

Minutes of a Meeting of the **TOURISM AND LOCAL ECONOMY COMMITTEE** held at The Grand Hotel, Burlington Road, Swanage on **WEDNESDAY 12th NOVEMBER 2025** at **2.15 p.m.**

Chairman: -

Councillor C Tomes

Swanage Town Council

Present: -

Councillor M Bonfield

Swanage Town Council

Councillor M Coward

Swanage Town Council

Councillor J Dorrington

Swanage Town Council

Councillor T Foster

Swanage Town Council

Councillor J Lejeune

Swanage Town Council

Councillor C Sutton

Swanage Town Council

Councillor S Vile

Swanage Town Council

Outside Representatives: -

Ms L Bish

Swanage Chamber of Trade

Mr R Coleman

Cultural Purbeck

Mr M Curtis

Heart of Swanage

Ms L Egan

Swanage Chamber of Trade

Mr M Kean

Bournemouth & Swanage Motor Road & Ferry Company

Mr R Marsh

Swanage Fishermen's Association

Mr R Sutcliffe

Mowlem Theatre

Mr P Sykes

Swanage Railway

Mr M Whitwam

Purbeck Community Rail Partnership

Also Present: -

Mrs E Evans

Democratic Services Officer

Mrs S Layton-Kelly

Administration Officer

Mr C Milmer

Visitor Services and Business Development Manager

Mrs J Moulder

Business Development Officer

Public Participation Time

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

- A query was raised regarding information provided to Councillors prior to the meeting regarding the setting of charges. The member of public confirmed that he would put his query in an email in the first instance rather than raising a Freedom of Information request.
- A member of the public expressed an intention to relaunch a smaller, one-day Purbeck Marathon event as a community event with profits going to local charities and good causes. The original organisers were supportive, and the member of the public requested the Town Council's support to help restore this well-loved local event. It was noted that this matter would be discussed under Agenda Item 6 a).

The Chairman opened the meeting by reiterating that while Members of the Committee were entitled to speak and express their views, voting rights rested solely with those Committee Members who were elected Town Councillors.

1) **Apologies**

Apologies for their inability to attend the meeting were received from Mr A Knill (Heart of Swanage) and Mrs T Deacon (Purbeck Sounds).

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 7b) - Councillor Tomes declared an interest under the Code of Conduct by reason of being a Private Site Beach Hut user.

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

There were no matters raised.

4) **Matters arising from the Meeting of the Coastal Change and Beach Management Advisory Committee held on 1st October 2025**

A brief summary of matters discussed was provided by the Chairman of the Coastal Change and Beach Management Advisory Committee, which included: -

- The Committee was pleased to welcome four pupils from St Mary's Catholic Primary School who posed a series of thoughtful and well-prepared questions.
- Members received an update regarding the proposal to amend the Purbeck District Council Seaside Pleasure Boat Byelaws 2013 to the Dorset Council Purbeck Watercraft Byelaw 2025.

In accordance with Standing Order No. 12) a) viii, at the Chairman's discretion agenda item 7 b) was taken earlier in the agenda, to allow a member of the public to address the Committee.

The Chairman invoked Standing Order No. 1. p) at 2.25 p.m. to allow a member of the public to speak. The meeting resumed at 2.32 p.m.

Further to his declaration under Minute No. 2, Councillor Tomes remained in the room but did not take part in any discussion or decision in respect of the following item.

5) **Update from Task and Finish Group - Private Site Beach Huts – Request to paint beach huts with alternative colours**

Further to Minute No. 6 a) of the Tourism and Local Economy Committee meeting held on Wednesday 9th July 2025, the VSBDM reported that the recommendation from the Task & Finish Group was to amend the licence from 2026 to permit the painting of beach hut doors only with one colour, which would be light red, light green, light blue or light yellow. The licence would also be amended to state that any doors that are painted must be maintained to a reasonable standard.

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

That the Private Site Licence be amended for 2026 to take into account the recommendations as set out by the Task and Finish Group, the wording to be used in the licence to be delegated to officers.

Upon being put to the Meeting SEVEN Members voted IN FAVOUR of the Proposition and there was ONE ABSTENSION, whereupon the Proposition was declared CARRIED.

6) Dorset Inclusive Blue Space Capital Partnership (DCF)

A presentation was given by the founder of the Beach Access Project/Inclusive Paddleboarding. The representative outlined his vision for the Dorset Inclusive Blue Spaces Project Plan, which aimed for Dorset to be recognised as the UK's leading inclusive blue space capital, and detailed the project objectives which included:-

- Enhanced access to blue spaces
- Celebrate diversity in blue space use
- Embed inclusion into the planning and design
- Champion sustainable and inclusive tourism
- Promote nature-based intervention.
- Integrate blue spaces into health and wellbeing strategies
- Create a replicable model

Potential funding options, next steps, key actions and supporting evidence were also discussed and Members expressed enthusiasm for the initiative.

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

TO RECOMMEND: -

That the Town Council supports the proposal and strategy of the Dorset Inclusive Blue Spaces Project Plan.

7) Update from Working Parties

a) Events – Review of 2025 and proposed events for 2026

Members considered the contents of a briefing paper provided by the VSBDM, outlining a review of feedback from 2025 events, and the schedule of event requests for 2026 for consideration. Section 4 outlined the following information:-

- 4.1 Race the Sun 1 – Jurassic Coast – 14th June – King George's Playing Field and Beach. It was noted that this event had been very well organised, and the organiser had complied with the Council's requirements, and submitted all documents in a very timely manner.
- 4.2 Merchant of Venice – 24th and 25th August – PAG - This event did not take place.
- 4.3 Dementia Swimathon – 30th August – Beach - This event did not take place.
- 4.4 Race the Sun 2 – Jurassic Coast – 26th September – King Georges Playing Field, Beach. It was noted that this event had been very well organised, and the organiser had complied with the Council's requirements, and submitted all documents in a very timely manner.
- 4.5 Alzheimer's Trek 26 – Jurassic Coast – 30th August – Forres Field - It was noted that the event organisers had originally planned to use Forres Field as the main event hub on 7th June, but the event was postponed due to poor weather. It had been rearranged for 30th August, and although the weather remained unsettled, Forres Field was used as the refreshment hub. The organisers were cooperative, responsive to the Council's guidance, and provided all required documentation promptly.
- 4.6 Back Yard 12 Ultra – It was noted that this event had been postponed to Saturday 4th April 2026, due to the organiser having insufficient time to advertise and plan.
- 4.7 It was recommended that events detailed in 4.1, 4.4 and 4.5 were considered to have passed their one year trial.

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

That the recommendations set out in section 4 of the briefing paper, arising from the review of 2025 events, be approved.

Section 5 of the briefing paper outlined all new events recommended to proceed in 2026 on a trial basis for one year, which would be reviewed by the Events Working Party at the end of the year.

- 5.1 Women’s Institute – Tea at the Bandstand 21st May, 16th June, 16th July, 27th August - The WI requested provision of refreshments on the same days as The Purbeck Big Band played at the Swanage Bandstand.
- 5.2 The Purbeck Marathon – 19th – 20th September – Sandpit Field - The organiser would like to relaunch the event which was last run circa 2018. It would include two race types, most likely a marathon and half marathon and be based on Sandpit Field.
- 5.3 It was recommended that 5.1 was provided with provisional approval. With regards 5.2 it was recommended that provisional approval was delegated to officers, in consultation with the Event Working Party, and for the Working Party to receive a presentation from the organisers.

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

That the new events, as set out in section 5 of the briefing paper, be agreed.

Members considered the contents of Appendix 2, which set out the proposed events schedule for 2026. A copy is attached at the end of these Minutes.

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

That the events detailed in the schedule in Appendix 2 for 2026 be agreed.

Section 6 of the briefing paper set out the proposals for charging for events.

- 6.1 For a few years the Town Council has charged larger ‘national’ events an administration fee of £420 (in 2025-26). For 2025-26, this equated to a total of 5 events. It has become apparent that this is seen to be a very good deal for these events and that the standard administration fee for the work undertaken by the Council for events would usually be in the region of £1,000. This was being proposed through the fees and charges element of this Committee. The Council’s costs to administer events was significant and the charging of an administration fee helped to cover some of these costs. In addition, the Events Working Party is considering options around charging ‘business’ events an administration fee, which would be reported to the Council at a later date.
- 6.2 The Committee was asked if they wanted the Working Party to consider this in more detail and feedback to a future Council meeting as part of the Council’s budget setting process.

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

That the Event Working Party reviews the administration fees set by the Council in regard to events operated by businesses and report back to a future Council meeting as part of the budget setting process.

b) **Car Parks and Market**

It was reported that there had been an increase in parking-related issues affecting access to The Swanage Medical Centre. Members discussed the matter, noting that any further progress would require continued dialogue and cooperation with the Medical Centre. It was also reported that some misunderstandings had arisen regarding Restricted Mobility Permit Holders, and it was agreed that signage would be reviewed to provide greater clarity. The VSBDM advised that an additional market would be held on Tuesday 23rd December, in lieu of the markets that would not take place on the following two Fridays.

8) **Update from Task and Finish Groups**

a) **Festive Lights – Consideration of the use of the Mowlem projector by third parties.**

The VSBDM, reported that, following a meeting between Members of the Task and Finish Group and the Executive Director of the Mowlem, it had been agreed that third parties would not be permitted to use the festive lights projector. It was noted that projecting commercial images onto the building would require planning approval, a route the Council did not recommend.

As an alternative, the Mowlem had agreed that the projector could be used for the following purposes: Christmas, Remembrance during the month of November, and a “Welcome to Swanage” image at other times throughout the year. To support this, a budget of £500 would be required for 2026–27.

9) **Cultural Purbeck**

The Chair of Cultural Purbeck outlined the purpose of this collaborative initiative, which brought together local parish councils and representatives from local charities and cultural groups. The Committee Chairman expressed support regarding the vision of Cultural Purbeck and reported on progress to date, and future strategy.

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

TO RECOMMEND: -

That the Council expresses support and endorses the ambitions of Cultural Purbeck.

Following further discussion, it was noted that as Cultural Purbeck is not yet a fully established entity, a vote on the two additional proposals put forward were to be deferred until appropriate governance arrangements are in place. The Chair of Cultural Purbeck acknowledged the points made and agreed that further work was required to determine the most suitable way forward.

10) **Update from the Visitor Services & Business Development Manager**

The VSBDM provided the following updates: -

- **Pedestrian Signage – Update** – It was reported that the Town Council had allocated a budget of £2,000 towards improvements to the pedestrian fingerpost signage around the town. The Town Council had also received authority from Dorset Council to repaint the signs in ‘Swanage Blue’ with gold bands. A meeting had taken place with Dorset Council, during which advice had been provided regarding refurbishment requirements, and details of an approved supplier were shared. It was noted that replacement fingerpost signs cost in the region of £500 each.

The focus this year would be the improvement of two priority signs:-

Station Approach sign – This would include the removal of the outdated toilet sign directing to the Railway Station toilets, which were now only open during train operating periods, and replacing it with a new toilet sign pointing towards the Shore Road toilets.

The Mowlem Shelter signs - It was noted that these signs presented a more complex arrangement requiring further consideration. The current configuration did not include a toilet direction sign.

It was anticipated that work on the painting of signs would commence in January 2026, and the project was expected to continue over the longer term.

A discussion ensued during which the possibility of obtaining costings for alternative signage options was raised. It was proposed by Councillor Sutton, seconded by Councillor Coward and RESOLVED: -

That a Task and Finish Group be created to work with
The Chamber of Commerce to review the Blue
Heritage signage in Swanage.

Councillors Bonfield, Coward and Sutton agreed to form the Task and Finish Group. It was further noted that the VSBDM would contact Dorset Council in the first instance to confirm whether any amendments to the Blue Heritage signs would be permitted.

- **Town Maps – Update on progress** – It was reported that a budget of £2,500 had been allocated in the current financial year for the update and procurement of a new set of tear-off tourist maps. The VSBDM advised that he would be liaising with the town’s main attractions over the coming months, together with the Chamber of Trade, to explore opportunities for partnership working. This would include reviewing the content of the maps and assessing the potential to generate a small amount of advertising income, which would support the production of an increased number of maps for distribution to partner organisations.
- **Visit Swanage Website** – It was reported that although the overall number of page visits had remained consistent over the past two years, there had been an increase in engagement since last year. The top three pages accessed were:-
 1. What’s on
 2. Attractions & Activities
 3. Where to eat and drink

Following further discussions, a point was raised regarding the Generative Engine Optimisation (GEO) capabilities of the current website. Given the changing landscape of internet searches due to the upsurge in the use of artificial intelligence, it was agreed that, in order to ensure that the Visit Swanage website was future proofed, a Task and Finish Group should be established to review its existing capabilities.

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

That Councillors Tomes, Dorington, Coward, and
Sutton together with Ms L Bish from the Chamber of
Trade, form a Task & Finish Group to review the
Visit Swanage website capabilities in collaboration
with the website provider, Visit Dorset.

- **Beach Hut release and software improvements to booking system** – It was reported that a budget had been allocated by the Town Council to improve the booking system software, with the aim of automating the new booking process. At present, much of the process was managed manually by the team at the Swanage Information Centre, which was both time consuming and challenging to administer. It was anticipated that these improvements would be undertaken during the winter months with implementation planned for the next year.

11) Fees and Charges and Budgets

- a) **2026-27 Proposed projects** – Members considered proposed projects.

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

TO RECOMMEND to the Finance and Governance
Committee Meeting being held on 17th December 2025,
that the items listed in the proposed project expenditure

schedule (section 1) be considered as part of the budget setting process for 2026/27.

b) **2026-27 Proposed fees and charges** – Members discussed the following proposed fees and charges:-

- **Boat Park**

Prior to consideration of the following item, Councillor Bonfield declared a non-pecuniary interest by reason of being a boat park user, and did not take part in any discussion, decision, or vote.

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

TO RECOMMEND to the Finance and Governance Committee meeting being held on 17th December 2025 that the proposed Boat Park scale of fees and charges be considered as part of the budget setting process for 2026/27.

- **Car Parks**

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

TO RECOMMEND to the Finance and Governance Committee meeting being held on 17th December 2025 that the proposed Car Parks scale of fees and charges be considered as part of the budget setting process for 2026/27.

- **Market, TIC, Peveril Point, Stone Quay and Monkey Beach**

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

TO RECOMMEND to the Finance and Governance Committee meeting being held on the 17th December 2025 that the proposed Market, TIC, Peveril Point Stone Quay and Monkey Beach, scale of fees and charges be considered as part of the budget setting Process for 2026/27.

12) Updates from Outside Representatives

Outside Representatives provided the following updates:-

- **Swanage Railway** – Details were shared regarding the programme of upcoming events throughout December. It was also reported that Swanage Railway had won a 2025 Traveller's Choice Award with Trip Advisor, among other awards this year. Members also received an update regarding the halt at Blue Pool which is scheduled for a trial opening next year.
- **Bournemouth & Swanage Motor Road & Ferry Company** – Members received an update on the recent proposals put forward by the Company. It was reported that the proposal to introduce a toll on Ferry Road Studland would not be implemented. Members were further advised of the proposed increase to ferry charges with an announcement expected in the new year. It was also noted that the Company were exploring the introduction of a technology-based system to recognise frequent users, with the intention of offering reduced rates based on usage.
- **Heart of Swanage** – The representative reported that the potholes along Commercial Road have been filled in by Dorset Council. It was further reported that The Heart of Swanage had been awarded Gold for the Outstanding Community Support award at the Swanage Business Awards held in October.

- **Swanage Fishermen’s Association** - Members were informed that the Association had held its first meeting since the pandemic during the summer.
- **Mowlem Theatre** – Members were advised that the recent fundraising efforts had been progressing well, particularly the recent ‘Raise the Roof’ campaign. However, it was reported that further fundraising was still required to support the provision of disabled access to the stage.
- **Purbeck Community Rail Partnership** – Members were updated on the progress of the halt at the Blue Pool.
- **Swanage Chamber of Trade** – Members received an update on recent activities of the Swanage Chamber of Trade, which included the following key initiatives: -
 Centennial Celebrations – An article marking the Chamber’s 100th Anniversary had been published in the Purbeck Gazette. It was further noted that the planned dinner and dance had been cancelled. In its place, a Christmas Social will be held on the 9th December at the Grand Hotel, Swanage.
 SOS Switch on Swanage Lights and Signs of Swanage - Over 30 businesses had taken on collection jars, with the aim of raising funds to support improved signage and festive lighting for the town.
 New Chamber Map – A new map, featuring Chamber members had been created.
 Representatives from the Chamber expressed an interest in updating the existing visitor information boards in the town’s car parks with a more up to date version.
 Business Window Sticker with QR Codes – QR code window stickers had been completed and were in the process of being distributed to businesses.
 It was further reported that the Chamber of Trade now had 50 members.

13) Items of Information and Matters for Forthcoming Agendas

- a) Boat Park Improvements
- b) Members were reminded of the Christmas Lights switch on scheduled for 29th November.

14) Date of next meeting

The date of the next meeting was confirmed as Wednesday 25th March 2026 at 2.15pm at the Grand Hotel, Burlington Road, Swanage.

The Chairman thanked everyone present for their attendance and for a wonderful summer season

The meeting closed at 4.15p.m.

Appendix 2 Swanage Town Council: Event requests for 2026 (venue booking dates)

- Green rows indicate that the event is outside the control of the Town Council
- Pink rows 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	Alcohol / Eve close	Fee	Change from previous?	Org. Type
Jan	SSRC 10K Run	11/01	SSRC	North Beach Car Park	10k Run around Swanage	No	-	As 2025	Charity
Mar	Blues Festival	5-8/03	Swanage Blues Org	Various pubs	Live music around town				
	Jurassic Half Marathon	14/03	UK Running Events	Shore Road	A half marathon to Corfe and train back to Swanage	No	?	As 2025	Business
April	Good Friday Service	03/04	Rev David Richards	Bandstand	Service in the bandstand	No	-	As 2025	Church
NEW	Backyard 12 Ultra	04/04	Back Yard 12 Ultra	Days Park	A 4 mile run on the hour every hour	No	?	Postponed from Sept 25	Business
	Easter Sunday Sunrise Service	05/04	Jim Farrer	Swanage Beach	Service on the beach at sunrise	No	-	As 2025	Church
	Model Railway Weekend	11-12/04	Swanage Railway	Swanage Railway	Visit models of each station at the stations				
	Swanage Carnival Classic Car Show	26/04	Swanage Carnival	Main Beach Car Park	Classic cars and charity stalls	No	-	As 2025	Not For Profit
May	Herston Community Picnic	04/05	Swanage and Purbeck Development Trust	Herston Community Field	Family friendly picnic on May Day Bank Holiday	No	-	As 2025	Charity
	Diesel Gala and Beer Festival	8-10/05	Swanage Railway	Swanage Railway	Diesel Gala and Beer Festival				
	Swanage Kayak Fishing Competition	16/05	South Wales Kayak Anglers (SWKA)	PAG and Monkey Beach	An established competition	No	?	As 2025	Business
	Jurassic Coast Challenge	16-17/05	Action Challenge	Journeys End and NBCP	8 th year of this running challenge	No	£1000	As 2025	Business

Month	Event	Date	Organiser	Location	Detail	Alcohol / Eve close	Fee	Change from previous?	Org. Type
NEW	WI Tea Tent @Purbeck Big Band Performance	21/05	Women’s Institute	Recreation Ground next to Bandstand	A refreshment tent to accompany Purbeck Big Band - 6pm to 8pm	No	-	NEW	Charity
	Swanage Pirate Festival	23-24/05	Pirate Festival Org	Sandpit Field and Beach	Family friendly pirate/ militia festival, skirmishes and re-enactment	Yes, 7pm finish (note below)	-	As 2025	Not For Profit
	Purbeck Arts Week	23/05-07/06	Purbeck Arts Week Org	Various					
	Swanage Fairy Festival	29-30/05	Fairy Festival Org	Sandpit Field	A magical weekend of mermaids, fairies and pixies and elves, (inc. alcohol, finish at 7pm)	Yes 7pm finish	?	As 2025	Business
June	Alzheimer’s Trek 26 – Jurassic Coast	06/06	Gladiator Events	Forres Field and KGPF	Various distance walks for charity	No	£1000	As 2025	Business
	The Fish and Food Festival	13-14/06	The Fish and Food Committee	Sandpit Field	Lots of food stalls and entertainment	Yes 7pm finish	-	As 2025	Not For Profit
	The Studland SwimRun	13/06	I-Swim-Run	Beach and NBCP	A swim and run event across Studland, Swanage and Durlston bays	No	?	As 2025	Business
NEW	WI Tea Tent @Purbeck Big Band Performance	18/06	Women’s Institute	Recreation Ground next to Bandstand	A refreshment tent to accompany Purbeck Big Band - 6pm to 8pm	No	-	NEW	Charity
	Cancer Research UK Big Hike	20/06	Hike Events	PAG	A checkpoint for participants as they walk through Swanage	No	£1000	As 2025	Business
	SSRC Summer Regatta Weekend	20-21/06	SSRC	Sandpit Field, Beach and NBCP	SSRC hosts the Summer regatta and Supervets Championship	Yes 7pm finish	-	As 2025	Charity
	Roads to Rail Steam Rally	26-28/06	Swanage Railway	Corfe Castle					

Month	Event	Date	Organiser	Location	Detail	Alcohol / Eve close	Fee	Change from previous?	Org. Type
	Race the Sun – Jurassic Coast	27/06	Adventure Element	KGPF	An adventure triathlon, walking, mountain biking and kayaking	No	£1000	As 2025	Business
	Swanage Triathlon	28/06	Challenging Events	Sandpit Field	A traditional triathlon	No	?	As 2025	Business
July	Macmillan Mighty Hike	04/07	Threshold Sports	Days Park and NBCP	A large hub for participants as they walk through Swanage	No	£1000	As 2025	Business
	Hants and Dorset Coastal Rowing Regatta	04/07	Hants and Dorset Coastal Rowing	Beach, Shore Road and KGPF	Rowing racing for Hants and Dorset Coastal clubs	No	-	As 2025	Not For Profit
	Swanage Jazz Festival	11-12/07	The Jazz Festival	Sandpit Field	A popular music event with many musicians playing	Yes 11pm finish	-	As 2025	Not For Profit
NEW	WI Tea Tent @Purbeck Big Band Performance	16/07	Women’s Institute	Recreation Ground next to Bandstand	A refreshment tent to accompany Purbeck Big Band - 6pm to 8pm	No	-	NEW	Charity
	The Wild Swimming Festival	18-19/07	The Wild Swimming Festival	PAG, Monkey Beach and Stone Quay	Swimming races and festival with entertainment	Yes 11pm finish	?	As 2025	Business
	Swanage Carnival	25/07-01/08	Swanage Carnival	Sandpit Field and Various	Activities and entertainment for all the family	Yes 11pm finish	-	As 2025	Not For Profit
	Percy the Plesiosaur	01/08	Project Planet Earth	Beach	A strong swimmer towing a plastic kayak across bay	No	-	As 2025	Charity
	Camp Bestival	30/07-02-08	Camp Bestival	Lulworth Castle					
Aug	Rotary Summer Fete	06/08	Rotary	Sandpit Field	A traditional summer fete to raise funds for local charities.	Yes 4pm finish	-	As 2025	Charity

Month	Event	Date	Organiser	Location	Detail	Alcohol / Eve close	Fee	Change from previous?	Org. Type
	Lifeboat Week	08-15/08	RNLI	PAG and Various	Activities throughout the week with music and a bar on Friday and Saturday	Yes 11pm finish	-	As 2025	Charity
	Purbeck Valley Folk Fest	20-23/08		Purbeck Valley Farm					
	The Bournemouth Air Fest	20-23/08		Bournemouth Beach					
	Harmans Cross Summer Fete	31/08		Harmans Cross Village Hall					
NEW	WI Tea Tent @Purbeck Big Band Performance	27/08	Women’s Institute	Recreation Ground next to Bandstand	A refreshment tent to accompany Purbeck Big Band - 6pm to 8pm	No	-	NEW	Charity
Sept	Dorset County Show	TBC		Dorchester					
	Folk Festival	11-13/09	The Folk Festival	Sandpit Field, Shore Road and Bandstand	Music and dancing and trade stalls	Yes 11pm finish	-	As 2025	Not For Profit
	Discovery Fest	19/09	Planet Purbeck	Shore Road and Shore Place	Local environmental groups gathered on Shore Road	No	-	As 2025	Charity
NEW	NEW – The Purbeck Marathon	19/09	The Purbeck Marathon	Sandpit Field and the Downs	A cross-country marathon	No	?	NEW	tbc?
	RESERVE - Race the Sun	26/09	Adventure Element	KGPF	As above	No	-	RESERVE	Business
Oct	Swanage Blues Festival	TBC		Various					
	RESERVE – SSRC Summer Regatta	04-05/10	SSRC	Sandpit Field, Beach and NBCP	As above	Yes	-	RESERVE	Charity
	RESERVE – SSRC Summer Regatta	18-19/10	SSRC	Sandpit Field, Beach and NBCP	As above	Yes	-	RESERVE	Charity
Nov	Remembrance Sunday	08/11	Swanage Town Council	Shore Road, Memorial, Various Roads	National Memorial Day	No	-	As 2025	Council

	Switch on the Christmas Lights	28/11	Swanage Town Council	Mowlem Triangle	Christmassy fun for a couple of hours	No	-	As 2025	Council
Dec	Endurance Life Marathon	06/12	Endurance Life	Recreation Ground	Various race distances with a finish line on the beach	No	?	As 2025	Business
	Christmas Street Market	06/12	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 2025	Charity

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

Charity Beach Huts – Allocations for 2026-27

Each year the Town Council takes requests for the free use of its Beach Huts for charity and community purposes.

Attached at Appendix 1 is the list of applications received as part of the published application process during February 2026.

Councillors are asked to review the recommendations suggested for each of the fifteen applications.

It should be noted that the Swanage Information Centre receives requests for less than 7-day charity use of the huts throughout the year, although generally outside of the peak season. The Visitor Services Manager will consider these under delegated authority.

Last year the Council offered a hut to the Dorset Council Purbeck Office – Unpaid Carers group who have provided a report of their use and the promotional material they used and is attached as appendices.

Actions required

To consider whether or not to approve the recommendations proposed in Appendix 1.

Culvin Milmer
Visitor Services and Business Development Manager

March 2026

Appendix 1 – Charity Beach Hut requests received as part of published application process – February 2026

	Name	How will you use the beach hut?	What benefits will your Charity/Community Group get from the beach hut?	Dates required	Further information	Recommendation
1	Dorset Council Purbeck Local Office - support to unpaid Carers in the Purbeck area	We would invite unpaid Carers of all ages (5 years and above) who live in and around Swanage to use the beach hut for a full day, offering up to several visits a year subject to demand	<p>We were fortunate to be able to use a beach hut during 2025/2026 for unpaid Carers. The value of having a safe space outside all year round - whether alone or with family/friends, somewhere take a break, pause, recharge and enhance their wellbeing is beyond measure. Some of the Carers shared reflections on their visits:</p> <p>“I felt safe and it was just so peaceful.”</p> <p>“Thank you so much for this opportunity it really was a breath of fresh air, to be able to have a safe space to enjoy Swanage and to create beautiful memories” and</p> <p>“It really helped us to reset, and the girls could safely have fun, and we all made such lovely memories. We cannot thank you all enough for the time we had there.”</p>	Currently we are fortunate to be able to request a beach hut any month of the year. I note there are two available this coming season and some of the feedback included requests for a lower level beach hut which lends itself to 28th March 2026 to 4th September 2026 dates.	Carers who used the beach hut have been very appreciative of the opportunity. They have been able to have quality time away from their caring role or have taken the person they care for with them to make memories. It's a wonderful opportunity. Thank you for your consideration.	<p>See report attached.</p> <p>Continue to offer this service in 2026-27, with delegated authority to the Visitor Services Manager to enable the unpaid Carers to utilise the hut as much as possible.</p>
2	Dementia Friendly Purbeck	Promoting our charity and information of support in the area to those living with Dementia	To enable us to advertise the support groups and meetings we hold	Monday 1st June to Friday 5th June		Delegate to VSM, subject to availability

3	Sandford and Wareham WI	For members to be able to come down and meet and socialise have a focal meeting point with a fantastic view and fish and chip lunch with a place to change and our less mobile members can sit and make a cup of tea. We have 38 members and so over a few days they all could come down to Swanage in groups to use the beach hut.	As above fresh air, social time, safe space for less mobile members great for our wellbeing.	1st -5th June or 4th - 8th May	We would love this opportunity to use your beach hut. I know we are not in Swanage but we hope you will consider our group. Thanks Nikki	Delegate to VSM, subject to availability
4	Jurassic care	We will take our clients with dementia and others to enjoy the sun.	This will be a lovely opportunity to have a day where we can enjoy the days in the sun and watch the world go by	Jun-26		Delegate to VSM, subject to availability
5	Volunteer Centre Dorset	For a day trip and activities for our Social Action Groups for people with learning disabilities.	Trips to the beach hut helps the group members build friendships and social skills and offers all members the opportunity to attend an inclusive activity.	Flexible April - June	The Social Action Groups meet on different days, but in previous years have come together when the hut has been offered/is available.	Delegate to VSM, subject to availability
6	Lewis Manning Hospice Care	It will be for our bereavement and carers group	Our bereaved and carers rarely have the time to relax or have space to 'just be'. To be able to have this and enjoy the environment around-sun, sea and beautiful scenery will be so beneficial for their wellbeing	5th and 12th June or 3rd and 10th July	We were fortunate to have a hut last year and this is still spoken about at how some went for a swim, some had a lunch and refreshments that they rarely have prepared for them-or to have uninterrupted time to	Delegate to VSM, subject to availability

					eat it-it was so wonderful to offer this to the groups-so thankyou	
7	Allsort'd C.I.C	To give access to the beach for young adults with learning disabilities and/or autism	A safe place for our clients to access the beach for health and exercise and socialisation	Any available throughout the year	We are a local community interest company supporting local young adults who do not have access to beach huts in their community	Delegate to VSM, subject to availability
8	H&H Care Dorset	With our disabled community group	Fresh sea air and the opportunity to visit the seaside and have a cuppa tea in a chair	14th April, 12th May, 30th June,	Our local disabled group appreciate all the opportunity you've given us to use the beach hut. They have thoroughly enjoyed it.	Delegate to VSM, subject to availability
9	Friends of MS Purbeck		Outing for our members	Either 10th or 17th July	As a couple of our members are in wheelchairs, we would need a lower hut.	Delegate to VSM, subject to availability
10	Swanage Linking Lives	As a welcome hub for anyone to drop in for companionship.	Our visitors will benefit from socialising outside, being offered light refreshments and friendship.	Friday June 26th		Delegate to VSM, subject to availability
New requests from outside Purbeck						
11	The Creative Skills Hub (Gillingham, Dorset)	As a base, for a day out in Swanage, with 4 clients, plus carer.	For the clients to be able to sit and relax in an area of their own.	July 6th or 13th and September 7th or 14th	Just for two days only.	Delegate to VSM, subject to availability

12	Kirsty Louise Streek Foundation (Southampton)	We are a charity that supports cancer patients with wigs when personal finances don't allow them to have a quality wig. Meaning they don't feel confident to be themselves. We look to empower those going through treatment. We feel this would be a lovely extra we could give to those wig applicants that are going through a particularly hard time. A chance to rest, have a break from their every day and spend quality time with their loved ones.	We won't gain any benefits directly; we are hoping the benefits go to those we are supporting and allowing them to have that important rest and time with family they may not be able to afford to do off their own back. We could use any photos they may supply to promote our organisation as we are a small charity looking to grow.	We are happy with any available dates with advance notice, so we can identify someone who could be in need		Delegate to VSM, subject to availability
13	Oxfordshire Foster Care Association	Share between Oxfordshire Foster Carers	Allow many children that have never been to the beach access because if it gets busy they've got a quiet retreat to go to. Something you don't get with just sand. Foster children often need a space to retreat to when everything around them becomes too overwhelming	July & or August 2026 would be fantastic	We have just over 200 foster carers. Some can't go away for a week due to the children's issues & needing permissions, room requirements etc. So this could be a fabulous way to show them to go to the beach. We'd appreciate this immensely	Delegate to VSM, subject to availability

Recommend decline request						
14	Wareham Junior Swimming Club	Would be great to get the junior swimmers together to all practice open water swims	Somewhere to sort their clothes	Summer holidays		Decline – The Council has previously declined the use of the beach huts by sports clubs
15	Swanage Folk Festival	Stewards hub/event hub/organisers office	Event Control in town	11-13th September		Decline – The proposed use is to support a seafront event rather than to support wellbeing. Propose that the Folk Festival hire a hut for the weekend.

Swanage Beach Hut Pilot

Annual Report

2025 - 2026

Overview

Dorset Council was delighted to provide unpaid Carers with the opportunity to enjoy a Beach Hut on the stunning Swanage seafront, completely free of charge.

This resource was offered as a chance for Carers to take a break, either alone, with the person they care for, or accompanied by up to four additional guests. The Beach Hut proved to be a popular option, particularly during the summer months once promotional efforts gained traction.

The Swanage Beach Hut attracted Parent Carers of children with special educational needs, or disabled, Young Carers who care for a sibling or parent and Adult Carers caring for parents or their spouse.

The Commissioner invited the Carers to have a day at the beach hut and if there were no difficulties and they enjoyed the experience they would be invited to return to use the hut again subject to availability.

Various Carers have benefited from the opportunity for example, a nervous Parent Carer who is supported by Children's Services was able to start to build a positive relationship with Adult Social Care through the beach hut offer introduction. Another example is a Carer who cares for her elderly mother, she took the opportunity to take the whole family including the dog to the beach for the day reporting "Mum loved it and really enjoyed her day. She insisted on changing into her costume and wore it all day as we were very blessed with the weather. The position of the hut really helped too as it was sheltered and a quiet spot which added to how chilled and relaxed the day was. Mum would have found it too hectic down on the main section but enjoyed her elevated position and able to take in the view without all the hustle and bustle. Keeping things calm and quieter for mum is key to her enjoying things and she giggled and reminisced all day".

Dorset Council has received multiple emails expressing gratitude along with commendations from the Swanage Town Council Team, such as:

"The staff in the tourist information were so helpful and kind" and "Please pass on our gratitude for the opportunity and relay that this gave us all a much needed 'holiday feel' break that we all enjoyed".

Three Carers also shared their reflections and some chose to share photographs:

- *"I felt safe and it was just so peaceful."*
- *"Thank you so much for this opportunity it really was a breath of fresh air, to be able to have a safe space to enjoy Swanage and to create beautiful memories" and*
- *"It really helped us to reset, and the girls could safely have fun, and we all made such lovely memories. We cannot thank you all enough for the time we had there."*

58 Carers including young carers have been referred to use the beach hut between 20 May and 2 January 2026 with the majority of bookings taking place during May to September 25. Some Carers preferred a winter visit including one Carer who enjoyed coldwater swimming.

Most of the bookings were for the Carer to take the person they care for, friends and family. There were a few Carers who were not able to take the person they care for but enjoyed the break with a friend or family member.

Carers views

A survey was sent to Carers following their visit inviting feedback.

Key Highlights

- **Family Time & Relaxation:** Carers valued spending quality time with family, feeling safe, calm, and able to “switch off” from caring responsibilities.
- **Convenience & Accessibility:** Easy access to the hut and nearby amenities was appreciated.
- **Practical Benefits:** Having a base for belongings, privacy for changing, shelter from rain, shade from sun, and space to recharge.
- **Comfort & Enjoyment:** Chairs were useful; the hut provided peace, quiet, and a safe escape space.
- **Flexibility:** Ability to relax, sit in the sunshine, enjoy views, and watch the world go by.
- **Memorable Experiences:** Making memories, enjoying the seaside atmosphere, and having time for oneself.
- **Weather Considerations:** Some visits were affected by poor weather, but the hut still offered a useful base.
- **Location Advantage:** Close to town for food and drinks, while still near the beach.
- **Emotional Impact:** Carers felt relaxed, safe, and grateful for the opportunity.

Carers were asked to score their experience out of 5, 5 being the highest answer and 1 being the lowest:

Score Distribution

- Score 5: 24 occurrences.
- Score 4: 4 occurrences.
- Score 3: 4 occurrences.
- Score 1: 1 occurrence.

Average Score 4.52

The majority of respondents rated the experience very highly (5), indicating strong satisfaction. A small number gave scores of 4 or 3, suggesting minor areas for improvement. One respondent gave a 1, indicating a significantly negative experience. Overall average score: 4.52, reflecting excellent overall feedback.

When asked if they had any suggestions to improve the experience for future carers they responded with some useful insights:

Key Themes from Suggestions

- **Accessibility Issues**
 - Steps and upper-level location posed challenges for those with mobility issues or wheelchairs.
 - Suggestions for beach huts on the ground floor, front row, or near a slope entrance for easier access for some people, whereas others enjoyed being further back.
 - Parking and drop-off zones would help, especially for those with mobility needs.
- **Location Preferences**
 - Desire for huts with sea views and away from noisy areas like Punch and Judy. However, one Carer particularly commented how they enjoyed watching the Punch and Judy show.
 - Some noted the trek from parking was difficult.
- **Amenities Requested**
 - Kettle was the most frequently mentioned item.
 - Cushions for plastic chairs suggested for added comfort.

- Flexibility & Booking
 - Option to rebook if weather is poor or cared-for person is unwell.
 - Clearer information about hut location before booking.
- Positive Feedback
 - Many respondents replied, “No changes needed”, describing the offer as wonderful, brilliant, and a treat.
 - Comments emphasized gratitude and appreciation for the opportunity.

When asked if it was possible, would they like to use the beach hut again in the future 29 Carers (93.6%) responded yes and 2 people (6.4%) replied maybe.

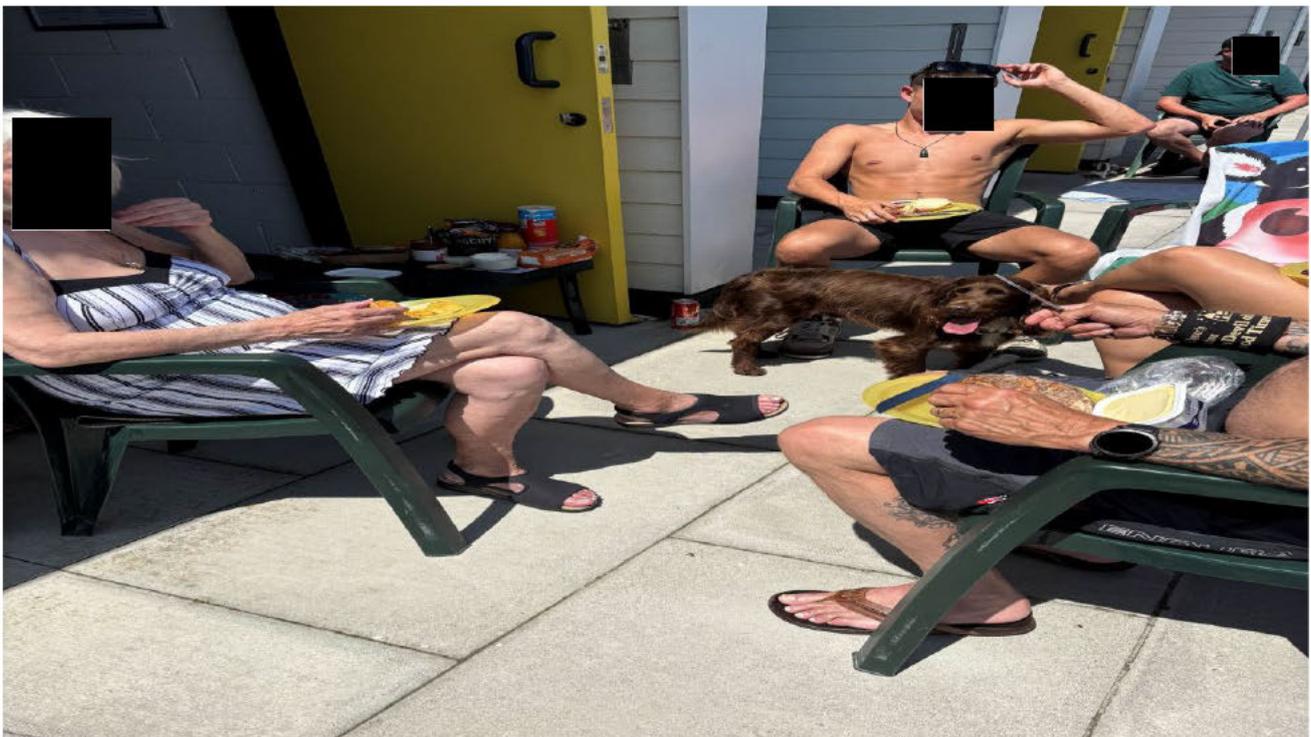
Conclusion

Thank you for enabling us to offer Carers across the Dorset Council area a safe and welcoming space to relax and enhance their wellbeing. Carers could choose to spend time with the person they care for, enjoy moments with family or friends, or simply take time for peaceful, quality solitude.

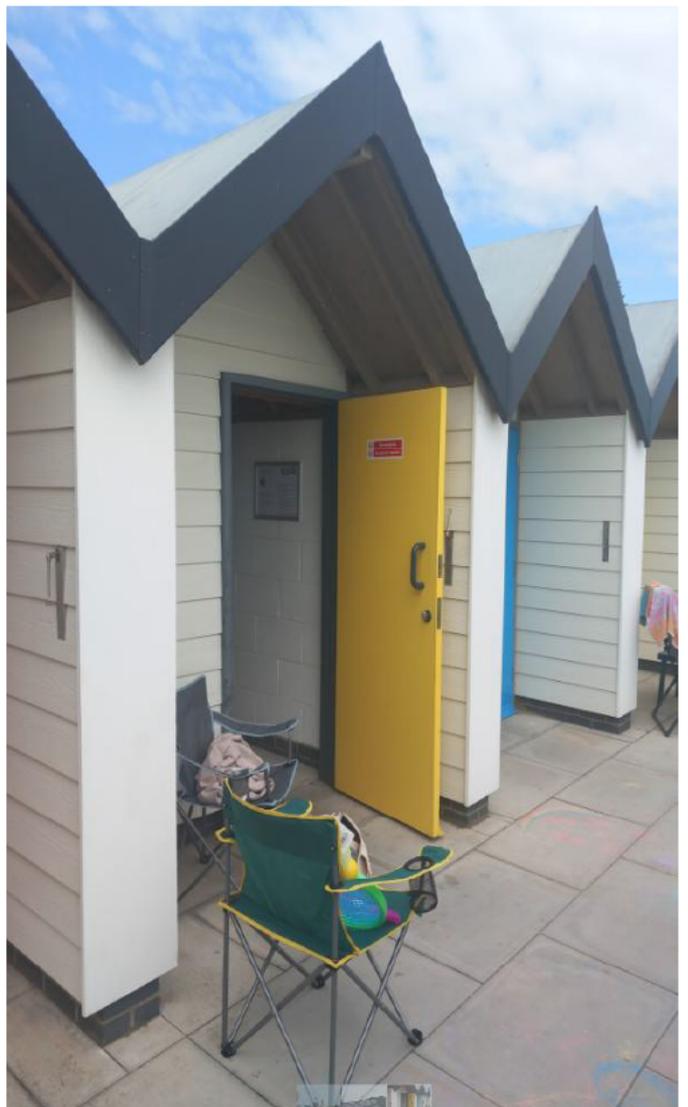
Dorset Council is grateful to Swanage Town Council for providing this opportunity. The beach hut has been an invaluable resource, giving unpaid Carers a much-needed break and a chance to recharge in a tranquil setting.

We would very much welcome the opportunity extend the use of the Swanage beach hut to our Carers for a further season if this was possible.

Please see below some photographs shared by Carers who used the beach hut. The necessary consent and authorisation have been duly obtained to permit the sharing of the photographs with you for the purpose of this report.







Appendix

The Carers who used the beach hut were sent a survey to complete. They were asked a range of questions and 31 Carers responded with the following free text responses:

What did you enjoy most about your time at the beach hut?

Time with the family, the hut was easy accessible. Amenities close by. Chairs very useful.

Being able to all relax together and mum to feel safe and calm and enjoy the day.

The opportunity to relax, unwind and enjoy Swanage at its best

Having a base to put our belongings, sit inside when it rained, somewhere to get changed.

Having somewhere shady for everyone to go

Sitting in the sunshine doing nothing.

Peace and quiet

Sitting outside beach hut

Nice safe escape space, and I enjoyed the views and watching the world go by

Yes, apart from a bit of rain we had a lovely day

It was cool inside. You could go for a walk and not have to lug everything around! The privacy to get dressed etc!

Making memories with my family and feeling safe whilst I was on my own with them! So relaxing!

The time I had to relax and do nothing

It was good to have a change. I took my mum and dad. They loved it. It was awful weather but in a way it was good because otherwise we would have been stuck in. It was great to have a base and enjoy the fresh air.

Easy access to everything

The beach, privacy for changing. Time out safely if my son was over whelmed rather than have to go home.

Having a space we could use to have a calm break and a place to recharge.

Its a great location - close to the town so you can grab some food & a cuppa and then chill at the beach hut. Was really nice just to soak up the sun and summer atmosphere while having time to myself.

location

Quiet relaxed time with family, not being a carer. I was switched off and enjoying the moment and the seaside. Thank you for an incredible experience

Being able to sit and chat with my family. Having somewhere safe to keep things. Being able to change in privacy.

Spending time as a family by the sea

Nice and quite, well looked after beach hut.

Having space for our things and to stay out of the wind!

Unfortunately due to the weather we did not use the hut

Just sitting in the sunshine in a beautiful area by the sea and taking time out with family.

Having somewhere to put our things and having somewhere to sit and change Sadie

The sound of the waves

The time on the beach, being able to sit and relax at the hut whilst eating our sandwiches.

We did not use it for a couple of reasons. The siting of hut 37 is not very accessible as it is on the upper level rather than at road level. Added to this the weather was awful and getting to it with seats, etc would have been difficult.

Family time where we could sit and enjoy the beach

Able to relax near the beach, near local facilities.

Do you have any suggestions to improve the experience for future carers?

No

If there could be a designated drop off zone it would have helped though we just pulled up to barrier by clock tower and unloaded car and mum.

If you have little children to be careful as the hut was right near the stairs

None, it was excellent.

A beach hut away from Punch and Judy it's too loud ! And on ground level

Would be lovely to have one on the lower deck.

A kettle would be useful in the beach hut.

A kettle would be very beneficial

Two things. One... the steps were a problem for the person with me, and two...it would be nice if cushions were avail for the plastic chairs either in hut or from tic.

Be organised

No. The day will always be what you make it.

Maybe a hut down on the front row

It was brilliant but it would have been better to have it on the ground floor! Assess would have been easier then and they could have seen more.

A Beach hut by the slope entrance would be better as you disturb everyone trying to get the wheelchair along to the hut we were allotted.

No it's very kind of Swanage council to let carers use the beach hut, it's a treat

No it was wonderful.

The only downside is a lack of sea view when you are sat down. I could use the stool so that was fine, but when my Mum came for an hour she was using her wheelchair and so her view was very limited. I understand that the back huts are used because they are quieter but it might be nice to have the option of shorefront beach hut for those who don't mind it being busier. The other suggestion would be the ability to book the hut for another day in case the day you've booked has really bad weather or your cared for person is unwell, and plans need to change.

its fab ...no change needed

Not really. It is such a wonderful offer and opportunity

Can be a trek after parking the car for people with mobility issues.

Everything was as described so no

I guess a kettle would have been nice.

The beach hut was exactly as advertised, unless you're looking at luxurious items like cushions or a kettle, which aren't necessary, then no.

Stop the rain!

Not really. I'd encourage all carers to take time out and avail themselves of the wonderful opportunity

To have more things there like a kettle

No

If it was in the front row would be lovely as couldn't see the sea from the hut so had to lock up each time rather than relax when using the beach

ensure you know where the hut is situated before you book, it is not really disabled friendly

Perhaps a downstairs hut be available so making it easier for toilets and with small children

No

Carers were asked - Would you recommend it to other carers?

The majority of the Carers who responded stated they would want to use the hut again if they had the opportunity.

90.32% (28 people) replied yes and 9.68% (3 people) maybe.



Unpaid Carers – Enjoy a Free Day at Swanage Beach Hut!

Are you an unpaid carer?
That means you look after a friend or family member who couldn't manage without your support due to illness, disability, mental health needs, or addiction. You play a vital role in their life and in our health and care system.

As a thank you, we're offering you the chance to enjoy a relaxing day by the sea at a Beach Hut in Swanage, completely free of charge! This special offer is available on a trial basis until March 2026.

Whether you'd like some quiet time to yourself or want to bring along

the person you care for, a friend, or a family member (up to 5 people total), this is your space to unwind, recharge, and enjoy the beautiful Dorset coast.

What's included:

- Full or half-day private use
- Wheelchair accessible with sloped access
- Electric sockets for small items (e.g. phone charger)
- Chairs, worktop, and light
- Nearby public toilets, baby changing, and drinking water
- Cold water showers and Changing Places facilities within walking distance

Bring your own food, drinks, and beach gear. A mini fridge or kettle may be used if PAT tested in advance. Multi-socket plugs must not be used.

Well-behaved dogs are welcome at the hut (seasonal beach restrictions apply).

Parking is available nearby. For further details visit swanage.gov.uk/carparkcharges

Key collection

Swanage Information Centre, The White House, Shore Road, Swanage BH19 1LB

Monday to Friday

From 10am

Saturday and Sunday

From 9am

Return by 10pm through the letterbox if the centre is closed.

To book

You must be registered with Help & Care (0303 303 0153), MYTIME Young Carers or be referred by a professional such as a GP, or voluntary or community sector organisation, Dorset Council or support worker.

Agree to Swanage Town Council's terms:

- £50 charge for lost keys
- Leave the hut clean and tidy
- Complete a short feedback survey after your visit

Please note that requested dates are not guaranteed and depend on availability.

For more info or to request a visit, email: dorset.carers@dorsetcouncil.gov.uk

Share your experience and photos to help us show the value of this opportunity!

Let's make the most of this relaxing space by the sea. Book your visit today and enjoy some well-deserved time out!



Events – Consideration of recommendations from the Event Working Party on 11th March 2026

The Event Working Party met on 11th March and considered a number of issues, all of which can be found below.

1. Proposed Event Field Camping Policy

As a general rule camping is not permitted on the event fields, except for the following criteria:

- Purpose – to provide security for any stalls and/or equipment left on site overnight
- All camping requests must be approved in advance by the Council
- A camping unit is defined as something fit for two persons (no caravans are permitted)
- Permission must be sought from the Council for any camping outside the event days. This will only be provided for up to one night in advance and one night after and only in cases where there remains relevant equipment on site, unless specific reasons can be demonstrated otherwise
- For larger events, one additional camping unit is permitted for the event organiser
- Camping units must be marked on the event plan
- The Council reserves the right to ask anyone to remove any camping units that do not meet these criteria

It is proposed that the above is added to the terms and conditions that each event user is required to sign before their event is approved.

2. Proposed Event Field Car Parking Policy

As a general rule parking is not permitted on the event fields, except for the following criteria:

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

It is proposed that the above is added to the terms and conditions that each event user is required to sign before their event is approved.

3. Proposed Recreation Ground Events Policy

The Recreation Ground is home to the town's War Memorial and the Trevor Chadwick Memorial and is generally considered a place of rest and peaceful reflection. There is also a children's play area. The Recreation Ground will not be used for large-scale music events or events that are considered to be determinantal to the general ambience. The Bandstand, which is used for small-scale live music events, is considered to enhance this area.

4. Proposed event approvals for June 2027

The Council supports a very wide range of events across the year. However, the events held in June tend to present a number of logistical challenges for the town, due to the relatively complex events and number of event users.. The general approach adopted by the Council is to assume that an event will use the same weekend each year. This poses a challenge when an event wishes to move to an alternative date, which can be the case for a number of reasons.

For June 2027, the Fish and Food Festival have requested that the Council provides provisional approval for a new date earlier in June. By providing early approval the events can ensure that they are able to obtain sufficient food and other stalls to make their event a success. In the case of the Fish and Food Festival , their normal date now conflicts with a larger Dorset food festival which makes obtaining quality traders challenging. By moving the date to earlier in the month, this issue will be resolved.

Council staff are keen to generally avoid having two events on each weekend, which can lead to conflicts between venues and challenges in terms of car parking. For the weekend of 5th June 2027, the Alzheimer's Trek 26 will likely, once again, take up all of King George's Field (KGV) for their own parking. If the Fish and Food Festival was moved to this date, parking in the town would be relatively restricted. However, the Event Working Party feel that this could be managed over this weekend with Fish and Food Festival cars being directed to North Beach Car Park. Due to the location of the two events, there should be no potential conflict.

Event	Location	Confirmed date - June 2026	Requested date - June 2027
Alzheimer's Trek 26	Forres and KGV	6th June 2026	5 th June 2027
The Fish and Food Festival	Sandpit	13 th & 14 th June 2026	5 th & 6 th June 2027
The Studland Swim Run	Beach, NBCP	13 th June 2026	12 th June 2027
Cancer Research Big Hike	PAG	20 th June 2026	19 th June 2027
SSRC Rowing Regatta	Sandpit	20 th & 21 st June 2026	12 th or 19 th June 2027
Race the Sun	KGV, Beach	27 th June 2026	26 th June 2027

Swanage Triathlon	Sandpit	28 th June 2026	27 th June 2027
-------------------	---------	----------------------------	----------------------------

5. Event requests received

- 5.1 A request was received for a ‘Four day family funfair’, to be held on either KGV, Sandpit Field or Day’s Park during April or May. The Working Party recommend that this event is declined as the proposed fields will generally not be suitable for events in this period due to the wet winter. Also, it was felt that there was insufficient time for officers to ensure that all documentation and associated requirements could be in place.
- 5.2 All other requests received over the recent period have been approved under delegated authority as they tend to be relatively small or low impact events.

Decisions required

- 6.1 Approve the ‘Event Field Camping Policy’ and add to the event terms and conditions to be approved by all event users
- 6.2 Approve the ‘Event Field Car Parking Policy’ and add to the event terms and conditions to be approved by all event users
- 6.3 Approve the ‘Recreation Ground Events Policy’
- 6.4 Provide provisional approval to the events for June 2027 as detailed in section 4
- 6.5 Approve the proposal in section 5 to decline the ‘Four day family funfair’ event

Culvin Milmer

Visitor Services and Business Development Manager, March 2026

Regenerative Tourism – How might the Council develop a strategy?

1. What Regenerative Tourism Means for Swanage

For Swanage and the wider Purbeck area, Regenerative tourism is about managing visitors in a way that protects the area’s natural environment—particularly its coastline, wildlife habitats, and landscape within the Dorset National Landscape—while supporting the local economy and maintaining quality of life for residents.

In practice, this could include:

- **Reducing environmental impact:** encouraging public transport use (e.g. rail links, buses), managing car parking pressure, and protecting sensitive coastal and heathland sites.
- **Supporting the local economy:** prioritising local supply chains, independent businesses, and year-round employment rather than seasonal peaks.
- **Managing visitor flows:** reducing overcrowding in peak months by promoting off-season tourism and lesser-known locations across Purbeck.
- **Community wellbeing:** ensuring tourism does not negatively affect housing, services, or residents’ quality of life.

A sustainable approach is particularly important in Swanage due to its popularity as a seaside destination and its proximity to protected landscapes and heritage sites.

2. Developing a Strategy

Swanage Town Council could lead, or support Dorset Council in leading, a Purbeck-wide strategy using a structured approach:

- **Evidence gathering:** assess visitor numbers, transport patterns, environmental pressures, and economic benefits.
- **Stakeholder engagement:** involve local businesses, tourism operators, environmental groups, and residents.
- **Vision setting:** define long-term goals such as “low-carbon tourism” or “year-round visitor economy.”
- **Action planning:** identify deliverable projects (e.g. green transport initiatives, visitor education campaigns, sustainable accommodation standards).

This process typically results in a clear roadmap with measurable outcomes.

3. Role of specialist consultants

Specialist consultants can help ensure the strategy is evidence-based, realistic, and aligned with best practice. There are a number of firms that have worked in the local authority sector in the UK and have experience in destination management, rural tourism, and sustainable development.

They could support Swanage and Purbeck by:

- **Undertaking research and data analysis** (visitor economy studies, benchmarking against similar destinations).
- **Facilitating stakeholder engagement**, including workshops with local businesses and community groups.
- **Developing the strategy document**, including vision, objectives, and prioritised actions.
- **Advising on implementation**, governance structures, and funding opportunities.
- **Embedding sustainability principles**, such as carbon reduction, biodiversity protection, and responsible visitor behaviour.

However, there will be a cost to employing external support, which has at the current time not been funded. In addition, the capacity of officers to support such an ambition might be limited at the current time due to the other commitments currently being undertaken by the Council.

4. Conclusion

Regenerative tourism in Swanage is about balancing visitor growth with environmental protection and community needs. By working collaboratively across Purbeck and engaging experienced consultants, the Town Council could develop a clear, actionable strategy that supports long-term economic resilience while safeguarding the area's unique natural and cultural assets.

5. Next Steps

That a 'Task and Finish Group' of Councillors is established to review how a Regenerative Tourism Strategy might be developed utilising external support where required. It is suggested that the group feeds back to the next meeting of this Committee with a series of recommendations. An early task for the group will be to consider which stakeholders should be invited to join the group.

Decision required

To set up a 'Task and Finish Group' to consider Regenerative Tourism and to feed back to the next meeting.

Culvin Milmer
Visitor Services and Business Development Manager,

March 2026

To note revised visitor statistics for Swanage 2022 to 2024

Each year the Town Council procures visitor statistics from an external research company which are helpful to provide an indication of the number of visitors and the total spend that is generated by the tourism industry in the town. These figures are based on a standard model and are not ‘real’ figures. However, they are generally recognised as useful indicators to support trend-based analysis and management decision making.

The Visitor Services Manager has questioned the robustness of these modelled figures for some time. The suspicion has been that, due to being a peninsula and because the data tends to be fed with national based data sets, the model may not reasonably represent the situation in Swanage.

With the current development of the Swanage Green Seafront Business Case, the need to better understand the tourism impacts on the local economy has become increasingly important. To that end, the Council has recently approached the research company and asked for additional work to be undertaken to enhance the Swanage model.

The new adjusted figures now include more local data sets including Swanage car park data, a more robust inclusion of local attractions and the full annual event programme.

The changes have been made to the figures for 2022, 2023 and 2024 and can be seen in the table below. These datasets will now be included in future years.

Key changes to the figures for - 2024

- Day visits have risen from 650,600 to 786,900 (17%)
- Day visit spend risen from £29.7m to £35.9m (17%)
- Total business turnover from £69.7m to £76.1m (8.5%)

Decisions required

To note the revised visitor statistics.

Culvin Milmer
Visitor Services and Business Development Manager

March 2026

Swanage – 2024 (BH19)	ORIGINAL			REVISED		
	2022	2023	2024	2022	2023	2024
UK staying trips	135,000	114,000	107,800	135,000	114,000	107,800
UK staying nights	546,800	453,500	438,500	546,800	453,500	438,500
UK staying spend	£32,412,600	£28,398,800	£26,175,000	£32,412,600	£28,398,800	£26,175,000
Overseas staying trips	9,300	8,900	8,900	9,300	8,900	8,900
Overseas staying nights	83,000	95,500	89,600	83,000	95,500	89,600
Overseas staying spend	£6,250,500	£6,198,600	£6,337,900	£6,250,500	£6,198,600	£6,337,900
Total staying trips	144,300	122,900	116,700	144,300	122,900	116,700
Total staying nights	629,800	549,000	528,100	629,800	549,000	528,100
Total staying spend	£38,663,100	£34,597,400	£32,512,900	£38,663,100	£34,597,400	£32,512,900
Day visit	684,800	692,000	650,600	781,200	806,700	786,900
REVISION CHANGE				96,400	114,700	136,300
Day visit spend	£24,441,000	£29,459,600	£29,711,900	£27,883,300	£34,339,600	£35,928,400
REVISION CHANGE				£3,442,300	£4,880,000	£6,216,500
Total direct spend	£63,104,100	£64,057,000	£62,224,800	£66,546,400	£68,937,000	£68,441,300
REVISION CHANGE				£3,442,300	£4,880,000	£6,216,500
Total business turnover	£70,988,900	£72,286,300	£69,663,500	£74,575,900	£77,386,100	£76,095,900
REVISION CHANGE				£3,587,000	£5,099,800	£6,432,400
FTE employment	732	703	593	767	750	644
REVISION CHANGE				35	47	51
Actual employment	1,010	969	814	1,058	1,035	885
REVISION CHANGE				49	66	71
Day plus staying	829,100	814,900	767,300	925,500	929,600	903,600
REVISION CHANGE				96,400	114,700	136,300

