

BEACH HUT AND CHALET REVIEW 2018 ACTION LIST

Weekly Lets

WEEKLY LETS Stage 1: within 12 months

By October 2019

	PROCESS EFFICIENCIES	MARKETING	QUALITY AND MONITORING	MITIGATE RISK	REVIEW CHARGES	OPPORTUNITIES
Action	Move to on line booking and charge collection asap	Create a marketing strategy	Set standards and keep quality consistent	Install removable shutters to a selection of chalets to better facilitate off peak lets	Keep charges same for 2019 until changes take place and outcomes reviewed	Offer weekend bookings
Update	Completed	Completed	Delayed	To reduce costs of installing new shutters, the existing will not be fitted unless of adverse weather conditions	Completed	DELAY - awaiting results of 2022 marketing campaign
Action	Agree process for charging to facilitate bookings 18 months in advance	Make better use of on-site advertising, TICs etc.	Obtain feedback from users and make improvements where possible	Monitor bookings to be able to react in a timely way to optimise bookings during events and good weather	Monitor competition and if possible service to visit local facilities to evaluate and make comparisons relative	Use automation of system to allow better use of staff resources to obtain and react to feedback effectively and plan improvements accordingly
Update	Previous recommendation not to set prices 18 months in advance as it limits the ability to react to the market conditions at that time.	Partially completed	Feedback form prepared.	Insufficient skilled resource to fulfil this on a weekly basis.	Ongoing	Requested made for system not yet developed.

Action	Make better use of resources by concentrating on marketing, monitoring and quality control	Provide better customer service through targeted correspondence	Ensure continued ongoing maintenance / improvement programme	Agree plan of action to ensure continuity of offer should bookings increase significantly (i.e. ensure cover for cleaning, off peak contacts, problem resolution etc.)		Obtain certainties over pricing and obtain income at time of booking – up to 18 months in advance.
Update	Partially completed	Ongoing	Improvement works to Chalets completed (except Donkey Shelter and some roofing works) during 2021/22 Some beach huts repainted.	Investigations into professional cleaning company were undertaken and additional officer resources are developing skills in this service		Previous recommendation not to set prices 18 months in advance as it limits the ability to react to the market conditions at that time.

Action	Ensure adequate training is provided for staff and ensure the system is developed to allow some flexibility (i.e. weekend booking)	Allow 'offers' to encourage off season use and take advantage of good weather and local events	Monitor quality regularly through spot checks and feedback forms			Consider weekly lets at other locations (i.e. East Runton)
Update	Partially completed	Winter/Spring block booking taken forward	Delayed			Sites investigated see main report for further details

Stage 2: Undertake a review of service following Stage 1				
	MARKETING	QUALITY AND MONITORING	REVIEW CHARGES	OPPORTUNITIES
Action	Review and revise communication plan and marketing strategy	Review feedback and determine desire for improved offer. If yes complete business case and submit capital bid	Compare competitors prices and offer. Review feedback on charges and take up of offers before considering price changes	Consider weekly lets at other locations (i.e. Weybourne and Cart Gap)
Update	Updated plan produced	Awaiting feedback system	Undertaken annually as part of pricing review	Sites investigated see main report for further details.

Stage 3: Weekly lets – If necessary review further options/opportunities			
	MARKETING	QUALITY AND MONITORING	OPPORTUNITIES
Action	Review marketing – ask people how they found out about NNDC. What is working that is cost effective? Try new means if necessary	Review feedback and determine desire for improved offer. If yes complete business case and submit capital bid	If income from weekly lets does not exceed the annual rent achieved at this time then consider a. Reducing or eliminating the weekly let offer b. Outsourcing blocks of chalets or huts to suitable hospitality organisations to manage under tenancy agreement
Update	Delayed- awaiting feedback system	Delayed - awaiting feedback system	Partially completed

Annual lets						
Stage 1: within 12 months						By October 2019
	PROCESS EFFICIENCIES	MARKETING & COMMUNICATIONS	QUALITY AND MONITORING	MITIGATE RISK	REVIEW CHARGES	OPPORTUNITIES
Action	Move from 1 to 5 year licences	Actively engage through annual newsletter.	Obtain feedback to evidence change and direct improvements	Mitigate risk of storms to ensure ‘time-out’ is minimised – ensure chalets are part of contingency programming	Graded increase in charges – open and transparent charging mechanism	Review opportunities for huts at other non-promenade locations
Update	Completed	Delayed	Delayed	Completed	Rent reviews undertaken reflecting the market conditions at the time to determine a fair rent	Sites investigated see main report for further details.

Action	Move to on-line licence issue and receipt	Seek ways to highlight advantages of chalets/huts. I.e.: Health / relaxation/ hobbies etc.	Monitor comparative charges in East Anglia to ensure ongoing competitiveness	Use newsletter to highlight and negate risk (storms, vandalism, property)	Set 3 year term based on approvals – aim to reach target price within 2 years.	Increase/maximise the number of lets at Key resorts
Update	The leases need to be individually drafted with personal information	Partially completed through advertising undertaken	ongoing as part of rent review process	Officers will be directly contacting relevant tenants regarding potential storms.	On going	Completed where additional plots have been established.
Action	Continue to encourage DD payment	Promote and encourage community spirit and improvements using events/competitions etc.	Ensure all issues raised are dealt with efficiently and effectively.		Use matrix for determining charges to ensure clarity and transparency	
Update	Ongoing	Delayed	Ongoing		Completed	

Stage 2: Undertake a review of service and implement changes following Stage 1 years 1 - 2

October 2019 - 2020

	MARKETING	QUALITY AND MONITORING	OPPORTUNITIES
Action	Advertise / promote waiting lists if necessary	Evaluate feedback and use results for future planning.	Consider use of currently redundant lower art deco block as new chalets if other options do not progress
Update	Not currently required	Delayed	This was considered however it a single tenant has taken occupation.

Action		Review charging matrix – is it working?	If feedback suggests need for improved quality of offer (i.e.: designer chalets), submit business case and seek capital funding.
Update		The matrix was helpful in establishing base pricing. Any increases need to reflect the market conditions at that point in time	Delayed

Stage 3: years 3 - 5

October 2021 - 2023

	MARKETING	QUALITY AND MONITORING	OPPORTUNITIES
Action	Advertise / promote waiting lists if necessary	Review prices for year 3 against market prices /local comparatives. Set for further two years. Repeat process to ensure continuity	Move from Annual lets to weekly lets if more viable to do so
Update	Not currently required - continue to monitor	The lease rent review has an annual provision and the rents are reviewed annually in accordance with this.	5 year leases have not yet expired. Any relinquished sites are considered for weekly lets.
Action			Consider selling or long term leasing (25yrs) of chalets and hut sites

Update			To consider
Action			Consider outsourcing chalets to local businesses to manage maintenance and lettings
Update			To consider