



## Beach Services

### Service Review

2012/13

Extract from Residents and Visitor Services Service Review Summary  
The full Summary is available at [www.torbay.gov.uk/budgetsummary](http://www.torbay.gov.uk/budgetsummary)

<b>Service Name:</b>	Residents & Visitor Services
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<b>Service Contact:</b>	Sue Cheriton – Executive Head
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For further information please contact 01803 207227.

*Disclaimer: These reviews provide a snapshot of council services and activities at the time they were carried out, as we have tried to represent as far as we can the detail of what is provided.*

## Introduction:

There are now only two “customer facing” service areas within Residents and Visitors Services (RVS), one dealing with the Place and the other dealing with the Customer Experience.

The third service area within RVS looks after the Business of the Business including the management of Contracts for commissioned services, Partnership arrangements and Business development. This group also manages the Councils Corporate Security and Enforcement Services.

## Resort Services:

(Extracted from the Culture & Community section)

<b>What is provided?</b>	<p>The Main services carried out by the Culture and Community teams are as follows:</p> <ul style="list-style-type: none"><li>▪ Car Parking and community transport</li><li>▪ Arts Development &amp; Support</li><li>▪ Event Support and Development</li><li>▪ Resort services (beaches and attractions)</li><li>▪ Museums and Archive Service</li><li>▪ Theatres &amp; Public Entertainment</li><li>▪ Sports Development and Leisure Centre Provision</li><li>▪ Libraries</li></ul> <p>This document sets out information relating to Resort Services only. The full version of the Summary Service Review is available at <a href="http://www.torbay.gov.uk/budgetsummary">www.torbay.gov.uk/budgetsummary</a></p> <p><i>Please see the “Activity Blocks” below for more details</i></p>
<b>Why is it provided?</b>	<p>There are a number of statutes governing aspects of the work of the Cultural Services Department although no were specifically identified in relation to Resort Services.</p>
<b>Who uses the services / what is the demand?</b>	<p><b>Internal:</b></p> <ul style="list-style-type: none"><li>• Mayor &amp; Members</li><li>• Council Staff</li><li>• Directors &amp; Chief Operating Officer</li></ul> <p><b>External:</b></p> <ul style="list-style-type: none"><li>• All members of the public including local residents &amp; visitors</li><li>• Contractors</li><li>• Local businesses and traders</li><li>• TTC</li><li>• TDA</li><li>• Partner funded organisations</li></ul> <p><b>Demand:</b></p> <p>Resort Services</p> <ul style="list-style-type: none"><li>▪ 23 miles of coastline with 15 amenity beaches which are supported by our services</li></ul>

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	<ul style="list-style-type: none"> <li>▪ 21,000 tons of seaweed is removed from beaches in the summer months</li> <li>▪ Over 1000 beach huts are provided on seasonal and short lets with significant waiting list being maintained and the storage of 750 beach huts over the winter period</li> <li>▪ Over 27,000 people hired beach furniture in the last summer season</li> <li>▪ Staff dealt with 2,300 incidents including first aid services</li> <li>▪ In the summer of 2011 44 lost children were reunited with their parents</li> </ul>										
<p><b>How much does it cost to provide?</b></p>	<p>Staff: Resort Services (beaches and attractions): Total full time staff: 4.81 (+seasonal staff)</p> <p>Budget:</p> <table border="1" data-bbox="352 613 1544 763"> <thead> <tr> <th>Department Budget</th> <th>2009/10 Budget £'000</th> <th>2010/11 Budget £'000</th> <th>2011/12 Budget £'000</th> <th>2012/13 Budget £'000</th> </tr> </thead> <tbody> <tr> <td><b>Resort Services</b></td> <td>774</td> <td>679</td> <td>222</td> <td>206</td> </tr> </tbody> </table> <p><b>Resort Services including:</b> Staff to manage the beach service and look after the facilities during the out of season period &amp; staffing the beaches through the main season. 50 staff at employed at the height of the season on all award beaches. £26,900 is spent on general minor maintenance including beach huts £29,700 is paid for cliff related repair works £13,900 is spent on utilities and £53,600 in rates £15,300 is spent on cleaning in beach offices and welfare rooms £10,400 is spent on emergency winter cleaning £246,000 is spent annually on clearing seaweed from the beaches, emptying bins, sweeping promenades, litter picking and bin provision and collections. £18,600 is spent on repairing and the upkeep of Princess Pier each year and this generates £9,400 income from deck chairs and concessions The Beach Service generates £562,400 worth of income on beach concessions, seasonal and short let beach huts, beach furniture hires and cafes leases</p>	Department Budget	2009/10 Budget £'000	2010/11 Budget £'000	2011/12 Budget £'000	2012/13 Budget £'000	<b>Resort Services</b>	774	679	222	206
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<b>Resort Services</b>	774	679	222	206							
<p><b>How well are we providing it? Key achievements in the last 2 years</b></p>	<p><b>Beaches:</b> Torbay currently holds the highest number of Coastal and Blue Flag Award beaches for any resort in England. The Beach team was selected to be part of the ENCAM's beach management pilot which provides a higher level of pollution data to users of the beach.</p> <p>The Customer Satisfaction surveys show the standards employed on the beaches are excellent – scoring 97% with users of this service.</p>										

**Activity Areas:**

**Resort Services (beaches and attractions)**

Key Functions:

- Beach management
- Beach operations

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- Beach and prom cleaning
- Princess pier – furniture & access
- Catering and attraction concessions
- Beach hut service – 1000+ sites
- Shoalstone Pool – management & operation

Examples of Key Projects (both underway and planned):

- Record breaking 16 Blue Flag Awards for Torbay beaches in 2011
- Ten beaches secured Quality Coast Awards for being clean and safe
- Beach hut development