

Partnership Committee

Date: 12 December 2013

Title: TEMPORARY BEACH

Purpose of the Report: To review the proposal by Beach Events Ltd to erect a Temporary Beach in Parsons Close from June-August 2014 as proposed in the draft budget 2014/15

Contact Officer: Jo Martindale, Partnership Officer

RECOMMENDATION

- Recommendation to consider the proposal of a Temporary beach construction in Parsons Close through the summer period of 2014, as provided by Beach Events Limited. (Proposed report to follow)
- Approximate allocation of £20,000 be considered in the draft 2014/15 budget in budget code TCM Economic Development 503/4430

1. INTRODUCTION/BACKGROUND

- As part of the 2014 Summer Programme, the introduction of a temporary beach to work alongside the Splash and Play, Skate Park and recreational activities in Parsons Close is proposed.
- It is considered that the proposal would offer “added value” when compared to a single one off event which could be compromised by inclement weather or other issues outside of the control of the council.
- Should the Council be minded to support the proposal, it is the intention that the beach would be created and be on site for a minimum of 2 to 3 months.
- Given the juxtaposition of Parson’s Close to the High Street, it is considered that the proposal would provide a tourist attraction for both parishioners and visitors and help contribute to the town centre offer.

2. POTENTIAL BENEFITS TO PARISHIONERS AND BUSINESSES

- Various activities and days out would be provided to entertain visitors including Punch and Judy, sports competitions, music days and other beach associated activities.

- Consider hiring the beach out to various local schools, communities and sports related groups including more national companies i.e National Volleyball League.
- Provide income through deck chair and parasol hire to cover the cost of extra maintenance.
- Working with vendors and community groups who can provide refreshments at various times and during events.
- The potential for local community groups to use the beach for themed activities i.e TACTIC as part of their summer programme.

3. CONSIDERATIONS

When considering the proposal from Beach Events Limited, issues to include the appropriateness of the site, hygiene, security, duration and health & safety will be considered. Officers will also be contacting other councils and venues to better understand any issues associated with the operation of the proposal.

It is inevitable that the grassy area upon which the proposal is to be located will require maintenance once the structure is removed. The situation is not unique and the suppliers are mindful of this having mitigation measures in place to limit the amount of potential damage that may be caused. This is an issue that will be addressed as part of the presentation by the proposed supplier.

Concerns were raised about the beach affecting the Splash & Play area and in response Beach Events Limited will speak to the Splash & Pay company directly regarding the water filters. The same company also supplied St Albans beach which also runs along a splash zone created by the same company and it is the intention for Officers to contact the city council to discuss further. A proposed location has been identified.

4. NEXT STEPS

Should the Council be minded to support the proposal, Officers will begin marketing by contacting various potential users including activities including zumba, yoda, volleyball. The potential to hire the beach out will be considered and also a timetable of various events will be put in place. Schools will also be given the opportunity to use the area.

The aftercare of the grass will also be addressed ensuring once the beach has gone that grass seeds will be sown.

5. CONCLUSIONS

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- Officers have engaged with 3 specialist suppliers and obtained quotes as submitted in the 'Proposed Projects for the draft 2014/15 budget' to the Partnership Committee on 31st October 2013.
- Officers met with Beach Events on 28 November 2013 and also attended a site visit. A proposal is being drawn up by the supplier and a presentation will be given to the next Partnership meeting on 13th February 2014.

Report Author:
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