

Policy

Seafront and beach concessions

1. Introduction

- 1.1. The council allows concessions to operate on certain areas of its land on the beach and seafront between March and October to add to the attraction and appeal of Lyme Regis during the peak holiday season, i.e. March to October.

2. Policy context

- 2.1 The council will identify and maximise additional commercial opportunities, but also be mindful of preserving the character of the seafront.
- 2.2 The definition of a concession is a temporary consent to trade or operate from council-owned land, where no council building or exclusive use of significant land operation takes place. Any request requiring a business lease will not fall within the remit of this policy.
- 2.3 The council aims to grant high quality concessions which have a good 'fit' with the town and which add to, rather than detract from, the value of the seafront offer.
- 2.4 This policy will assist officers in the timing of advertisement and allocation of concessions.
- 2.5 In granting concessions, the council should support local businesses and enterprises to gain a platform to grow and succeed but this should not be to the detriment of the council's other seafront tenants. The council should avoid creating competition with its existing tenants in granting concessions.
- 2.6 The council should advertise the availability of concessions and deal with expressions of interest in an open and transparent way but also maintain commercial sensitivity.
- 2.7 This policy should be read in conjunction with the council's Marine Parade and Cart Road Motor Vehicular Access Policy.

3. Types and locations of concessions

- 3.1 Concessions are available from March to October in each year.
- 3.2 Concessions are available for either one year or three years.
- 3.3 The following concessions and their general locations are available:
 - 3.3.1 Henna tattooing and hair braiding – area west of Cart Road beach huts
 - 3.3.2 Deckchair hire – Front Beach, Marine Parade, public gardens (including flat roof)

- 3.3.3 Trampolines (or similar) – Front Beach on the sand/shingle close to the jetty
 - 3.3.4 Children’s games and activities – Front Beach, Marine Parade, public gardens (including flat roof)
 - 3.3.5 Arts and crafts – Front Beach, Marine Parade, public gardens (including flat roof)
 - 3.3.6 Non-motorised watersports – Front Beach
 - 3.3.7 Exercise and fitness (before 9am) – Front Beach, public gardens, seafront roof
- 3.4 Some concessions will be permitted to have multiple operators, others will be restricted to a single operator, as follows:
- 3.3.1 Henna tattooing and hair braiding – single operator
 - 3.3.2 Deckchair hire – single operator
 - 3.3.3 Trampolines (or similar) – single operator
 - 3.3.4 Children’s games and activities – multiple operators
 - 3.3.5 Arts and crafts – multiple operators
 - 3.3.6 Non-motorised watersports – multiple operators
 - 3.3.7 Exercise and fitness – multiple operators
- 3.5 In the case of multiple operators, the council will ensure operations take place in different locations and/or on different days/times so there is no conflict. The council will aim to treat all concessionaires equally.

4. Advertising and allocating the availability concessions

- 4.1 Available concessions will be advertised in the December before they become available, with a closing date in January.
- 4.2 The advert will be placed in a local newspaper, on the council’s website, social media and noticeboards.
- 4.3 Applicants will be invited to submit tenders for the relevant concession, accompanied by a business proposal.
- 4.4 The tenders and accompanying business proposals will be considered by the Tourism, Community and Publicity Committee. The council reserves the right to accept or reject any tender. Matters taken into account in choosing any concessions holder may include, but not be limited to:
 - 4.4.1 Sum offered
 - 4.4.2 Location of bidder – preference may be given to bids from local operators/businesses where more than one bid is submitted
 - 4.4.3 Track record and experience
 - 4.4.4 ‘Fit’ with other seafront activities
 - 4.4.5 ‘Added value’ of the proposed activity
 - 4.4.6 Environmental ‘credentials’
 - 4.4.7 Other social, community or public health considerations

4.5 Specific conditions for operating the concession, including payment terms, will be outlined in the application form, which will be signed, and therefore agreed, by the concessionaire at the point of application.

4.6 Once concessions are allocated on either a one or three-year basis, they will not be re-advertised until the end of this period, unless the concession holder discontinues their operation or fails to comply with their relevant terms and conditions.

5. Review

5.1 This policy will be reviewed in February 2025 or sooner if there are changes in legislation or best practice.

Implementation date: 16 February 2022

Review date: February 2025

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