

Swanage Tourism Marketing – Update

1. Actions undertaken during the year

This year, several distinct marketing activities have been undertaken as follows:

No.	Category	Activity
1.	Events Promotion	Full page events guide in Purbeck Gazette and Stour and Avon Magazine
		Facebook advertising
2.	Carnival Programme	Back page of Carnival Programme (promoting Swanage Information Centre and Beach Gardens)
3.	Swanage Friday Market	Facebook boosting of Market Competition
		Purbeck Gazette advert for Artisans at the Market
4.	Christmas in Swanage	Leaflets produced
		Facebook advertising of Christmas events
		Artisans on the Beach – Leaflets produced, Facebook advertising and full page in the Purbeck Gazette

2. Actions planned for winter 23/24

Walking in Swanage promotion – working in conjunction with Visit Dorset.

3. Work programme for 2023-24

- Develop simplified marketing strategy to highlight key ambitions and activities
- Consider options for 2023-24 with regards continuing support from Visit Dorset
- Consider options around the potential development of a Swanage tourism website

4. Options for 2023-24

- 4.1 For a number of years a contribution of £8,000 has been provided to Visit Dorset. This contribution has historically been made up of £5,000 for the support of the Tourism Manager and £3,000 for increased functionality and promotion on the Visit Dorset website.
- 4.2 Visit Dorset would like to move to a more structured basis for supporting the digital marketing needs of the Town Council and have provided a schedule detailing their proposed options in Appendix 1.
- 4.3 Councillors have expressed a desire for some time to develop a tourism website separate to Visit Dorset. The cost of such a website varies greatly depending on the functionality required, including for example, social media integration, booking systems, google preferences and accessibility etc. Costs vary from £7,000 to £14,000.

Decision required

This committee is asked to consider allocating a budget of £12,000 for improved marketing, including the development of a tourism website/microsite and a range of promotional activities to replace the budget previously provided to Visit Dorset.

Appendix 1

Visit Dorset Partnership and Collaboration Opportunities

These are outline proposals for working in partnership with Visit Dorset, please contact us to discuss any potential changes to our packages to suit your requirements.

	Level 1	Level 2	Level 3	Level 4
Designated Microsite	✓			
Discounted Memberships	✓	✓		
Enhanced Digital Promotion	✓	✓	✓	
Social Media Collaborations	✓	✓	✓	✓
Costs	From £10,700 plus annual fees	From £4000	From £2500	From £1200

Microsites

Visit Dorset can offer partner organisations the opportunity to build their own town/district visitor microsites 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 partner organisations to build their own visitor site using Visit Dorset templates but with their own branding, colours schemes and navigation. The microsite will be attached to the main visit-dorset.com site and uses an extension of the main url. Visit Dorset will also manage the site on behalf of the partner organisation. Detailed information is available on request.

Standard	Functionality to include featured items, main gallery image/video, mapping, forms, tourism business search, lists and individual information page.	£10,700 set up £6,400 annual fees
Enhanced	As standard plus enhanced business information page, online availability and booking, banner advertising.	£12,200 set up £7,100 annual fees
Premium	As enhanced plus social media integration, User Generated Content, TripAdvisor reviews, itinerary planner, Google translate.	£13,600 set up £7,550 annual fees

Discounted Visit Dorset Membership

Working with Visit Dorset partner organisations can give their members the opportunity to feature on the highly successful Visit Dorset website at a discounted rate. In doing so more businesses can feature on the Visit Dorset site raising their profile with potential customers and improving their town or districts visibility to visitors year-round. Full subsidising of memberships can also be offered, further information on request.

Discounted Memberships	<p>A total discount of 40% on Visit Dorset membership (Platinum, Gold, Silver, Bronze).</p> <p>Membership packages are available for accommodation, activities, attractions, restaurants, retail, and transport providers.</p> <p>Price dependant on organisation and membership size.</p>
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Enhanced Digital Promotion

Tailored website content enables partners to promote their town/district on a dedicated landing page on the Visit Dorset website with direct links to their own website. Individual listings can also be created for attractions and heritage sites that are not for profit which are not currently Visit Dorset members.

Tailored Website Content	<p>Designated landing page with editorial collaboration.</p> <p>Individual listings for not-for-profit organisations.</p> <p>Up to 4 weeks homepage advertising.</p> <p>Up to 3 Visit Dorset consumer e-news features.</p>
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Social Media Collaborations

Social media collaborations are a great way to increase your organisations reach and engagement while utilising Visit Dorset's growing following. This gives partners the opportunity to give their social presence a real boost and grow their own following online.

Social Media Collaborations	<p>Up to 4 dedicated blog posts with associated Visit Dorset social media promotion (content to be provided by partner organisation).</p> <p>Feature up to 2 competitions/promotions. Opt in consumer contacts list available.</p> <p>Up to 5 social media posts across Visit Dorset platforms (Facebook, Instagram, Twitter) with paid promotion.</p>
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Prices stated are per annum to coincide with our Visit Dorset promotional period (April – March). Pro rata prices can be applied for packages purchased during this time.

SWANAGE TOWN COUNCIL

Tourism & Local Economy Draft Proposed Scale of Fees & Charges - 2023/24

	Date of Last Increase/ (Decrease)	Agreed Fees 2022/23 £/p	Proposed Fees 2023/24 £/p	Proposed Increase on Gross %
1. BOAT PARK & CAR PARKS				
Peveril Boat Park Per Grid (Trailer Included)				
Boats and trailers				
Up to 13 ft				
Summer - 1 May - 31 October	1/5/22	328.00	361.00	10.06
Weekly	(1/5/21)	104.00	115.00	10.58
Autumn/Winter - 1 September - 30 April	1/5/22	246.00	271.00	10.16
Winter - 1 November - 30 April	1/5/22	137.00	151.00	10.22
Annual 1st May -30 April	1/5/22	456.00	502.00	10.09
Up to 19 ft				
Summer - 1 May - 31 October	1/5/22	520.00	590.00	13.46
Weekly	(01/05/2022)	150.00	170.00	13.33
Autumn/Winter - 1 September - 30 April	1/5/22	381.00	432.00	13.39
Winter - 1 November - 30 April	1/5/22	208.00	236.00	13.46
Annual 1st May -30 April	1/5/22	738.00	840.00	13.82
Summer 1 May - 31 October - returning next year	NEW	NEW	740.00	
Up to 22 ft				
Summer - 1 May - 31 October	1/5/22	607.00	668.00	10.05
Weekly	(01/05/2022)	150.00	165.00	10.00
Autumn/Winter - 1 September - 30 April	1/5/22	451.00	497.00	10.20
Winter - 1 November - 30 April	1/5/22	249.00	274.00	10.04
Annual 1st May -30 April	1/5/22	856.00	950.00	10.98
Summer 1 May - 31 October - returning next year	NEW	NEW	850.00	
Up to 29 ft				
Summer - 1 May - 31 October	1/5/22	829.00	965.00	16.41
Weekly	(01/05/2022)	175.00	203.00	16.00
Autumn/Winter - 1 September - 30 April	1/5/22	652.00	757.00	
Winter - 1 November - 30 April	1/5/22	375.00	435.00	16.00
Annual 1st May -30 April	1/5/22	1,204.00	1,400.00	16.28
Summer 1 May - 31 October - returning next year	NEW	NEW	1,300.00	
Kayak Rack Charge (not inc trailer)				
Summer - 1 May - 31 October	1/5/22	52.00	70.00	34.62
Weekly	1/5/22	21.00	28.00	33.33
Winter - 1 November - 30 April	1/5/22	21.00	28.00	33.33
Annual 1st May -30 April	1/5/22	73.00	100.00	36.99
10% discount on annual ticket if purchased before 30th April				
Daily Launch Fees - Throughout the year				
Boat with trailer over 4.5m	NEW	NEW	30.00	
Boat with trailer under 4.5m	(1/4/19)	25.00	25.00	0.00
Jet Skis	(1/4/19)	25.00	25.00	0.00
Residents Permit Holders (25% discount on boats & jet skis)	(1/4/19)	20.00	20.00	0.00
Emergency Services and RNLI crew discount (25% on boats & jet skis)				
Small Dinghy (up to 12ft)	(1/4/22)	15.00	15.00	0.00
Kayaks	1/4/19	12.00	12.00	0.00
Daily Launch Fees (Boat only - removal of Trailer)				
Boats	(1/4/19)	20.00	20.00	0.00
Jet Skis	(1/4/19)	20.00	20.00	0.00
Residents Permit Holders (25% discount on boats & jet skis)	(1/4/19)	15.00	15.00	0.00
Small Dinghy (up to 12ft)	1/5/22	10.00	10.00	0.00
Kayaks	1/4/19	5.00	5.00	0.00
Slipway Launch Annual Ticket	1/5/22	260.00	270.00	3.85
Trailer Only-per day - Under 4.5m	1/5/18	7.00	7.00	0.00
Trailer Only-per day - Over 4.5m	NEW	NEW	12.00	
Winter Pontoon Storage	1/5/22	150.00	165.00	10.00
Fisherman's Hut Tenant Discount On All Boat Park Costs	1/5/22	20%	20%	0.00

	Date of Last Increase/ (Decrease)	Agreed Fees 2022/23 £/p	Proposed Fees 2023/24 £/p	Proposed Increase on Gross %
Broad Road				
Cars Weekly #	1/4/11	33.00	35.00	6.06
Cars 3 days #	1/4/14	18.00	19.00	5.56
Cars/Motor caravans up to 24 hours*	(1/4/12)	8.00	8.40	5.00
Cars/Motor caravans up to 6 hours	1/4/14	7.20	7.60	5.56
Cars/Motor caravans for up to 4 hours	1/4/11	6.40	6.70	4.69
Cars/Motor caravans for 2 hours	1/4/11	3.40	3.60	5.88
Cars/Motor caravans for 1 hour	1/4/11	1.80	1.90	5.56
Overnight 6 p.m. to 8 a.m.	(1/4/15)	1.00	1.00	0.00
Charges will apply 1st July to 31st August (inclusive).				
Cars Weekly #	1/4/11	33.00	35.00	6.06
Cars 3 days #	1/4/14	18.00	19.00	5.56
Cars/Motor caravans up to 24 hours*	(1/4/12)	8.00	8.40	5.00
Cars/Motor caravans up to 6 hours	1/4/14	6.50	6.80	4.62
Cars/Motor caravans for up to 4 hours	(1/4/14)	5.00	5.30	6.00
Cars/Motor caravans for 2 hours	(1/4/14)	3.00	3.20	6.67
Cars/Motor caravans for 1 hour	(1/4/14)	1.50	1.60	6.67
Overnight 6 p.m. to 8 a.m.	(1/4/15)	1.00	1.00	0.00
Charges will apply 1st April to 30th June and 1st September to 31st October (inclusive).				
Cars/Motor Caravans up to 24 hours*	(1/4/18)	1.00	1.00	0.00
Charges will apply 1st November - 31st March (inclusive)				
Main Beach (Victoria Avenue)				
Cars Weekly #	1/4/11	33.00	35.00	6.06
Cars 3 days #	1/4/14	18.00	19.00	5.56
Cars/Motor caravans up to 24 hours*	(1/4/12)	8.00	8.40	5.00
Cars/Motor caravans up to 6 hours	1/4/14	7.20	7.60	5.56
Cars/Motor caravans for up to 4 hours	1/4/11	6.40	6.70	4.69
Cars/Motor caravans for 2 hours	1/4/11	3.40	3.60	5.88
Cars/Motor caravans for 1 hour	1/4/11	1.80	1.90	5.56
Coaches Weekly \$	1/4/14	40.00	42.00	5.00
Coaches 3 day \$	1/4/14	21.50	23.00	6.98
Coaches Daily (upto 24 hours)	1/4/13	9.50	10.00	5.26
Coaches 4 hours or less	1/4/14	7.00	7.50	7.14
Charges will apply 1st July to 31st August (inclusive).				
Cars Weekly #	1/4/11	33.00	35.00	6.06
Cars 3 days #	1/4/14	18.00	19.00	5.56
Cars/Motor caravans up to 24 hours*	(1/4/12)	8.00	8.40	5.00
Cars/Motor caravans up to 6 hours	1/4/14	6.50	6.80	4.62
Cars/Motor caravans for up to 4 hours	(1/4/14)	5.00	5.30	6.00
Cars/Motor caravans for 2 hours	(1/4/14)	3.00	3.20	6.67
Cars/Motor caravans for 1 hour	(1/4/14)	1.50	1.60	6.67
Coaches Weekly \$	1/4/14	40.00	42.00	5.00
Coaches 3 day \$	1/4/14	21.50	23.00	6.98
Coaches Daily (upto 24 hours)	1/4/13	9.50	10.00	5.26
Coaches 4 hours or less	1/4/14	7.00	7.50	7.14
Charges will apply 1st April to 30th June and 1st September to 31st October (inclusive).				
Cars/Motor Caravans up to 24 hours*	(1/4/18)	1.00	1.00	0.00
Coaches up to 24 hours	(1/4/18)	1.00	1.00	0.00
Charges will apply 1st November - 31st March (inclusive)				

	Date of Last Increase/ (Decrease)	Agreed Fees 2022/23 £/p	Proposed Fees 2023/24 £/p	Proposed Increase on Gross %
North Beach (De Moulham Road)				
Cars Weekly #	1/4/11	33.00	35.00	6.06
Cars 3 days #	1/4/14	18.00	19.00	5.56
Cars/Motor caravans up to 24 hours (not a roaming ticket)	(1/4/13)	6.00	6.30	5.00
Cars/Motor caravans up to 6 hours	1/4/14	5.00	5.30	6.00
Cars/Motor caravans for up to 4 hours	(1/4/13)	4.00	4.20	5.00
Cars/Motor caravans for 2 hours	(1/4/13)	2.50	2.60	4.00
Cars/Motor caravans for 1 hour	1/4/14	1.50	1.60	6.67
Coaches Weekly \$	1/4/14	40.00	42.00	5.00
Coaches 3 day \$	1/4/14	21.50	23.00	6.98
Coaches Daily (upto 24 hours)	(1/4/13)	9.50	10.00	5.26
Coaches 4 hours or less (No camping - No sleeping)	1/4/14	7.00	7.50	7.14
Charges will apply 1st April to 31st October (inclusive).				
Free parking in North Beach when attending NHS mobile units				
* This daily ticket is transferable between Main Beach and Broad Road long stay car parks only.				
#The 3 day & weekly ticket is transferable between all long stay car parks and is available on JustPark only				
\$ The 3 day & weekly coach ticket is transferable between Main & North Beach car parks and is available on JustPark only				
Recreation Ground (Mermond Place) and Co op Pioneer (Central) (Maximum of 2 hours between 8 a.m. & 7 p.m)				
Cars 1 hour - Summer (1st April to 31st October)	1/4/08	1.20	1.20	0.00
Cars 2 hours - Summer (1st April to 31st October)	1/4/11	2.10	2.10	0.00
Cars Hourly - Winter (1st November to 31st March)	1/4/11	0.60	0.60	0.00
Overnight parking 7 p.m. to 8 a.m. (No camping - No sleeping)	1/4/07	no charge	no charge	0.00
Recreation Ground (Residents) (Maximum of 2 hours between 10 a.m. & 7 p.m)				
Cars 1 hour - Summer (1st April to 31st October)	1/4/08	0.60	0.60	0.00
Cars 2 hours - Summer (1st April to 31st October)	1/4/11	1.20	1.20	0.00
Cars Hourly - Winter (1st November to 31st March)	1/4/05	no charge	no charge	0.00
Overnight parking 7 p.m. to 10 a.m. (No camping - No sleeping)	1/4/00	no charge	no charge	0.00
Residents Parking Permits (per permit-not an annual fee)	1/4/12	5.00	5.25	5.00
Permit holders are entitled to park in the Residents Car Park, Horsecliff Lane subject to the restrictions and charges as set out above.				
Additional entitlement to parking in Swanage Town Council Operated Car Parks is as follows:				
<u>Summer Period</u>				
Mermond/Co-op Car Park -free parking between 08:00 and 10:00				
Main Beach Car Park -free parking between 08:00 and 10:00 on a Market Day				
<u>Winter Period</u>				
Broad Road and Main Beach Car Parks-free parking max. 24 hr stay				
Co-op and Mermond Car Park-free overnight parking 19:00 to 10:00				
Annual Private & Business (Main Beach or North Beach)	1/4/20	276.00	290.00	5.07
Summer Season Ticket (1st April-31st October) cost to be 2/3 of annual ticket (agreed Car Parks Best Value Working Group 13/10/06 minute 3d)) start date extended to 1st April (agreed Roads and Transport Committee 24/11/2021 minute 7) 3/4 of annual ticket	1/4/20	184.00	194.00	5.43
North Beach Annual Coach Permit	1/4/22	330.00	350.00	6.06
Annual Taxic (per permit) Charges will apply throughout the year.	1/4/19	684.00	720.00	5.26
Excess Charge Penalty * Reduced for payment within 10 days.	1/4/04 1/4/04	60.00 30.00	60.00 30.00	0.00 0.00
Peveril Point Residents Tickets max of 4 per household	1/4/07	25.00	25.00	0.00
Cashless Parking Transaction Fee Charges will apply throughout the year.	(1/4/14)	0.00	0.00	0.00

	Date of Last Increase/ (Decrease)	Agreed Fees 2022/23 £/p	Proposed Fees 2023/24 £/p	Proposed Increase on Gross %
2. <u>TOURIST INFORMATION CENTRE</u>				
Advertising Board 3ft x 4ft (Annual)	1/4/20	475.00	500.00	5.26
National Express Administration Fee (excluding Coach Card requests)	1/5/18	2.00	2.10	5.00
Commission on Gross Agency Ticket Sales (unless by contractual agreement)				
- General	1/4/16	10%	10%	0.00
- Local Charities	1/4/16	5%	5%	0.00
- Discretionary Rate For Local Charities/Community Groups		0%	0%	0.00
Parasol hire (per day)	1/4/19	4.00	4.20	5.00
Parasol hire (per week)	1/4/19	20.00	21.00	5.00
Parasol hire (max charge per beach hut period booking)	1/4/19	50.00	52.50	5.00
Additional beach hut chair (per day)	1/4/19	1.00	1.05	5.00
Additional beach hut chair (per week)	1/4/19	5.00	5.25	5.00
Additional beach hut chair (max charge per beach hut period booking)	1/4/19	20.00	21.00	5.00
Deposit - Additional beach hut key	1/4/20	20.00	21.00	5.00
Replacement beach hut key	1/4/22	25.00	26.25	5.00
3. <u>PEVERIL POINT</u>				
Foreshore - Dinghy Storage (Angling Club)	1/4/15	tbc	tbc	
Dug-Out Storage Area, Rear of Waterside (per week)	1/4/20	11.90	12.50	5.04
Rent of Hut Site (East of Lifeboat House)	1/4/15	tbc	tbc	
Fishermen's Huts	1/4/20	455.00	480.00	5.49
Prince Albert Gardens - charge to be considered upon application to the Council				
4. <u>STONE QUAY & MONKEY BEACH</u>				
Pleasure Boats (Private) - not exceeding 12 passengers	1/4/20	245.00	255.00	4.08
Hut on Quay	1/4/20	160.00	165.00	3.13
5. <u>MARKET</u>				
Artisans per session	1/4/22	see separate pricing schedule		