

Appendix 3

Potential future commercialisation options

1. The short-term priorities for the Council are to evolve its in-house management of beach huts, harmonise prices & policies and enable capital investment. Subject to approvals, the majority of the changes could potentially be implemented by April 2023, following which there are a range of future options that could be considered to draw and/or add more value from beach huts, holiday lodges and related assets along the seafront. Key to this will be:
 - Combining expertise and resources to improve services for current and future customers and understand their needs through improved customer research.
 - Delivering growth, product diversification and service development in beach hut provision, delivering high quality whilst continuing to secure value for money.
 - Utilising beach huts as a catalyst for wider improvements to other seafront facilities and infrastructure.
2. Other commercial options the Council could explore include:
 - a. Implementing more extensive changes to the supply and management of casual huts and expanding or reducing these relative to market demand.
 - b. Offering sub-letting services through a website or app.
 - c. Investment in additional Council owned Beach Huts and widen access and use.
 - d. Developing a range of options for the sale of huts under long leases to generate upfront revenue or capital to support individual schemes.
 - e. Exploring the viability of a range of additional value-added products/services such as:
 - Utility supplies - including renewables and Wi-Fi
 - Tenant services - cleaning services, catering and rental of equipment
 - Financial - management services e.g. maintenance or lettings
 - f. Introducing exclusive benefits with local leisure operators e.g. discount cards and priority bookings, for beach hut tenants.
 - g. Establishing cohesive long-term insurance arrangements and incident replacement strategies to provide additional benefits.
 - h. Considering the removal of huts and replacing with alternative leisure offers where financially beneficial and viable.