	52.00	53.50
	Upper Level Huts				
		Daily	28/3/26	8.50	8.70
		Weekly	28/3/26	36.50	37.50
	Sat 24 April - Fri 09 July				
	Lower Level Huts				
		Daily	28/3/26	26.00	26.80
		Weekly	28/3/26	130.00	134.00
	Upper Level Huts				
		Daily	28/3/26	18.00	18.50
		Weekly	28/3/26	91.00	93.50
	Sat 10 July - Fri 27 August				
	Lower Level Huts				
		Daily	28/3/26	42.00	43.20
		Weekly	28/3/26	271.00	279.00
	Upper Level Huts				
		Daily	28/3/26	30.00	30.90
		Weekly	28/3/26	190.00	196.00
	Sat 28 August - Fri 24 September				
	Lower Level Huts				
		Daily	28/3/26	26.00	26.80
		Weekly	28/3/26	130.00	134.00
	Upper Level Huts				
		Daily	28/3/26	18.00	18.50
		Weekly	28/3/26	91.00	93.50
	Sat 25 September - Fri 29 October				
	Lower Level Huts				
		Daily	28/3/26	12.50	12.90
		Weekly	28/3/26	52.00	53.50
	Upper Level Huts				
		Daily	(28/3/26)	8.00	8.70
		Weekly	28/3/26	36.50	37.50
	Sat 30 October - Fri 31 March				
	Lower Level Huts				
		Daily	28/3/26	10.50	10.80
		Weekly	28/3/26	36.50	37.50
	Upper Level Huts				
		Daily	28/3/26	8.00	8.20
		Weekly	28/3/26	25.50	26.00
	Winter whole period charges				
	Sat 30 October - Fri 31 March	- Lower Level	28/3/26	575.00	618.75
		- Upper Level	28/3/26	402.00	429.00
	Whole period charges				
	Sat 27 March - Fri 31 March	- Lower Level	28/3/26	4065.00	4479.08
		- Upper Level	28/3/26	2850.00	3131.40
	Premium Huts				
	Sat 27 March - Fri 23 April				
	Lower Level Huts				
		Daily	28/3/26	21.00	21.60
		Weekly	28/3/26	83.00	85.50
	Upper Level Huts				
		Daily	28/3/26	14.50	14.90
		Weekly	28/3/26	58.00	59.50
	Sat 24 April - Fri 09 July				
	Lower Level Huts				
		Daily	28/3/26	36.50	37.60
		Weekly	28/3/26	198.00	204.00
	Upper Level Huts				
		Daily	28/3/26	25.50	26.30
		Weekly	28/3/26	138.50	142.50

		Date of Last Increase/ (Decrease)	Agreed Fees 2026/27	Proposed Fees 2027/28
Sat 10 July - Fri 27 August				
Lower Level Huts				
	Daily	28/3/26	60.00	61.80
	Weekly	28/3/26	396.00	408.00
Upper Level Huts				
	Daily	28/3/26	41.50	42.70
	Weekly	28/3/26	277.00	285.00
Sat 28 August - Fri 24 September				
Lower Level Huts				
	Daily	28/3/26	36.50	37.60
	Weekly	28/3/26	198.00	204.00
Upper Level Huts				
	Daily	28/3/26	25.50	26.30
	Weekly	28/3/26	138.50	142.50
Sat 25 September - Fri 29 October				
Lower Level Huts				
	Daily	28/3/26	21.00	21.60
	Weekly	28/3/26	83.00	85.50
Upper Level Huts				
	Daily	28/3/26	14.50	14.90
	Weekly	28/3/26	58.00	59.50
Sat 30 October - Fri 31 March				
Lower Level Huts				
	Daily	28/3/26	12.50	12.90
	Weekly	28/3/26	52.00	53.50
Upper Level Huts				
	Daily	28/3/26	9.00	9.20
	Weekly	28/3/26	36.50	37.60
Winter whole period charges				
Sat 30 October - Fri 31 March	- Lower Level	28/3/26	820.00	882.75
	- Upper Level	28/3/26	575.00	620.40
Whole period charges				
Sat 27 March - Fri 31 March	- Lower Level	28/3/26	6,065.00	6,683.13
	- Upper Level	28/3/26	4,245.00	4,670.92
Artisans on the Beach - 18 November - 21 December				
Lower Level - Full Period		28/3/26	136.00	140.00
Upper Level - Full Period		28/3/26	68.00	70.00
Weekend Period		28/3/26	21.00	22.00
Premium Lower Level - Full Period		28/3/26	292.00	301.00
Premium Upper Level - Full Period		28/3/26	154.00	158.00
SCALE OF FEES: SPA BUNGALOWS - 2027/28 SEASON				
Sat 27 March - Fri 23 April				
	Daily	28/3/26	10.50	10.80
	Weekly	28/3/26	31.50	32.50
Sat 24 April - Fri 09 July				
	Daily	28/3/26	16.00	16.50
	Weekly	28/3/26	61.00	62.80
Sat 10 July - Fri 27 August				
	Daily	28/3/26	26.00	26.80
	Weekly	28/3/26	151.00	155.50
Sat 28 August - Fri 3 September				
	Daily	28/3/26	16.00	16.50
	Weekly	28/3/26	61.00	62.80
Sat 4 September - Fri 31 March				
	Daily	28/3/26	10.50	n/a
	Weekly	28/3/26	31.50	n/a
Spa Bungalows whole period (27/03/2027- 03/09/2027)		28/3/26	1,805.00	1,577.68

		Date of Last Increase/ (Decrease)	Agreed Fees 2026/27	Proposed Fees 2027/28
SCALE OF FEES: SPA RETREATS - 2027/28 SEASON				
Sat 27 March - Fri 23 April				
	Daily	28/3/26	15.50	8.70
	Weekly	28/3/26	72.00	37.50
Sat 24 April - Fri 09 July				
	Daily	28/3/26	26.00	18.50
	Weekly	28/3/26	143.50	93.50
Sat 10 July - Fri 27 August				
	Daily	28/3/26	42.00	30.90
	Weekly	28/3/26	275.00	196.00
Sat 28 August - Fri 3 September				
	Daily	28/3/26	26.00	18.50
	Weekly	28/3/26	144.00	93.50
Sat 4 September - Fri 31 March				
	Daily	28/3/26	15.50	n/a
	Weekly	28/3/26	60.00	n/a
Sat 30 October - Fri 31 March				
	Daily	28/3/26	12.50	n/a
	Weekly	28/3/26	31.00	n/a
Spa Retreats whole period (27/03/2027- 03/09/2027)		28/3/26	3,500.00	1,983.00
Date change (was 29/10)				
Spa Retreats whole period (28/03/2026- 26/03/2027)		(28/3/26)	3,990.00	n/a
STC staff use of a beach hut for one week outside peak period		30/3/19	0.00	0.00
Cancellation or change of booking charge		1/4/24	£30 or 20%, whichever is the greater up to a maximun of £150	£30 or 20%, whichever is the greater up to a maximun of £150
Private Sites		28/3/26	541.00	557.00
Authority has been delegated to the Visitor Services & Business Development Manager to discount prices when appropriate to maximise occupancy				

Appendix 2

Comparative Charges 2026/27- Beach/Long Stay Car Parks

Summer

	Charges between 15th March and 31st October	Charges between 15th March and 31st October	Charges between 15th March and 31st October	All year	All year	Charges between 1st April and 31st October		All year		Charges between 1st April - 31st October	
	Poole (e.g. Shore Road)	Bournemouth (e.g. Bath Road)	Christchurch (e.g. Avon Beach)	Lyme Regis Town Council	Dorset Council Level 2 (eg. Weymouth shops, Wareham, Wimborne)	Dorset Council Level 3 (e.g. Lyme Regis, Weymouth Beaches, Corfe Castle)	Dorset Council Motorhome(eg Overcombe weymouths)	Dorset Council Multi-use (eg Bridport)	Dorset Council Multi-use (eg Lyme Regis, Weymouth)	Swanage Broad/Main /North Standard	Swanage Broad/Main /North Multi Use
Up to 1 hour	3.20	3.80	2.70	1.60	1.20	3.20	4.00	-	-	2.00	3.00
Up to 2 hours	6.30	7.70	5.00	3.20	1.70	4.80	5.60	3.70	5.60	4.00	6.00
Up to 3 hours	9.60	11.40	6.90	4.80	2.40	6.30	7.20	-	-	6.00	9.00
Up to 4 hours	13.70	15.40	8.90	6.40	3.70	7.90	8.80	7.40	10.50	8.00	12.00
Up to 5 hours	-	-	-	8.00	-	-	-	-	-	10.00	15.00
Up to 6 hours	19.10	22.90	-	9.60	-	-	-	9.80	14.70	-	-
Up to 7 hours	-	-	-	11.20	-	-	-	-	-	-	-
Up to 8 hours	-	-	16.30	12.80	-	-	-	-	-	-	-
Up to 9 hours	-	-	-	14.40	-	-	-	-	-	-	-
Up to 10 hours	-	-	-	16.00	6.30	15.80	20.50	15.80	23.70	-	-
Up to 11 hours	-	-	-	17.60	-	-	-	-	-	-	-
Up to 12 hours	-	-	20.20	19.20	-	-	-	-	-	-	-
Up to 13 hours				20.80			-	-	-	12.00	18.00
Up to 14 hours	25.00	-	-	-	-	-	-	-	-	-	-
Up to 16 hours	-	-	-	-	-	-	-	-	-	-	-
Up to 24 hours	-	28.00	-	-	-	-	-	23.10	34.70	-	-
Overnight	3.50	-	closed	free	free	free	n/a	-	-	free	free
3 Day Ticket	-	-	-	50.00	-	-	-	-	-	30.00	45.00
Weekly	-	-	-	100.00	-	-	-	90.00	90.00	60.00	90.00

Winter

	Charges between 1st November and 14th March	Charges between 1st November and 14th March	Charges between 1st November and 14th March	All year	All year	Charges between 1st November and 31st March		All year		Charges between 1st November and 31st March	
	Poole (e.g. Shore Road)	Bournemouth (e.g. Bath Road)	Christchurch (e.g. Avon Beach)	Lyme Regis Town Council	Dorset Council Level 2 (eg. Weymouth shops, Wareham, Wimborne)	Dorset Council Level 3 (e.g. Lyme Regis, Weymouth Beaches, Corfe Castle)	Dorset Council Motorhome(eg Overcombe weymouths)	Dorset Council Multi-use (eg Bridport)	Dorset Council Multi-use (eg Lyme Regis, Weymouth)	Swanage Broad/Main /North Standard	Swanage Broad/Main /North Multi Use
Up to 1 hour	1.80	2.40	2.40	1.60	1.20	1.70	2.50	3.70	5.30	2.00	3.00
Up to 2 hours	3.90	4.70	4.30	3.20	1.70	2.50	3.20	-	-	4.00	6.00
Up to 3 hours		6.50	6.10	4.80	2.40	3.50	4.80	7.40	10.00		
Up to 4 hours		8.20	7.50	6.40	3.70	5.60	6.30	-	-		
Up to 5 hours		-	-	8.00	-	-		9.80	14.00		
Up to 6 hours		13.00	-	9.60	-	-		-	-		
Up to 7 hours		-	-	11.20	-	-		-	-		
Up to 8 hours		-	13.60	12.80	-	-		-	-		
Upto 9 hours		-	-	14.40	-	-		15.80	22.50		
Upto 10 hours		-	-	16.00	6.30	9.50	11.10	-	-		
Up to 12 hours		-	17.50	-	-	-		-	-		
Up to 13 hours		-		-				-	-		
Upt o 14 hours		-	-	-	-	-		-	-	-	-
Up to 24 hours	-	20.90	-	-	-	-		23.10	33.00	-	-
Weekly	-	-	-	100.00	-	-		90.00	90.00	-	-
Overnight	3.00	-	-	-	free	free	free	-	-	free	free

Comparative Charges 2026/27 - Town/Short Stay Car Parks

	All year	All year	All year	All year	All year	Charges between 1st April and 31st October	Swanage Town Council	
							Charges between 1st April and 31st October	
	Poole (e.g. Chapel Lane)	Bournemouth (e.g. Alumhurst Rd)	Christchurch (e.g. Wick Lane)	Lyme Regis Town Council	Dorset Council Level 2 (eg. Weymouth shops, Wareham, Wimborne)	Dorset Council Level 3 (e.g. Lyme Regis, Weymouth Beaches, Corfe Castle)	Co-op & Mermond	Residents
Up to 30 minutes	-	-	-	-	0.70	1.70	-	-
Up to 1 hour	2.10	2.00	-	2.00	1.20	3.20	1.20	0.60
Up to 2 hours	3.30	3.20	1.50	4.00	1.70	4.80	2.40	1.20
Up to 3 hours	4.50	4.40	3.40	6.00	2.40	6.30	-	-
Up to 4 hours	5.80	5.70	4.50	8.00	3.70	-	-	-
Overnight	-	-	2.60	free	free	free	free	free

.

	All year	All year	All year	All year	All year	Charges between 1st November and 31st March	Charges between 1st November and 31st March	
	Poole (e.g. Chapel Lane)	Bournemouth (e.g. Alumhurst Rd)	Christchurch (e.g. Wick Lane)	Lyme Regis Town Council	Dorset Council Level 2 (eg. Weymouth shops, Wareham, Wimborne)	Dorset Council Level 3 (e.g. Lyme Regis, Weymouth Beaches, Corfe Castle)	Co-op & Mermond	Residents
Up to 30 minutes	-	-	-	-	0.70	1.00	-	-
Up to 1 hour	2.10	2.00	-	2.00	1.20	1.70	1.20	free
Up to 2 hours	3.30	3.20	1.50	4.00	1.70	2.50	2.40	free
Up to 3 hours	4.50	4.40	3.40	6.00	2.40	3.50	-	-
Up to 4 hours	5.80	5.70	4.50	8.00	3.70	-	-	-
Overnight	-	-	2.60	free	free	free	free	free

Swanage Town Council - Winter Charges - 1st November and 31st March

Years charges applied	Tariff Band	Charge
2013/14	Up to 1 hour	1.00
2014/15	Up to 2 hour	1.60
	Up to 4 hour	2.50
	Up to 24 hours	3.50

2015/16	Up to 1 hour	1.00
2016/17	Up to 2 hour	1.60
2017/18	Up to 4 hour	2.50
	Up to 24 hours	3.50
	Overnight	1.00

2018/19 2019/20 2020/21 2021/22 2022/23 2023/24	Up to 24 hours	1.00

2024/25	Up to 13 hours	2.00
2025/26	Overnight	Free

2026/27	Up to 1 hour	2.00
	Over 1 hour up to 13 hours	4.00
	Overnight	Free