



## Resort Service Plan

### Section 1 - The Service

#### 1.1 Introduction

Weymouth Town Council Resort's remit comprises of maintaining and managing five key areas of service in Weymouth. These five areas are:

- **Seafront** - The Resort team ensures safety of visitors on seafront through regular health and safety inspections, working with RNLI lifeguards, deploying accessibility aids, and generating beach hire income. They also advise byelaws and PSPOs, respond to visitor questions, and operate a public office seven days a week.
- **Public Toilets** - Ten public toilet blocks across Weymouth are cleaned and maintained to a high standard by the management team.
- **Catering** - Two catering kiosks on the Weymouth Seafront are managed and operated by the Resort Team, offering food and drink options.
- **Events** - The team manages and runs events throughout Weymouth and liaises with external event organizers.
- **Town Centre** - They also manage Weymouth Town Centre assets in collaboration with Dorset Council and Weymouth BID to keep it vibrant and welcoming to visitors.

This service operates seven days a week and is overseen by the Resort Manager with support from three Senior Resort Officers and a Catering Team Leader. Also, within the team there are four permanent Cleansing Operatives, a Catering Apprentice, and several casual staff up to 35. Casual staff are employed year-round for catering and cleansing service whereas, the beach attendants will work from April

until October. During the busiest times of the year, the Resort Team can have upwards of 35 members of staff across all areas. With the Resort team covering five areas, each day can change depending on the demand of the service. Throughout July and August, the team are focusing on ensuring the resort is run and managed to a high standard by daily inspections of seafront and assets.

The awards that the Resort team strive to retain are Blue Flag, Seaside Award and Purple Flag.

## **Resort area**

Please see section 5 for a detailed map of the Resort area.

### **1.2 Service Aim**

Our aim is to provide a safe, enjoyable, and well-presented resort for both residents and visitors to Weymouth. We want to ensure that members of public have an equally excellent experience from all four of our services.

The service will contribute to the following Weymouth Town Council core values:

- Manage the Council's assets and resources responsibly and transparently.
- Improve the wellbeing of the people of Weymouth.
- Manage the Council's services effectively to meet the needs to the communities we serve.
- Work to become greener and cleaner in our activities as well as supporting our communities and partners to be as green as possible.
- Strive for continuous improvement and service development.

### **1.3 Service Objectives**

The Resort Team's general objective is to continue with the "Onecouncil" work ethic which has worked well throughout the last year. Since implementing this, our team has even stronger working relationships which in turn, has enabled our services to run smoothly. Each Service area has specific objectives, all of which are aligned with the corporate plan.

<b>Service Area</b>	<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>
<b>Seafront</b>	Obtain Blue Flag and Seaside Awards  Manage the Council's services effectively to meet the needs to the	Effectively manage the Council's services to meet the diverse needs of the communities we serve. As part of this, we will trial card payments at one beach hire point for enhanced convenience.	Continuously strive for improvement and service development. This includes reviewing the revised seafront cleansing contract through regular inspections.

<b>Service Area</b>	<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>
	communities we serve.		
<b>Catering</b>	Increase the average customer spend by 10% through upselling and new menu items.	Responsible and transparent management of the Council's assets and resources, including reviewing costs with current suppliers.	Achieve our income target for catering kiosks, ensuring efficient use of Council resources while delivering high-quality services.
<b>Cleansing</b>	Review toilet opening times through an annual survey to ensure they meet the needs of the public while responsibly managing Council assets and resources.	Work with the Property Team to create a refurbishment specification facility, ensuring they meet the evolving needs of the community.	Minimize the impact of service delivery on public facilities and consistently improve the quality of our services.
<b>Town Centre</b>	Obtain Purple Flag accreditation, reflecting the vibrant and safe atmosphere of our town centre.	Work closely with partners in the Weymouth Town Centre Management group and Weymouth Bid.	Develop a digital inspection system for town centre assets, streamlining processes and promoting continuous improvement in service delivery
<b>Events</b>	Plan and execute a wide range of events throughout the year, catering to various interests and age groups.	Collaborate with local organizations, community groups, and event planners to ensure a diverse and exciting event calendar.	Promote sustainable practices in event management, including waste reduction, recycling, and eco-friendly initiatives.

## **Section 2 - Performance of the Service**

### **2.1 Performance targets KPI**

The Resort team will monitor the Councils set KPIs and report these at a service level.

<b>KPI</b>	<b>Target</b>	<b>How is this analysed?</b>	<b>Aims</b>
Provide a high standard of facilities	To achieve a customer satisfaction rate of 80% or higher for maintenance and upkeep	Through user feedback from the annual corporate questionnaire. With weekly and monthly inspections by the resort team. This will also be considered for Purple Flag and Blue Flag assessments	Ensure high standard facilities by achieving 80% or higher customer satisfaction for maintenance and upkeep through feedback and inspections for Purple and Blue Flag.
Customer service satisfaction.	To achieve a customer satisfaction rate of 80% or higher through the annual corporate survey.	This will be analysed through the Resort annual survey. The survey will include questions related to customer satisfaction, including overall satisfaction with the Resort Service, satisfaction with specific areas such as the seafront, public toilets, catering kiosks, events, and town centre assets, and suggestions for improvement. The responses to these questions will be compiled and analysed to determine the customer	The aim is to achieve a customer satisfaction rate of 80% or higher through the annual Resort survey. This will be done by analysing customer feedback on overall satisfaction, specific areas, and suggestions for improvement. Improving customer satisfaction can lead to increased revenue and loyalty and maintain a competitive edge in the market.

KPI	Target	How is this analysed?	Aims
		satisfaction rating for the Resort Service.	
Obtain Blue flag, Seaside award and Purple Flag accreditation	Obtain Blue flag, Seaside award and Purple Flag accreditations related to core values within the year.	<p>The Resort Team will keep track of the available award accreditations related to the core values of the Weymouth Town Council Resort Service, such as the Blue Flag, Seaside Award, and Purple Flag. The team will then work towards obtaining all of these awards within the year. Progress towards the KPI will be measured by keeping track of the awards achieved and the timeframe of when they were obtained. Any obstacles or challenges in obtaining the awards will be addressed and resolved by the Resort Team to ensure that all accreditations are obtained by the end of the year.</p>	<p>The aim of this KPI is to obtain all available award accreditations related to the core values of the Weymouth Town Council Resort Service within the year. The Resort Team will keep track of the awards, such as Blue Flag, Seaside Award, and Purple Flag, and work towards achieving them. Progress will be measured by tracking the awards achieved and their timeframe. Any obstacles or challenges will be addressed and resolved by the team to ensure all accreditations are obtained by the end of the year.</p>
Staff accident rate	Reduce staff accidents by 90% in the next 12 months	<p>The staff accident rate will be analysed on a monthly basis by tracking the number of accidents that occur in the resort team. The data will be collected from incident reports and</p>	<p>The aim of this KPI is to reduce the number of accidents that occur within the resort team, which includes staff members working on the beach, in cafes, and in public toilets. The target of reducing staff accidents by 90% in the next 12 months will serve as a</p>

KPI	Target	How is this analysed?	Aims
		sent to the property and business manager.	reminder to all staff members to prioritize safety in their daily operations and work towards a safer working environment. Achieving this target will not only help to reduce the risk of injury to staff members but will also improve the overall experience by ensuring that the resort team is fully staffed and able to provide excellent service.
Vehicle fuel use	Increase vehicle fuel efficiency by 10% in the next 12 months	The vehicle fuel efficiency will be analysed on a monthly basis by tracking the amount of fuel consumed by each vehicle in the fleet. The data will be collected from fuel receipts and verified by the fleet management team. The vehicle tracking system will also provide information on idling, which will be monitored to identify areas where fuel is being wasted.	The aim of this KPI is to increase the fuel efficiency of the resort's vehicles which includes one flatbed van and occasionally a small transit van and extra flatbed. The target of increasing the fuel efficiency of the resort's van fleet by 10% in the next 12 months will serve as a reminder to all drivers to operate the vans in an efficient manner and encourage the use of fuel-efficient driving practices. As the resort only has a limited number of vans, the team can focus on promoting efficient driving practices, such as avoiding idling, accelerating slowly, and maintaining a steady speed.

### **Section 3 - Resources**

#### **3.1 Resort structure**

Refer to organisational structure - <https://www.weymouthtowncouncil.gov.uk/key-documents/>

#### **3.2 Financial Overview**

Refer to finance and governance budget - <https://www.weymouthtowncouncil.gov.uk/committee/>

#### Section 4 - Service area risks

Service Risk	Cause	Impact	Likelihood	Matrix Score	Mitigation Measures	Likelihood	Matrix Score
Inadequate number of staff to provide satisfactory level of service	Inability to recruit and retain casual staff	Possible closure of café kiosks, deckchair hire and/or public toilets	L2 x I4	8 Medium Risk	Staff levels are monitored weekly to meet demands. Advertisements for recruitment are posted when necessary.	L1 x I4	4 Low Rating
Actions resulting in damage to council reputation	Staff members acting inappropriately	Negative customer feedback, possible decrease in number of visitors to resort	L2 x I4	8 Medium Risk	All recruits are given training relevant to their area as well as an induction with a senior member of the council to learn values and visions. Multiple officers are involved in the interview process.	L1 x I4	4 Low rating
Major internal floods and subsequent damage	Unmonitored leaks within toilet blocks	Increased water consumption and resulting expenditures	L2 x I4	8 Medium Risk	The Property Team conduct weekly meter readings for all public toilets. The Toilet Cleansing Working group are developing ways to monitor water consumption.	L1 x I4	4 Low rating
Issues deriving from bad weather	Severe weather warnings or unfavourable weather during school holidays	Lack of income for cafes and beach hires, potential floods within toilet blocks	L3 x I4	12 High Risk	Weather forecast is checked daily to confirm number of staff required. Contracted members of staff are prioritised for shifts in order keep costs minimal.	L2 x I4	8 Medium risk



Service Risk	Cause	Impact	Likelihood	Matrix Score	Mitigation Measures	Likelihood	Matrix Score
Injuries being sustained from council-owned equipment or land	Unsafe equipment or trip hazards etc. on land	Harm caused to members of public or staff, possible insurance claims towards the council, closing of facilities for safety purposes	L2 x I4	8 Medium Risk	<p>Daily inspections of all council-owned equipment are completed prior to use.</p> <p>Wet floor signs are used by staff whilst cleaning is in progress.</p> <p>The promenade and beach are monitored daily for hazards that may occur.</p> <p>Any resulting information is stored in a database to notify the relevant officer.</p>	L1 x I4	4 Low rating

## Section 5 – Resort Area

The map below shows the location of all 10 public toilet facilities. The map shows the leased area of Weymouth Seafront (Light blue shading) and light purple shading showing the town centre are that the Resort team inspects.











