

Ryde Town Council

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PLANS FOR THE ACQUISITION OF RYDE HARBOUR AND THE CONTINUING GROWTH OF THE BEACHFRONT OPERATIONS HIRE FACILITY



Subject to a satisfactory conclusion of negotiations with the Isle of Wight Council, Ryde Town Council will take ownership of Ryde Harbour and an area of land to the West of the Harbour currently used as car park and public space.

The handover is due for 1st April 2022 and as part of the process Ryde Town Council have produced a business plan outlining their plans for the next five years.

These plans include the following improvements with the existing Harbour facilities and management, better marketing and promotion and additional business opportunities available to us through a lease of the surrounding beach area.

The planned works and improvements required to bring the Harbour up to minimum standards are outlined below:

1. Dredging

The Harbour was constructed with a chalk bottom and this is the maximum depth to which the Harbour can be dredged. The post dredge survey of 2002 gives this depth and forms a baseline for future dredging.

Dredging requirements are not entirely dependent on the survey as access to the Harbour is restricted by Ryde Sands, which is not dredged and has a direct impact on accessibility.

From visual inspection the new Monktonmead Outfall has had a beneficial effect on part of the harbour and has maintained an area of approximately 1500m² down to 2002 levels. This leaves an area of approximately 10,000m² which has been affected by silting up over the past 20 years.

From the 2018 LIDAR data it would appear that there is a build up of approximately 0.75m and this will give a quantity of material to be removed as approx. 8,000m³. This would indicate that a maintenance dredge of less than 5,000m³ every 10 years will keep the levels at an acceptable height.

In addition to the main dredging requirements within the Harbour basin additional dredging is required to keep the harbour entrance clear. This is carried out by a local contractor and is carried out as a beach replenishment exercise. The dredged material is placed on the beach at another site with agreement from the Environment Agency.

A main contributor to sand build up within the harbour basin is sand transported from the beach to the East of the harbour during periods of strong Easterly wind. In an effort to minimize this problem the Isle of Wight Council have recently reduced the level of sand on this beach area. In addition, the Isle of Wight Council are at present in negotiation with the Environment Agency to set up an agreement whereby contractors can remove sand from this area at their own cost to use in the construction industry. This will require a licence which will govern how, when and how much is allowed to be

removed, however once approved, this can continue at no cost to the Isle of Wight Council or Ryde Town Council.

2. General Harbour Maintenance

Pontoon decking has a life expectancy of approximately 15-20yrs and will need replacing after that time. Each harbour arm requires approx. 1400m of 145mm x 21mm hardwood decking. Much of the work required to install the decking can be done in house with a combination of marina staff and 1 experienced sub-contractor working on the pontoons during the off season and quiet periods.

Once the initial maintenance work is completed Marina staff will be utilised on various essential maintenance work including power washing the pontoons, keeping the car park area tidy, checking and keeping tidy the waste storage area, checking and repairing water supply to pontoons as necessary and painting the new harbour building and various public realm items as necessary.

3. Capital Expenditure and Improvements

New pontoons

To increase income to a sustainable level between 20 and 30 new 6m fingers will be installed depending on demand for the 10m+ berths. At the same time the existing pontoon layout will be altered to accommodate the extra pontoons. These changes will increase the number of berths to 130 (not including the area designated for visitors or the area which could be let under licence to Ryde Angling Club). The existing capacity of 100 also excludes the area which has been suggested for Ryde Angling Club use. This represents an increase of 30 berths when compared with the existing layout. (see proposed layout in figure 1 below)

Figure 1



Possible new marina layout subject to discussions with design specialists

A further benefit from the proposed new marina layout is the provision of a new marina entrance which will stop the need for cars to load and unload to the marina in the area that they do presently. This will improve safety for the general public using the esplanade.

Electricity Supply on Pontoons

Visitor income is directly affected by the provision of power to visiting boats. Electricity is essential to make a visitor's stay enjoyable. Visitors need electricity to ensure that their boat engine is going to start after a weekend of living on board. The use of generators is frowned upon in the visitor area as there are neighbours who will be disturbed by the noise.

The provision of electricity has little benefit in terms of direct revenue generation but it is important that the cost of installation and servicing of electricity is self-funding through the electricity service and usage charge. The rules governing what Marinas can charge for electricity allow for the cost of the electricity used plus a reasonable service charge which can be set at a price point to cover the cost of installation over time. However, it will encourage greater numbers of visitors to stay thus increasing visitor income. There may also be an increase in demand for permanent berth as a result of electricity being available. A further benefit from providing electricity on the pontoons is the lighting on each bollard which will greatly increase the level of Health and Safety.

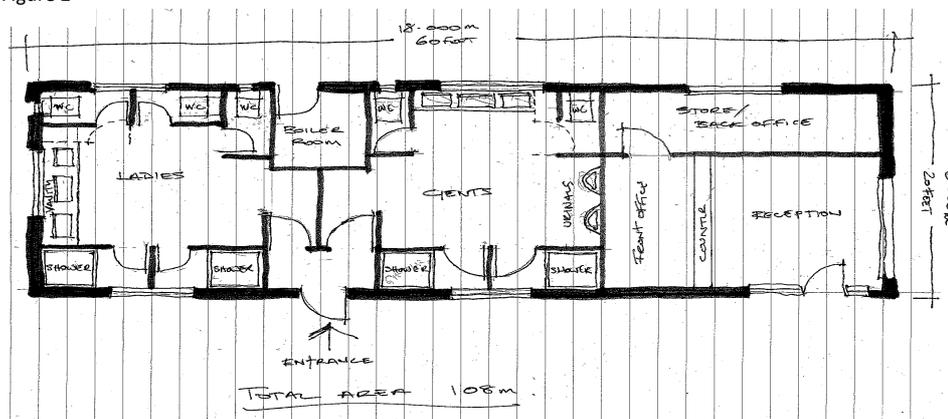
Car Parking, new marina office, new showers and gate entry system

The provision of dedicated short term marina parking for berth holders will complement the offer with a card entry system for access. The card would also allow entry on to the pontoons and into the shower/toilet facility. This, along with the relocation of the marina office, will increase security for berth holders. The shower / toilet facility will be increased to accommodate the numbers of visitors and berth holders in the marina during the summer. There will be a minimum of 2 showers, 3 WCs and 2 wash basins in the lady's toilets and 2 showers, 2 WCs, 2 urinals and 2 wash hand basins in the gent's toilets. Disabled access will be maintained in both toilets.

The office/toilets complex will be approx. 100m² and, with associated services will cost in the region of £125,000. The office complex outlined in the viability study included 200m² of space. The extra 100m² could be planned for a future project with some a commercial unit which will complement the harbour.

Cost of new facilities building and services circa £125,000

Figure 2



Indicative plan showing possible layout of facilities within a 108m² footprint

BUSINESS PROMOTION

Rebranding

Changing the name to Ryde Marina

Brand image is incredibly important and we want the facility to reflect the positive image of Ryde Town Council.

One of the key strands for promoting the Harbour is to change the name to Ryde Marina. A demonstrative concept for the design of the new logo can be seen at the bottom of the next page.

All of the signage needs to be changed anyway as it all has the IWCs logo so this is the most cost-effective time to make any such change.

This change will serve a number of purposes:

- **A New Start**
It allows us to draw a line under the old ownership and stamp our own identity, values and customer service right from the very start. New Ownership + New Name = New Start
- **Harbour v Marina**
The facility is more accurately named as a marina anyway so it makes that distinction straight away.

Website and Webcams

A new website giving weather information, tide heights, webcam access and a visitor booking system are planned for the Marina.

Information about events in Ryde and details of the new beach facilities including paddleboards, kayak and deckchairs will also be available.

Deckchairs and Sunloungers

A new temporary container (5 year) has been installed next to the current Harbour Office for use as the storage for the deckchair portion of the business. The deckchair business and staff will be based at the new marina office and payment will be taken and processed there. In the first instance 250 deckchairs have been purchased and hired out on the beach and Eastern Gardens with various hiring options.

In addition to the 250 deckchairs, 75 sunloungers, 25 windbreaks and 50 parasols have been purchased to supplement the hire offerings.

Paddleboards and Kayaks

To further compliment the activities around the marina and on the beach, Ryde Town Council has acquired 8 paddleboards and 8 kayaks for short term hire. To facilitate this Ryde Town Council has also acquired a van and will also acquire suitable trailers which can accommodate this equipment.

To further help with this enterprise, additional storage options are being considered in Appley Park.

RYDE MARINA CONCEPT DESIGN

