

**To consider revised seafront staffing requirements for summer 2023 and application for Summer Demand funding from Dorset Council**

The Town Council's Seafront Advisors undertake a range of duties supporting the Council in managing a safe and clean seafront. For the 2023 season, a total of three seasonal Seafront Advisors have been approved by the Town Council, with two in post from April to September and a further one due to provide additional cover during July and August.

This year the role has included providing support to the Council's beach cleaning team early in the morning. The Seafront Advisors are all on variable hour contracts and as such are stood down when not required due to poor weather. During the holidays, they will usually provide seven-day cover.

During May half term the Town experienced a huge increase in visitors, similar in numbers to a busy Carnival week. This posed a number of problems on the seafront, primarily around supporting Dorset Waste Services in managing the sheer amount of waste that was generated. It is difficult to know if the experience of May half term will continue into the summer, however it would be prudent to develop a plan to manage visitor volumes similar to those seen in recent post covid-years.

Therefore, it is proposed that an additional two Seafront Advisors are recruited to support the team for July and August. This would be at an approximate cost of £8,000. These posts will support the Council's beach cleaning teams and provide additional capacity to support Dorset Waste Services along the seafront.

Dorset Council have recently invited the Town Council to apply for a grant to support 'Summer Demand' and, in anticipation of this proposal being approved by Members, an application has been lodged to fund this additional capacity through this route. The Town Council are currently waiting to see if this grant application has been successful.

In case the grant application is unsuccessful, Members are asked to approve an increase in the seafront staffing budget of up to £2,000 to support an increase in capacity to cover the duties identified above. The remaining costs would be funded utilising underspends from existing budgets.

By way of information, Summer Demand funding has also been sought for the following:

- to undertake a waste campaign to encourage visitors to take rubbish home;
- to refresh the 'only rain down the drain' stencils on the seafront;
- as a contribution towards the costs of the Swanage Water Safety Patrol.

**Decision required**

Approve the proposal to recruit two additional Seafront Advisors, and to increase the seafront staffing budgets by £2,000 in case an application for Summer Demand funding from Dorset Council is unsuccessful.

Culvin Milmer, Visitor Services and Business Development Manager  
June 2023