



## **OFFICER REPORT**

<b>Committee:</b>	<b>FACILITIES</b>
<b>Date:</b>	<b>15 September 2021</b>
<b>Title of Report:</b>	<b>Beachfront Operations</b>
<b>Report from:</b>	<b>ALLAN BRIDGES</b>
<b>Context:</b>	<b>A Review of the Beachfront Operations in 2021</b>
<b>Report Author:</b>	<b>ALLAN BRIDGES</b>

### **1. BACKGROUND INFORMATION**

As part of the Corporate Plan Ryde Town Council took the decision to launch a Beachfront Operations business for the Summer of 2021. It was the first stage of the wider Beachfront project which includes taking over Ryde Harbour – this is on schedule to happen Friday 1 April 2022.

The licenses to allow beach rentals, as well as on Western Gardens, were agreed with IWC. A lease for Eastern Gardens was agreed at the same time.

It was determined that a container on the harbour arm at Ryde Harbour was the most viable storage location. Planning permission was sought and gained for this.

Movement of equipment was also taken into account and this was solved by the purchase of a van – not specifically for the Beachfront Operations but that could be used whenever necessary.

## **2. BEACH MANAGEMENT END OF SEASON DEBRIEF**

### **LOCATIONS**

Working in conjunction with the Ryde Beach Lifeguards it was decided that the only safe, suitable location for the paddle board and kayak operations would be Appley Beach. This was due to tides and current.

The best beach for the deckchairs/sunloungers/parasols/windbreaks was determined to be next to Ryde Harbour due to the size of the beach and the fact that it is predominantly frequented by tourists.

### **TRAINING**

We now have eight members of staff who are fully trained paddle board and kayak rescuers. The timing of this training did impact the start date for the business as we couldn't book it any earlier and we couldn't launch the paddle boards and kayaks until staff were qualified.

### **WEATHER**

The August of 2021 was not the beach-friendly Summer holidays that we were all hoping for and that had a massive negative impact on the income generated by the Beachfront Operations.

Please see **Appendix 1** for a review of the weather throughout the Summer which highlights the issues that were faced.

### **APPLEY BEACH**

The works at Appley are scheduled to be completed by the season in 2022. This should increase the number of visitors to Appley Beach as the car park will become available.

### **RECRUITMENT & TRAINING**

Because of Covid, delayed deliveries and a raft of other issues the recruitment occurred very late into the season. This will be done earlier in the year which will allow for a far better training programme in 2022. Staff will be in place and fully trained as soon as the season starts to ensure we don't miss any good weather and opportunities for business.

### **LOGISTICS**

St Thomas Church was a handy storage option for us this year however it is quite a distance from Appley and required extra staff to help handle all of the equipment. This had time and costs implications which we want to reduce in 2022.

Storage nearer or at Appley would be of enormous benefit. Failing this buying a trailer that can be parked overnight without being unloaded would be another option.

## **WEBSITE**

Currently our website is not geared towards aiding the Beachfront Operations and the booking system that was utilised was a free one that was not ideal but served the purpose well enough for the truncated 2021 season.

2022 will see us fully furnished with a targeted website with an updated booking system which will help drive customer numbers.

## **3. FINANCE**

### **PRICING**

Feedback on our pricing strategy has largely been very positive.

### **TOTAL EXPENDITURE**

Seed Funding of £50,000 was agreed to start up the Beachfront Operations.

Please see **Appendix 2** for an overview of this expenditure.

### **INCOME v STAFF EXPENDITURE**

Please see **Appendix 3** for a review of the Beachfront Revenue v Staffing Costs. Please see **Appendix 4** for an overview of the Weekly Trading Report.

## **4. 2022 PLAN**

For 2022 we are going to learn from the issues that we faced in 2021.

Several things went very well but there are always lessons that can be learned.

- **The season will start earlier.**
- **Staff will be full trained for the start of the season.**
- **The website will be launched.**
- **The booking system will be up and running.**
- **Links with local businesses to offer group sessions.**
- **Advertising throughout Ryde will be increased.**
- **Other events will be leveraged to increase footfall and rentals. Eg Classic Car Extravaganza**
- **Storage for kayaks etc will be sought nearer Appley or, at least, an alternative option storage (trailer and garage for instance) will be investigated.**

## PHOTOS

