

Accessibility Audit – Update and implementation of the Action Plan

1. **Background**

In November 2022 an accessibility audit was undertaken by an organisation known as DOTSS. The full report was presented to the Council meeting on 30th January 2023 and can be found here [30 January 2023 Items 5a\) to 9\).pdf \(swanage.gov.uk\)](#) (item 9).

2. **The Accessibility Audit Action Plan**

It is clear that there are a very large number of actions included in the report, many of which do not relate directly to Swanage Town Council. Implementing this will require a partnership approach with other local authorities and stakeholders and will clearly take quite some time. A structured methodology and funding will be required. Some actions may not be possible or feasible.

The actions from the report have been extracted and are now attached as Appendix 1. It is proposed that the Action Plan is split into key actions to be undertaken across a number of years and that progress is reported back to this Committee. The Committee are asked to consider how they might wish for the Action Plan to be implemented either by delegation to officers or through a Working Party.

3. **Brief overview of some actions being undertaken**

A good number of the actions are being implemented and include the following:

- Development of an accessible tourism website is ongoing.
- Funding has been provided for a ‘Disability Reference Group’ and DOTSS have been asked to help the Council implement this. The Committee are asked if they wish to include a representative from this group, once formed, on this Committee.
- Funding for an ‘Accessible Guide’ to the Town in the 2023-24 tourism budget.
- The new beach hut booking website uses modern accessible formats.
- The report has been provided to the leads of the three seafront projects and where possible actions will be delivered within the scope of these works.
- Consideration has been given to alternative accessible buildings for the Committee.

4. **Decision Required**

- 4.1 The Committee are asked to consider how they might wish for the Action Plan, as per Appendix 1, to be implemented.
- 4.2 To consider if a member of the proposed ‘Disability Reference Group’ should be appointed as an outside representative to this Committee.
- 4.3 To consider an alternative location of the Committee to provide accessible access to its meetings.

Culvin Milmer, Visitor Services and Business Development Manager, March 2023

APPENDIX 1

Accessible Audit, November 2022: Swanage Town Council, RECOMMENDATIONS

OVERARCHING COMMENTS AND RECOMMENDATIONS		Resp.
A	Strategic	
1	For any activity to be fully effective and successful, it will need to engage with and reflect the needs of the local community. Therefore, it is strongly recommended that an informed and empowered Disability Reference Group is developed, made up of disabled people that experience a wide range of disabling barriers. Where there are gaps in representation, consider outreach work/positive action to address this	STC
2	The Disability Reference Group should feed into an Equality Impact Assessment (EqIA) for both the town centre and seafront plans. Where you find a negative impact, you can either make a change (reasonable adjustment/mitigating action) or justify and record a position for not doing so. This is key for achieving transparency and effective communication. This is especially important given that some aspects of the work going forward will have to balance the needs of different groups.	STC/DC
3	Briefings and learning events should be delivered to ensure that decision-makers and influencers are aware of the implications of the Equality Act 2010 and the Social Model of disability, and how to remove barriers to services. Disability Equality Training will also be key to people carrying out EqIAs, so they adopt a Social Model 'removal of barriers' approach to inclusion.	STC/DC
B	Visitor information	
1	The current visitor information is out of date and inaccurate; it should be updated and in a "living" format so that it can be maintained.	STC
2	Access information should be visible and easily available.	STC
3	Access information should be visible and easily available.	STC
C	Beachfront Access	
1	Increase the number of beach access points close to the town centre for people with mobility issues who cannot use stairs.	STC
2	Increase the accessibility of the stepped entry points with colour, textural and tonal contrast	STC
3	Consider developing an accessible beach area adjacent to the Mowlem Theatre. Its proximity to public transport hubs could make it a valuable resource for people who cannot walk long distances.	STC
D	Pavements, crossings and kerbs	

1	In general, pavements and kerbs were not well maintained, showing many cracks and gaps. This can cause a trip hazard for people with visual impairment and reduce access for people using mobility aids in particular. Therefore pavements and kerbs should be mended and maintained.	DC
2	Consider the use of coloured and textured paving to indicate the edge of the walkway and the beach, and the parameters of The Square.	DC/STC
E	Toilets	
1	Specifically, and as a matter of urgency, review the status of the beachfront toilet alarm system and ensure that, if triggered, it gets a timely response from staff who have a clear protocol for assisting people.	STC
2	Specifically, and as a matter of urgency, install an alarm system in the accessible toilet between the museum and the pier.	STC
3	The current proposed location of the Changing Places toilet cannot be easily accessed from the seafront, which the group felt would make it unpopular and significantly less likely to be used. Therefore, strong consideration should be given to the development of a Changes Places toilet that can be easily accessed from the seafront and is near to the town centre. This would open up the commercial and cultural experience of the seafront to people with more complex needs, and their friends and family.	STC
4	Improve the signage to both accessible toilets in Swanage.	STC
5	Upgrade the internal space of both accessible toilets so that they reflect as much as possible the most recent Part M Building regulations.	STC
F	Seating	
1	Increase the availability of accessible and sheltered seating throughout the town centre and along the beach front.	DC/STC
G	Signage	
1	Consider the development of accessible orientation signage to be placed throughout the town centre. This will need to indicate the presence and location of access features such as parking, toilets, access to beach, etc.	DC/STC
2	Consider specific directional signage indicating where there is ramped access to the beach.	DC/STC
H	Bandstand	
1	Consider the reconfiguration of the bandstand – or mitigation activities – to make it accessible to disabled people, specifically those with mobility issues.	STC
I	Bus Station / Car Park	
1	Consider reconfiguration of bus station/car park to reduce the congestion adjacent to the entrance to the train station.	STC

DETAILED RECOMMENDATIONS		Resp.
A	The Swanage Information Centre Webpage	
1	Consideration should be given to the development of a new stand- alone tourism website, with access information gold-threaded throughout. This website should meet the Web Content Accessibility Guidelines (WCAG)	STC
2	Employ the Plain English guidance to support the development of clear and readable easily readable written material, including the website (for more information, see www.plainenglish.co.uk/how-to-write-in-plain-english.html)	STC
3	Consider using a free readability checker with all written materials (such as readabilityformulas.com). Stick to the same one for consistency of measure and approach. Include this as a step in the production of all written material. If you aim for a reading age of 9 you will reach a broad range of people. The Sun newspaper, for example, has a reading age of 8 and the Guardian of 14. (For more information, see: www.ascento.co.uk/blog/are-you-aware-of-how-literate-your-employees-are)	STC
4	The website homepage should include a brief introductory statement about the accessibility of the key features of the sea front and town centre, and provide direct links to key information that disabled people might need to be able to make an informed decision whether to visit or not.	STC
B	Swanage Information Centre	
1	Accurate disability and access information should be developed and maintained so that Information Centre staff are equipped with the information that they need.	STC
2	Training and guidance should be developed so that staff are supported to be competent and confident in their ability to deliver information to disabled people from a range of impairment groups.	STC
3	More detailed information about what is available in the shop should be available on the website.	STC
4	Marketing and posters should reflect the Sign Design Guide and the Plain English guidelines.	STC
C	The Level Access and Accessible Beach Huts	
1	Consider introducing height adjustable counters into all of the Premium Beach Huts and a larger number of those with level access to increase the percentage of more accessible Huts.	STC
2	Review the accessibility of the internal features of the beach huts and, where necessary, adjust heights and increase colour and tonal contrast to ensure that they reflect current good practice.	STC
3	Consolidate the Beach Hut access information into a single clearly marked location on the website, reached by “1 click” to ensure that it is clear and accurate.	STC
4	Replace the term ‘fully accessible’ by detailing all access features/potential barriers of the different Beach Huts. With comprehensive access information, individuals with different impairment needs will be able to decide whether it is accessible for them.	STC
D	Swanage Bandstand	

1	Any future development of the Bandstand should have a comprehensive Access Statement and be inclusive of disabled and non-disabled performers and audience members.	STC
2	In the interim, an Equality Impact Assessment should be carried out to identify anticipatory actions that can be undertaken prior to an event to mitigate access issues (for example, provision of temporary ramps).	STC
3	Reasonable Adjustments and access information should be included in event publicity, with contact details for older and disabled people who require more information.	STC
E	Accessible Toilets: Tourist Information Centre and Heritage Walk	
1	Installation of an alarm cord in the Heritage Walk toilet.	STC
2	Review of management and response protocols for toilet alarm cords.	STC
3	Better directional signage to accessible toilets.	STC
4	Refurbishment of both toilets to meet the standards of Part M of the Building Regulations.	STC
F	Parking	
1	In local information guides, include parking info and the location of both long stay and short stay car parks.	STC
2	Consider extended parking times for blue badge holders in the short stay car parks.	STC
3	Improve signage in car parks so that any time restriction are clear	STC
4	Consider the development of long stay parking opportunities along the sea front adjacent to the pedestrianised zone and with hatched bays suitable for rear access vehicles.	DC
G	Arriving by Bus	
1	If redeveloping station approach as a whole, then the bus stops and seating could be positioned away from the entrance to the train station.	STC
2	Re-configure the seating to include sheltered accessible seating with handrails.	STC
3	Extend the sheltered areas to include a recess for wheelchair users.	STC
H	Station Approach from the Co-Op car park	
1	To be accessible and inclusive, Station Approach should be reconfigured. Specific actions should include, but not be limited to:	STC
2	Clear and safe pedestrian routes with adequate width for wheelchair users that reflect the most straight forward and accessible routes	STC
3	Accessible signage, both for orientation and information	STC
4	Bus stops with shelters, accessible seating and space for wheelchair users	STC
5	Shared surfaces and spaces should be avoided: (https://www.rnib.org.uk/get-involved/support-a-campaign/inclusive-journeys/shared-space/)	STC
I	Crossing Kings Road West and Station Road and relationship to Station Approach	

1	Consider the development of a defined and well signposted walkway adjacent to the Medical Practice from Kings Road West to the Co-Op car park.	STC
2	Consider a controlled crossing over Station Approach.	STC
J	Shops, Cafés, Restaurants and Attractions	
1	Develop and maintain directory of accessible shops and restaurants, potentially linked to the Purbeck Guide.	TBC
2	Celebrate and promote venues that express good access through good customer services in addition to physical access.	TBC
3	If a premises cannot achieve permanent level access, consider ways of providing temporary access solutions on requirement. For example, could their customers have access to an adjacent venue with an accessible toilet, purchase a shared temporary ramp, and can providers work together to maximise the facilities that are available?	TBC
4	Require increased access for commercial planning applications for enhancement or change of use applications.	DC
K	Commercial Road	
1	Increase the colour and tonal contrast between planters, objects/large rocks that are being used to discourage parking and surround.	DC
2	Encourage careful and consistent placement of A-Boards within demise, not impinging on desire lines.	DC
3	Highlight edging on the slope connecting the small plaza to Commercial Lane.	DC
4	Undertake a night time street lighting audit and consider the impact on night time economy.	DC
L	Places where it is difficult to cross	
1	Consider lines of desire for pedestrians in this area and create safe crossing points – for example, turning right at the high street to access the square or visit the Museum.	DC
2	Ensure the demarcation of pedestrian zones are clear.	DC
M	The Square	
1	Insert seating with arm rests with colour contrast with surround	STC
2	Highlight the risers and the raised tables at the perimeters of The Square	STC
N	The Museum to Stone Quay	
1	Enhance the colour contrast between the flood defences and the surround	EA
2	Introduce accessible seating at regular points along the route.	DC
3	Introduce a safety rail between the walkway and the seafront.	DC
4	Introduce directional and location signage adjacent to the entrance of the toilets.	STC
O	Stone Quay to the Pier	
1	Include accessible seating in future design and/or retrofitting arm rests to current seating	DC/STC

2	Assess and provide information on the “helpful” locations of single and double yellow lines so that they can advise people with limited mobility with “top tips” on where to park. This could be shared with the Information Centre and local businesses, as well as a marked Parking map provided on the website.	TBC
P	Area surrounding Mowlem Theatre	
1	Ensure any accessible parking information / map includes the Blue Badge parking facilities at this location.	TBC
2	Improve the quality of the dropped kerb	DC
3	Explore the opportunity to develop an accessible beach area in this area, adjacent to the town centre.	DC/STC
Q	Pedestrianized Zone (Shore Road)	
	<i>In the short term:</i>	
1	Introduce colour and tonal contrast to the kerbs and risers adjacent to the sheltered seating within the trial pedestrianised zone: “ I have some vision... I want to know where the edges are ”	DC/STC
2	Insert a temporary handrail to the beach access staircase opposite the end of the Amusement Arcade and opposite the Information Centre.	STC
	<i>In the longer term:</i>	
3	Review and replace the signage within the guidance of the Sign Design Guide. This should include both directional and placement information for access features (www.signdesignsociety.co.uk/)	DC/STC
4	Consider the development of an “accessible beach area” adjacent to the Mowlem Theatre with a colour contrast and rails on the slipway. This would give people ramp access to the beach near to the town centre and closer access to accessible toilets. This would also benefit those with prams as well as those using wheelchairs.	STC
5	Two of the cafes close to the Mowlem Theatre state that they have accessible toilets – consideration could be given to highlighting these in any access guide going forward.	TBC
6	Redevelop the sheltered seating throughout to include accessible seating offering space and shelter for wheelchair users, with good colour and tonal contrast to the surround.	STC
7	Install a guard rail between the pedestrianized zone and the beach. This could be developed with local creatives and in effect be a functional art installation, beautifying the seafront.	DC/STC
8	Integrate tactile paving adjacent to the edge of the pedestrianized zone with the beach.	DC
9	Integrate hand rails and colour contrast to all beach access points	STC
10	Develop and consult on plans for the provision of accessible parking with a variety of options for different types of vehicles and level access to the pedestrianised zone.	DC
11	Ensure clarity about the use of mobility vehicles within the pedestrian zone. This includes what kind of mobility scooters would be acceptable within the zone and, if excluded, what provision would be in place for older and disabled people using Class 4 mobility scooters.	DC

R	Seating and beach access at the junction with Victoria Avenue and Banjo Pier	
1	Ensure the location of the ramped access to the beach is signposted and integrated into the relevant information guides.	STC
2	Introduce handrails with colour contrast to the surround on the pedestrian ramps.	STC
3	Introduce accessible sheltered seating at Banjo Pier.	STC
S	Banjo Pier to Ulwell Road	
1	Ensure that Disabled people are involved and empowered throughout the process of identifying and developing solutions for this important stretch of road and walkway.	TBC
2	Parking for Blue Badge holders (including rear access parking) should be considered as a priority on this section of road as there is no other level access parking adjacent to the level access accessible beach huts.	DC
3	Consideration could be given to a one-way system to increase options for widening the walkway and creating accessible Blue Badge Bays.	DC
4	Consideration could be given to rerouting the bus routes to ease pressure on this stretch of road.	DC
5	More regularly placed dropped kerbs should be installed.	DC
W	Seating along Shore Road/adjacent to Beach Huts and planters	
1	Introduce seating with arm rests adjacent to the Tourist Information Office.	DC
2	Reconfigure or increase the seating adjacent to the level access Beach Huts to create space for wheelchair users and perhaps those with double buggies, etc.	STC
3	Introduce colour and tonal contrast.	DC/STC
X	Swanage Pier	
1	Consideration should be given to recognising venues with good disability access and good practice via “access awards” or other events.	PIER
2	Disability History month could be used as a leverage to garner support for an ‘Accessible Swanage’ with events and support for local shops and venues.	PIER

To consider potential for a temporary tourist attraction on King Georges Playing Field

1. Proposal

This briefing note considers the possibility of the introduction of a new temporary family tourist attraction on King Georges Playing Field or Forres Field for the six weeks of the summer holidays from the middle of July through to the end of August.

The proposal would be to introduce a new family attraction which may encourage more visitors to the town. This may also bring additional income to support the maintenance of the playing field and nearby facilities.

The reason for bringing this forward now is that the Town Council has been approached by a company that would like to offer an attraction called ‘Wipeout’ that would be suitable for children and adults and would be open every day.

The photos overleaf provide an indication of the proposed location of the site within the playing field as well as an example of the equipment proposed.

A reasonable charge would be made by the Town Council for this attraction.

If approved, this would require a form of tender or expression of interest to ensure that other similar operators had an opportunity to submit their proposals.

2. Property Panel 10th February 2023 – Issues too overcome

The Panel met to discuss the proposal in detail. A number of concerns were raised at the meeting as follows:

- The area can become waterlogged after rain.
- This is the main area for overflow car parking and access to the ticket machine on the field must be retained.
- This will lead to an increase in pedestrian footfall in the area, introducing greater risk from increased vehicle and pedestrian interaction, especially across the bridge.
- The area would be surrounded in metal fencing with banners.
- Electricity would be required and the site is some way from the nearest electric points, which may be suitable for cables but generators might be required.
- The proposal may conflict with the King George V Playing Field Trust’s objective to maintain the land as a public playing field.
- There is a short time period to develop the necessary approach to such a proposal which is not included on the Council’s six-monthly list of priorities.
- The Town Council has previously asked that a more pro-active approach be taken to such commercial opportunities, the Council identifying potential opportunities and seeking expressions of interest, working to a timetable that meets the Council’s wider priorities.

3. If approved, how would this be implemented?

It is proposed that officers are provided with delegated authority to undertake an appropriate procurement process and identify a preferred option, in consultation with the Property Panel. This would include the agreement of a suitable fee for the activity.

The proposal would then require final sign off by full Council.

4. Decision required

4.1 Consider proposal outlined in this report and if approved, provide delegated authority to officers, in consultation with the Property Panel to implement the proposal through an appropriate procurement process

4.2 To consider the proposal that Officers develop a licences/concessions policy for considering new ideas and proposals. This should be brought to the next meeting of this Committee.

Culvin Milmer, Visitor Services and Business Development Manager
March 2023



A potential location on King Georges Playing Field



Example of a similar attraction

Charity Beach Huts Policy

1. Background

The Town Council has always permitted a range of charities and community groups to use the beach huts along the seafront, usually at no cost. In 2022-23 a total of 635 days were provided at no charge to 12 different organisations at a notional cost of £4,286.

The majority of these costs relate to just two bookings, both of which play an incredibly important role for the charities involved. However, as demand for beach huts has grown and there is now reduced vacancy across the year, there is a need to formalise the arrangements.

2. Proposed Charity Beach Hut Policy

The following policy is proposed:

1. Huts are available for charities and community groups that have a significant impact on Dorset residents.
2. A single lower and a single upper beach hut will be held back during the October booking period and made available to the Tourism and Local Economy Committee to allocate to a suitable charity/community group at its November meeting, and, if necessary, agree a suitable fee.
3. Each November a report will be taken to the Committee detailing charity use over the previous 12 months.
4. Off-peak bookings and vouchers of no more than one week can be provided at the discretion of the Swanage Information Centre Manager.
5. Usually only one-off peak booking/voucher per organisation for each year will be permitted.
6. Off peak is middle of September to end of March.

If the above policy was to be adopted for the 2024-25 season, the Visitor Services Manager would look to advertise for interested charities/community groups to make use of the two available beach huts which would be held back from public bookings. A range of charities will be approached, including those that work with other coastal beach hut partners. An application form will be developed and brought to the November 2023 Tourism and Local Economy Committee. It should be noted that if the Committee decided not to allocate the two huts or only certain periods then any unused periods could be easily released back for public bookings.

3. 2023-24 season

If the above policy is adopted, then it is suggested that the Committee consider offering the two huts, which are currently held back from public bookings to the two organisations from last year.

1. **The Lexi May Trust** – Appendix 2 includes a letter received from the Trust. They would very much like the beach hut for the year again (although they were able to exit the hut during the Artisan on the Beach in December). They have suggested that they would be content to provide a payment for the hut.
2. **Purbeck Youth and Community Foundation** – The hut plays an important role in the ‘Walk and Talk Project’ run through St Mark’s and the Swanage Schools and supports children who need a safe place to talk with a dedicated youth worker. There is a great video on YouTube which clearly shows the benefit of the beach hut [Whole School Approach case study: St Marks Primary School full video - YouTube](#)

Alternatively other charities and/or community groups may be considered, or the Council may wish to return these two huts to public bookings in order to generate additional income.

4. Decision Required

- 4.1 To consider the adoption of the Charity Beach Hut policy as per section 2.
- 4.2 If the policy is adopted, to consider which charities/or groups might be offered the huts for 2023-24.

Culvin Milmer
 Visitor Services and Business Development Manager
 March 2023

Appendix 1

Charity/Community Group	Period	Beach Hut	No. of days	Notional Value
Lexi May Trust (Wareham)	Annual	Lower	365 days	£3,350
Dorset Community Credit Scheme	April / May /September	Lower	5 days	£57
Purbeck Youth Community Foundation – Walk and Talk	September to March	Upper	202 days	£574
Total				£3,981

Raffle prizes taken up

Charity/Community Group	Period	Beach Hut	No. of days	Notional Value
Defib Partnership	Winter	Lower	7	£25
Forest Holme Hospice	Winter	Lower	7	£25
Will Does	Winter	Lower	7	£25
Trevor Chadwick	September	Lower	7	£105
Women’s Institute	Winter	Lower	7	£25
Friends of Dorset Care Leavers	Winter	Lower	7	£25
Chamber of Trade	Winter	Lower	7	£25
ME Support	Winter	Lower	7	£25
Rotary	Winter	Lower	7	£25

Appendix 2

Total

£305

Supporting Children with
terminal illness or life
limiting conditions in Dorset



Registered Charity No. 1169177

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

20th December 2022

Dear Mr Milmer

Re: Beach Hut 59 Swanage Sea Front

I am writing on behalf of The Lexi May Trust registered charity to express our gratitude and thanks on behalf of all the families that has used the Beach Hut during 2022.

The beach hut has been used by over 40 families this year during 2022, these families have a child with a terminal or life limiting illness and are referred to The Lexi May Trust from Paediatric Nurses, Doctors and Healthcare professionals working within Dorset.

The beach hut is also being used by bereaved parents and siblings to grieve and have special times together as its so lovely to have time at the beach.

We have a book in the beach hut for families to write about their special day and their experiences at the beach. Please see the quotes below :-

“ We have had the most wonderful day at the beach hut, it’s a fantastic location and we cannot thank you enough to be a normal family for one day, a space to hide change and feed”

“Thank you from the bottom of our hearts for the use of the beach hut, we have celebrated a family birthday and made beautiful memories , fun and laughter “

“We have had the best time here in Swanage today, being able to relax can be difficult when with our daughter having to have pump feeds and medication to carry around and prepare. The beach hut has enabled us to have a beach day with no worries , the hut location for a disabled child is great and meets our needs “

“ A wonderful day at the beach, we even managed to get our Daughter down to the beach in her wheelchair with the use of the beach matting , this is a first and a wonderful experience to feel the breeze and water on her cheeks and between her toes “ a truly magical place with making a beach day possible”

The comments above are just a snippet of the comments and photos that we have been sent by families.

05 JAN 2023

The Lexi May Trust, 15E Breachfield Road, Wool, Wareham, Dorset BH20 6DQ

Supporting Children with
terminal illness or life
limiting conditions in Dorset



Registered Charity No. 1169177

Tel: 01929 405857
Mob: 07795 694 701
Email: leximaytrust@gmail.com
www.theleximaytrust.co.uk

As a bereaved parent with children the beach hut can support so many families to relax, unwind and be themselves not to mention the poorly children and families of Dorset.

Unfortunately two of our families that have used the Beach Hut in 2022 with their poorly child have now lost that child and hold such precious memories.

As a Trustee of The Lexi May Trust I would be very grateful if you would consider us to use Beach Hut 59 during 2023 . I understand that you may be able to offer us the Beach Hut at a discounted rate.

Your staff have been amazing with our families and helped in everyway possible to ensure that they have a great experience in Swanage.

I look forward to hearing from you.

Kind regards



Carly Hopkin

Trustee of The Lexi May Trust

The Lexi May Trust, 15E Breachfield Road, Wool, Wareham, Dorset BH20 6DQ

Tourism marketing – Proposal for a Tourism website**1. Background**

For many years the Town Council has operated in partnership with Visit Dorset (part of Dorset Council) to provide tourism promotion through its website [Visit Dorset – Official destination website for Dorset \(visit-dorset.com\)](https://www.visit-dorset.com).

While this is a very powerful tool, councillors have for some time expressed concern with the way the site operates and how the site promotes Dorset as a whole, rather than Swanage directly. To that end, the Town Council have now effectively ended these arrangements on 31st March 2023 and are looking for a new approach.

2. The Proposal

Visit Dorset are now able to offer an alternative web solution, called a microsite, which appears to meet these needs. The new version has already been taken up by Lyme Regis Town Council [Visit Lyme Regis – Official destination website for Lyme Regis \(visit-dorset.com\)](https://www.visit-dorset.com) and Sherborne Town Council [Sherborne \(visit-dorset.com\)](https://www.visit-dorset.com).

Visit Dorset have provided the following information:

‘Visit Dorset can now offer the town council the opportunity to build their own town visitor microsite using the templates and high-level functionality that Visit Dorset has purchased for their own site at a discounted cost. This represents a cost-effective way for town councils to build their own visitor site. The microsite will be attached to the main visit-dorset.com site and uses an extension of the main url.

By using Visit Dorset’s templates, it offers the visitor with a suite of websites that are familiar and trusted. Visit-dorset.com will offer over-arching county-wide information whilst the town destination website provides more detailed, local information specific to the town.

Visit-dorset.com is a well-established website with a high success rate in terms of performance and search engine rankings; microsites will benefit from this success and enjoy high search rankings.’

On 14th February members of this group visited Lyme Regis Town Council to see the microsite there and on 16th March the Marketing Working Group met with Visit Dorset to receive a presentation on how the proposed system might work for Swanage.

The website is built to the latest accessibility standards known as WCAG 2.1.

A key benefit of the proposal is the way it works with local businesses. A range of options exist but this will provide STC with the ability to really help promote local businesses in an effective manner.

A further benefit of this proposal is that there is no need for the Council to employ additional staff to ensure that the microsite is kept up to date. The majority of the work to develop content, businesses and pages will still be undertaken by Visit Dorset. However, it should be noted that the Visitor Services Team will need to provide additional staff capacity to ensure that strong and clear communication takes place

between the partners so that high-quality and up-to-date information is available at all times. It is believed that this can be achieved through current staffing resources.

If this proposal were to be approved, it is possible, subject to confirmation once an order is raised, that the website would be ready for launch by Christmas 2023.

Full details regarding the Visit Dorset proposal can be found in Appendix 1.

It is proposed that officers are provided with delegated approval to work with Visit Dorset to implement the Swanage microsite, in consultation with the Marketing Working Party.

3. Cost and Procurement

Set up costs – one-off fee at start of contract	£16,148
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Budget available for tourism website 2023-24	£12,000
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Funding from tourism promotions budget	£2,000
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(this will mean that some 2023-24 promotions will be reduced)

Total budget available	£14,000
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Budget deficit	£2,148
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In addition, high-quality images and drone footage would be required to make the website a success. As some images already exist, it is therefore suggested that an amount of £5,000 is required to obtain sufficient images and footage.

A deficit of £7,148 exists to develop the website with a full suite of images. This would have to be funded from the Council's general reserve if this proposal were to be agreed.

From 2024-25, an annual fee of £8,374 would be required to pay for the microsite. This would replace the previous £8,000 annual payment to Visit Dorset up to the end of 2022-23. The contract with Visit Dorset would be aligned with their contract with Simpleview which runs until 2024 with an extension until 2026.

In terms of procurement, the total cost is clearly above the threshold for seeking three quotes. However, given that this proposal can only be delivered in partnership with Dorset Council, that Dorset Council had previously undertaken a competitive tender exercise, and that Visit Dorset is in effect a proprietary product, it is proposed that Council invoke Financial Regulations 11.1.c and 11.1.g to make clear that the contract is exempt from Council's wider procurement regulations.

4. Decision Required

4.1 Approve the Visit Swanage microsite.

4.2 Recommend to full Council that the additional budget requirement of £7,148 be met from the Council's general fund and that Financial Regulations 11.1.c and 11.1.g be invoked to enable a contract to be entered into without three quotes being sought.

4.3 Approve the delegation of the implementation of the microsite to officers, in consultation with the Marketing Working Party.

Visit Dorset Microsite – Swanage Town Council

Background information

Dorset Council's Visit Dorset team procured a full redesign and redevelopment of www.visit-dorset.com, Destination Management System (DMS) and related support and hosting facilities in 2021 for the next 3-5 years. Simpleview were appointed as the successful suppliers.

Simpleview is a global digital agency specialising in the tourism sector with a proven track record and a wealth of experience. With over 900 destination clients, they have developed and refined a wide range of tourism specific functionality.

www.visit-dorset.com

The website, including DMS, is core to Visit Dorset's business and is a comprehensive source of tourism information from all sectors of the visitor economy. www.visit-dorset.com is recognised as the leading official destination website for Dorset and received over 2.1 million visits in 2022.

The redesigned and redeveloped website went live in May 2021 and is a fully responsive, visually engaging, intuitive tourism website with a 'thematic' approach to displaying inspiring visitor content and tourism businesses.

The website positions Dorset as a world class holiday destination, supporting the local economy by generating visits and bookings to the county. As well as providing all the necessary tools to enable visitors to plan ahead and book their break to Dorset.

The website is built to the latest accessibility standards, namely WCAG 2.1.

The Simpleview platform has been designed from the ground up with Search Engine Optimisation at its core to ensure that the Visit Dorset site achieves high organic rankings on leading search engines.

Microsites

As part of the tender specification, Visit Dorset included the ability to build microsites from the main visit-dorset.com site. A microsite is a 'mini website' that inherits the templates, design and functionality that Visit Dorset have purchased but with individual navigation and branding.

Visit Dorset can offer the town council the opportunity to build their own town visitor microsite using the templates and high-level functionality that Visit Dorset has purchased for their own site at a discounted cost. This represents a cost-effective way for town councils to build their own visitor site. The microsite will be attached to the main visit-dorset.com site and uses an extension of the main url.

By using Visit Dorset's templates, it offers the visitor with a suite of websites that are familiar and trusted. visit-dorset.com will offer over-arching county-wide information whilst the town destination website provides more detailed, local information specific to the town.

visit-dorset.com is a well-established website with a high success rate in terms of performance and search engine rankings; microsites will benefit from this success and enjoy high search rankings.

Please see the microsites for Lyme Regis and Sherborne (links below):

[Visit Lyme Regis – Official destination website for Lyme Regis \(visit-dorset.com\)](http://visit-dorset.com)

[Sherborne \(visit-dorset.com\)](http://visit-dorset.com)

Set up and Management

The town council will contract directly with Dorset Council for the microsite via an SLA and not with Simpleview.

At the start of the project Visit Dorset will work in partnership with the town council to agree the design elements of the microsite in terms of navigation, branding (logo and colours) and content.

Once site structure and branding have been agreed, Visit Dorset will implement all functionality directly with Simpleview and set up the build of the microsite. This will include uploading content, images, video etc. as well as implementing the individual components of functionality.

Visit Dorset will be responsible for the on-going management and updates to the site, including content and tourism business listings. Visit Dorset will meet on a quarterly basis with the town council to discuss upcoming new content and changes that are required. This will be particularly relevant to new, seasonal content. Ad-hoc changes will also be part of the ongoing management.

The main content on the microsite will be written by Visit Dorset in collaboration with the town council. This will ensure that all content is written to Visit Dorset's SEO guidelines and standards to maximise organic traffic to the site. Visit Dorset welcome guest blogs from the town council.

Visit Dorset will need a steer 'from the ground up' and your ideas, expertise and local knowledge will be required to help inform and shape content e.g., seasonal content, upcoming events etc. as you are best placed to know what is happening within your town and what needs to be featured and represented on the site to ensure that it has unique, local content.

Visit Dorset will require the town council to provide a selection of images and / or video that can be included on the microsite in the required format.

The town council will be responsible for promoting the microsite and membership to businesses in the town and encouraging event organisers to upload their events in partnership with Visit Dorset to ensure that the site is rich and informative for the visitor.

Visit Dorset will be able to provide full analytical data as the site will also be configured with Google Analytics allowing for data on how the site is performing on a day-to-day basis.

The table overleaf outlines detailed information regarding individual elements of the functionality and costs.

Please find attached a supporting document from Simpleview which provides detailed information regarding the elements of functionality set out in the table.

Detailed microsite functionality (please see supporting document from Simpleview for more information):

Design & navigation:

The microsite will inherit the design and layout of visit-dorset.com; individual colour scheme and logo will be implemented.

Full header navigation, sticky header, breadcrumbs, sitemap, footer nav

Featured items:

Featured Items allow you to promote / highlight key elements of the microsite in prominent positions – whether it is a content page within the site or a tourism business listing. The tile format on key pages inspire the user with ideas for their visit and provide an excellent navigational tool to help them get around the site easily, with the ability to cross-reference from any page in any section.

Gallery image:

The panoramic image at the top of the page allows you to sell the town and inspire visitors. The gallery allows the user to scroll through images and/or Vimeo videos.

Mapping:

Dynamic mapping – Google maps allow the user to view search results and individual businesses on a map which the user can zoom in/out and view on street or satellite view. Google maps is integrated within individual business information pages allowing the user to see where they are located.

Map icons – themed colours used to differentiate between business types and dedicated category icons

Forms:

Create forms so that users can subscribe to an e-newsletter. Data will be collected in the DMS and can include interest to allow for targeted e-marketing.

Tourism business searches:

Allows the user to search accommodation, things to do (attractions, activities, entertainment), food & drink, shopping and events on the microsite and filter on type, keyword etc.

The user can search by 'my location' using GPS data when in-destination

Tourism Business lists:

View search results via an attractive list view & map view. The user will have the ability to refine and re-sort search results and tourism business lists. Each business represented in the returned results list will display an image, business name and short description and the user can click through to the business' full information page on the microsite.

Ability to create content pages on the microsite that automatically list all related business members, e.g. if you create a page on hotels, all hotel businesses will automatically display at the bottom of the page in an attractive list.

Individual business information page:

This is the full information page for an individual business that features on the microsite. Information displayed can include (dependant on membership level) multiple images, video, description, contact details and links, opening, price, map locator, facilities, gradings and awards, accessibility information. Mobile map link – this allows the user to open Google or Apple maps for directions to the business they are viewing.

Recently viewed products – shows the user what other businesses they have recently viewed so they can easily go back without having to search again.

The user can also view other businesses that are located nearby. For example, if a user is looking at a hotel, they can see what attractions are nearby.

Channel Validation:

Businesses only appear on the microsite if they have met the specified criteria to display – e.g. at least one image

Online Booking / Availability:

The user will be able to search all accommodation by availability based on arrival dates, duration, capacity and category allowing for flexibility of dates. The system will seamlessly search a multitude of options including real-time availability from 3rd party systems such as TXGB, Eviivo, Freetobook, Supercontrol, Booking.com, Expedia and Hotel Planner, before presenting an aggregated view back to the user.

Banner Advertising:

Ability to display banner advertising for businesses to purchase additional promotion. Adverts can appear on the homepage and throughout the site, with different adverts for different sections or pages. All adverts can be reported on and can be set to display for a specific date period.

Social Media – individual business information page:

Embed the individual business' Twitter and Facebook feeds into their business information page drawing more dynamic content into the page (dependant on membership level).

Special offers:

Ability to create special offers pages and display special offers for individual businesses and represent this in search results.

Itinerary planner:

The interactive itinerary planner allows the user to plan their trip selecting their favourites, adding them to a shortlist and viewing them on a map (with road directions and distances). The itinerary builder lists the business, shows their location on a map and provides road directions and distances in between. Against each business listed on the microsite there will be an option to add it to your itinerary. This functionality greatly increases the involvement of the web visitor

Languages:

Google translate integration allowing translation into languages of your choice.

Prices

<u>Set-up costs – one-off fee due at the start of the contract</u>	
Simpleview fees	£13,268
Dorset Council fees	£3,150
Total (payable to Dorset Council)	£16,418
<u>Annual fees</u>	
Simpleview fees	£2,674
Dorset Council fees	£5,700
Total (payable to Dorset Council)	£8,374

Events – To review process of approval and reporting of refusal of permission for use of Town Council property

1. 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. In November 2022, a revised policy for event management was approved by the Town Council. For all events, officers will refer to the ‘Event Risk Matrix (Appendix 1).

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, and usually a map of the field. 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.

2. Review of current approval process

The current process for event approval has been in place since November 2022. However, it has become apparent that the process should include a more transparent approach for event refusal. Therefore, it is proposed that where events are refused under delegated authority these are reported to the Committee. In cases where an event has occurred in previous years, but the Council can no longer support the continuation of the event, it is proposed that that decision should now be approved by the Committee. Once provisional approval has been provided by Council or via the event risk matrix, officers have delegated authority to decline or cancel an event if the terms and conditions and/or health and safety concerns are not met. Any such decision would be undertaken, where possible, in consultation with the Event Working Party.

3. Events declined by the Town Council in the last 6 months

- 3.1 Inflatable Theme Park – The event organisers requested a third event in August 2023 but due to difficulties experienced in past years in connection with the event and the feedback received from local businesses (in large part in relation to the impact on local traders of external events being held on the seafront), this event was declined for 2023. This decision was made by officers following consultation with the events working party.
- 3.2 A request for a music event on Prince Albert Gardens in August 2023 was declined as it was felt that this area already had a relatively large number of music events in the

summer. This decision was made by officers following consultation with the events working party.

4. Additional events approved since November 2022

The event list below (Appendix 2) includes three events approved by the Event Working Party as each event scored less than 16 on the Events Matrix. These are highlighted in grey.

5. Decision required

5.1 To approve the revised event process regarding declined events as per section 2 above.

5.2 To note the two events that have been declined in the last 6 months.

Tourism & Local Economy Committee –22nd March 2023

Agenda Item 13b)

Events – List of events 2023

The event list below (Appendix 2) includes three events approved by the Event Working Party as each event scored less than 16 on the Events Matrix. These are highlighted in grey.

Culvin Milmer
Visitor Services Manager

March 2023

Appendix 1

Swanage Town Council - Event Risk Matrix: 2023-24																
No.	Category	1	2	3	4	5	Score									
1	No. of people	<26	<101	<501	<1001	>1001										
2	Disruption to the town	No disruption	Low disruption	Medium disruption	High disruption	Very high disruption										
3	Music	No music	Non-amplified music only	Amplified music	Stage and amplified music during day	Full stage and amplified music into late evening										
4	Alcohol	No alcohol	Will event attract alcohol 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 / vulnerable people etc	None	Low risk level	Medium risk level	High risk level	Very high risk level										
<table border="1"> <thead> <tr> <th>Authority</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>Delegated to Officers</td> <td>9 or less</td> </tr> <tr> <td>Delegated to Event Working Party</td> <td>15 or less</td> </tr> <tr> <td>Council or Committee</td> <td>16 or more</td> </tr> </tbody> </table>							Authority	Score	Delegated to Officers	9 or less	Delegated to Event Working Party	15 or less	Council or Committee	16 or more		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 2023 (venue booking dates)

'Yellow' rows indicate that the event is outside the control of the Town Council

Event	Date – From	Date – To	Organiser	Detail	Venue	Notes	Recommendation
SSRC 10K Run	7 Jan	7 Jan	SSRC	Rowing and Running Event	North Beach CP	NEW	Approved
Swanage Trail Run event	4 Feb	4 Feb	UK Running	10K run including the Swanage Railway	Beach	NEW	Approved
Swanage Blues Festival	2 Mar	5 Mar		Blues music at different venues in Swanage			
Town Crier Competition	1 Apr	1 Apr	Andrew Fleming	Town Crier competition	Hardstanding	As 2022	Approved
Sunrise Service	9 Apr	9 Apr	Jim Farrer	Easter Morning sunrise service	Beach	As 2022	Approved
Classic Carnival Motor Show	23 Apr	23 Apr	Swanage Carnival	Charity Stalls & Classic Cars	Main Beach CP	As 2022	Approved
Swanage Bay Sprint Triathlon	14 May	14 May	Results Triathlon	750m swim in bay, 20km bike and 5km run	Sandpit Field / Beach	As 2022	Approved
Swanage Railway-Diesel Gala & Beer Festival	5 May	7 May	Swanage Railway	Trade stands, diesel trains and beer and food stalls	Corfe Castle		
Jurassic Coast Challenge 100km	13 May	13 May	Action Challenge	Jurassic Coast Challenge 100km walk and run with the first stop at Days Park	Days Park	As 2022 - £350	Approved
Swanage Classic 2022	20 May	20 May	Swanage Classic	Kayak fishing tournament in aid of the Swanage RNLI	PAG / Monkey Beach	As 2022	Approved
Swanage Living History Pirate Festival	27 May	28 May	South Sea Buccaneers	Family friendly pirate/militia festival, skirmishes, re-enactment, living history (no alcohol or evening entertainment)	Sandpit field & the beach near Sandpit field	As 2022 plus new activities	Approved
Swanage Fairy Festival	2 June	4 June	Fairy Festival	A magical weekend of mermaids, fairies and pixies and elves, (inc. alcohol bar, finish at 7pm)	Sandpit Field	As 2022	Approved

Purbeck Arts Week	27 May	11 June	PAW	Art in venues throughout the Purbeck area			
Sea Rowing Regatta	10 June	10 June	SSRC	Sea Rowing competition	Beach & North Beach CP	As 2022	Approved
Swanage Cycle Day	11 June	11 June	Sustainable Swanage	Sandpit Field 11am to 4pm	Sandpit Field	NEW	Approved by Events Working Party
Swanage Town Band	14 June	14 June	Town Band	Musical concert	Bandstand	As 2022	Approved
Fish Festival	17 June	18 June	Fish Festival	Celebrating local food with a focus on fish. Alcohol - no evening entertainment	PAG	As 2019	Approved
Antiques Roadshow	23 June	23 June			PAG/Broad Road Car Park	NEW – charge to be set by WP	Approved
Swanage Railways ‘Roads to Rail’ event	23 June	25 June	Swanage Railway	steam-powered demonstrations and vintage fairground fun	Corfe Castle		
Swanage Town Band	24 June	24 June	Town Band	Musical concert	Bandstand	As 2022	Approved
Watership Brass Band	25 June	25 June	Band	Musical concert visiting from Newbury	Bandstand	NEW	Approved by Events Working Party
Swanage Rowing Regatta	1 July	1 July	HDARC	Sea Rowing competition. H&D Amateur Rowing Club	Beach, North Beach car park	As 2022	Approved
National Autistic Society Jurassic Coast Challenge	1 July	2 July	Danny Barden	30 km trek Lulworth Cove to	Hardstanding	NEW	Approved
Swanage Triathlon	2 July	2 July	Challenging Events	Triathlon	Sandpit field & Beach	As 2022	Approved
Swanage Town Band	5 July	5 July	Town Band	Musical Concert	Bandstand	As 2022	Approved
Swanage Jazz Festival	7 July	9 July	Jazz festival	Various venues across town hosting jazz music. Would like approval for a Food and Jazz event on this day on Sandpit Field	PAG/Bandstand / Hardstanding/ Sandpit Field	As 2022 - see detail	Approved

Big Hike Cancer Research	8 July	8 July	Hike event	Final stage of hike across Jurassic Coast to raise funds for charity	Sandpit Field or PAG	As 2022	Approved
Swanage Town Band	15 July	15 July	Town Band	Musical concert	Bandstand	As 2022	Approved
Bournemouth and District Concert Band	16 July	16 July	Band	Band	PAG	NEW	Approved by Events Working Party
Wilkswood Reggae Festival	22 July	24 July		Music festival	Wilkswood farm		
Jurassic Swimming Race	22 July	23 July	Richard Lloyd	Swimming Races	PAG, Monkey beach	NEW	Approved
SISTA-The Tempest	22 July	24 July	SISTA	Open air theatre at the Amphitheatre	PAG	As 2022	Approved
Camp Bestival	27 July	30 July	Lulworth	Music Festival	Lulworth Estate		
Swanage Carnival	29 July	5 Aug	Carnival	Full range of events across the town	All	As 2022	Approved
Bandstand 100 year anniversary	2 Aug	2 Aug	Alan Houghton	Musical celebration	Bandstand	NEW	
Swanage Rotary Fete	10 Aug	10 Aug	Rotary	A family fete to raise funds for the Rotary/local charities	Sandpit Field	As 2022	Approved
Lifeboat Week	11 Aug	20 Aug	RNLI	events around town inc. PAG with stage, evening entertainment and alcohol	Hardstanding, PAG & Downs	As 2022	Approved
Purbeck Valley Folk Festival	17 Aug	20 Aug		Music Festival	Harmans Cross		
Swanage Town Band	19 Aug	19 Aug	Town Band	Musical concert	Bandstand	As 2022	Approved
The Great Dorset Steam Fair	24 Aug	28 Aug		Steam Fair with food and drink and fairground	Stourpaine		
Harmans Cross Field Day	28 Aug	28 Aug		Family Fayre with stalls	Harmans Cross		
Sevenoaks Concert Band	27 Aug	27 Aug	Band	12.00pm to 4.00pm	Bandstand	New	Approved
Bournemouth Air Festival	31 Aug	3 Sept		Air Festival	Bournemouth		
Purbeck International Chamber of Music	31 Aug	3 Sept		Music Festival	Various venues		
Dorset County Show	2 Sep	3 Sept		Country Show	Dorchester		

Music By The Sea Memorial Concert	2 Sept	2 Sept	Music bar and food	A memorial music day performed by local bands and acts to raise money for local charities. Would like to sell some alcohol	PAG	As 2022 but see detail	Approved
Swanage Railway Classic Steam & Vehicle show	8 Sept	10 Sept	Swanage Railway	Steam and vehicle show	Corfe Castle station		
Swanage Folk Festival	8 Sept	10 Sept	Folk Festival	Folk Festival based on Sandpit Field and venues around the town with music concerts, workshops and dance demonstration (alcohol)	Various	As 2022	Approved
Planet Purbeck Festival	16 Sept	24 Sept	Planet Purbeck	Mowlem Car Park	Mowlem CP	As 2022	Approved
Sea Rowing Vets	30 Sept	30 Sept	SSRC	Rowing event on Swanage Beach for Veterans	Beach / Hardstanding	As 2022	Approved
Swanage Blues Festival	5 Oct	8 Oct		Blues music festival			
Purbeck Film Festival	13 Oct	28 Oct		Film festival	Various		
Remembrance Sunday	12 Nov	12 Nov	STC	Road closure for Parade	War Memorial	As 2022	Approved
Endurance Life Marathon	25 Nov	25 Nov	Endurance Life	Various running events - finish on beach	Hardstanding / Beach / Sandpit	As 2022	Approved
Switch on the Lights	25 Nov	25 Nov	STC	Road closure for Christmas light switch on	Station Road	As 2022	Approved
<i>Boxing Day Dip</i>	<i>26 Dec</i>	<i>26 Dec</i>	<i>Willdoes</i>	<i>Swim for charity – Any decision will be subject to a review of the 2022 event</i>	<i>Beach</i>	<i>As 2022-see detail</i>	<i>Delay approval until after 2022 event</i>

Peveril Point Boat Park – Update on customer improvements

1. Improvements undertaken during 2022-23

For 2022-23, a budget of £15,000 was allocated to enhance the customer provision at the Boat Park. An Action Plan has been developed and a number of costed improvements have now been implemented as follows:

- Procured 40 yellow ‘no parking’ cones;
- Three additional water points are now located around the site – these will significantly reduce issues around queuing on the slipway in the summer (where the single water tap was previously located) and enhance the customer experience for those paying for a bay;
- Installation of anchor points to the A and G rows;
- Road markings will be improved at the end of March to increase pedestrian safety;
- An EPOS (electronic payment system) has been identified and will be procured for the Boat Park to increase the speed of customer payment transactions and to resolve issues previously experienced within the back office.

The cost of the above items totals circa £5,000 plus £25 per month for the EPOS system.

In addition, a number of other improvements have been implemented, as follows:

- A dedicated direct phone number for the Boat Park to reduce communication issues and increase ease of payment enquiries;
- Enhanced back-office arrangements to streamline the process for customers using a more IT optimised approach;
- A permanent member of staff has now been recruited to start from 1st April 2023 to cover the Boat Park throughout the year. This member of staff also acts as the Market Attendant and will support the Swanage Information Centre. Annual hours for this role are 35 in the summer and 14 in the winter.
- Recent recruitment for a Boat Park Attendant to help cover the summer period has been successful;
- Set up a Facebook page for the site to help better communicate to customers.

2. Improvements outstanding at time of writing

The following items have not yet been undertaken:

- Different options with regards keeping the slipway free of weed growth have been considered and a solution is hoped to be procured in April;
- Our in-house team will extend the number of taps by the installation of additional spurs from the taps now located around the site. This will depend on whether there is suitable pressure within the system for additional taps and is therefore likely to be done in the summer, if feasible;
- Procurement of additional items to support the work of the Boat Park Attendants;
- A signage review has been undertaken and this will require the removal of some signs and relocation / enhancement of others.

This additional work is expected to cost in the region of £5,000. As this work will now be completed in the next financial year it is requested that this budget is carried forward for this purpose.

3. Fees and Charges

3.2 Fees and Charges have now been approved by Council. This includes a revised approach for the storage of trailers with a new charge for large trailers over 4.5m. However, it has been brought to our attention that a 4.5m trailer is relatively small and would cover most trailers at the Boat Park, therefore it is proposed that a length of 6m is used for the large trailers.

4. Decisions required

4.1 To approve the carry forward of £5,000 budget into 2023-24 to cover the remaining works identified above via an earmarked reserve.

4.2 To approve the revised definition for a large trailer fee as identified above.

Culvin Milmer
Visitor Services Manager

March 2023