



Stokes Bay Non-propelled Watersports Hire Proposal 2021



1. Introduction

This proposal, along with all supporting information, is designed to provide Gosport Borough Council with a detailed understanding of how Stoked Watersports will continue to provide and develop a non-motorised watersports equipment hire service at Stokes Bay, Gosport.

2. A brief history of the business

Dolphin Boat Charter (DBC) is a trading name of Dolphin Boat Charter Limited of 69 Serpentine Road, Fareham, Hampshire PO16 7EE (company number 10171358). The business is privately owned by Jonathan and Karen London.

For many years DBC was run as a side-line to a luxury RIB boat club, operating seasonally to create and deliver large water-based charity fundraising events. These events provided us with the equipment and financial platform to diversify into other watersports activities and in 2018 we set up Stoked Watersports in Stokes Bay, Gosport, to get people of all ages and abilities out on the water safely.

3. More about Jonathan and Karen



Jonathan is a marketer and Karen a veterinary surgeon. Jonathan is originally from Essex but moved to Gosport in 2009 to set up a luxury RIB boat club. In 2010 he met Karen, originally from the South African winelands. Married in 2012 and with a young family of their own, they are very family orientated. Both Jonathan and Karen have a love of all things outdoors and often spend time in the mountains or on the water. Their motivation for Stoked is to see families and friends brought together to

create amazing experiences and to see people try new things and grow in their confidence on the water. It's this drive and enthusiasm which has resulted in a seasonal watersports centre which is highly regarded.

Our company websites can be found at:

- www.stokedwatersports.co.uk
- www.dolphincharter.co.uk
- www.swimthesolent.co.uk

4. What's with the name Stoked?

Stoked literally means excited or euphoric and it's also a very popular South African term. With one of us being South African (Karen) and the other British (Jonathan), plus our first base being situated in Stokes Bay, we felt that Stoked was a fitting name.

5. Rationale for Stoked

Gosport is situated on the very popular Solent coastline and boasts some of the best and most sheltered waters due to the protection offered by the Isle of Wight. In and around Gosport there is

plenty to do with a great choice of museums, parks, bars, restaurants and sports facilities which attract both locals and tourists. However, without owning your own watersports equipment or being a member of a local club, it is difficult to get out on the water. It is for this reason that Dolphin Boat Charter originally contacted Gosport Borough Council putting forward a proposal for a watersports hire centre in Stoke Bay to enhance the town's appeal to locals and tourists alike.

6. Our vision, mission and values

Our vision, mission and values provide a framework to guide our business and employees to treat people with honesty, dignity and respect. They are also instrumental in helping to ensure we make the right business decisions.

Vision:

To be a leading watersports brand offering unrivalled hire opportunities within unique settings combined with quality products and experiences.

Mission:

To ensure that friends and families have great watersports experiences within a safe and supportive environment.

Values:

Safety	Operating a watersports business it is imperative that safety comes first. Safety of our customers, safety of our staff and our equipment and the environment we operate in.
Excellence	Running through our business, excellence is evident in our image, the way we conduct ourselves and the care we take in maintaining high standards across the board.
Respect	We respect people and places. As a business we treat others how we would want to be treated and we care for the environment around us.
Community	We thrive seeing families and friends come together and strive to make sure every person, regardless of ability, feels welcomed, safe and supported.

7. What our customers think of Stoked

Stoked Watersports is rated 5-star on Facebook. Below is a sample of reviews from the 2020 season. Please go to www.facebook.com/stokedwatersportsuk to read others.



Kirsty Durham recommends **StokedWatersports**.

12 September 2020 ·

Great friendly and helpful team at StokedWatersports, great equipment, can't wait to go back again 😊 xx



Verity Maynard recommends **StokedWatersports**. ...

29 August 2020 ·

Brilliant time, really friendly and helpful team that made sure you had a good experience. Really impressed with safety and experience of the team. Will definitely be booking with them again 😊



Lara Clark recommends **StokedWatersports**.

18 August 2020 ·

Brilliant ! We absolutely loved it !
Thank you so much .
You are all so lovely ,friendly and helpful .
Fantastic family activity . Such fun and money worth spent . The kids said they could be out there all day ! We will definitely be back .Anyone who is nervous about kayaking or paddle boarding ,don't be ,because these guys give you the confidence that you need !
 recommend!



Wendy Talbot recommends **StokedWatersports**.

15 August 2020 ·

The absolute best thing had to be the amazing members of staff. Nothing was too much trouble, the help and guidance they gave even whilst we were in the water was fantastic.
Would most def recommend and we can't wait till next time. — with Aaron Roberts.



Dave Orpin recommends **StokedWatersports**.

16 August 2020 ·

Thank you for a brilliant evening on the boards . You have excellent staff all very friendly and helpful
We will all be back so much fun was had by all

8. Plan for the worst and hope for the best

Running water-based activities and events in a range of environments has taught us a lot over the years. The natural elements are always changing and humans will never be perfect and so we take an approach to plan for the worst and hope for the best whilst continuously learning and adapting to refine our operations.

With all our activities we ensure the following safeguards are in place:

- Public liability insurance cover in place for £10m.
- Employee liability insurance.
- Independent systems and procedures to protect customer and staff including EAPs, SOPs, NOPs and risk assessments.
- Covid-19 extra safety measures.
- On-going staff mentoring and training.

9. Watersports activities we offer

To date we've hired out a range of watersports equipment to accommodate different abilities and interests. These included:



Sit on top touring kayaks

Our hire kayaks are sit on top touring kayaks; they are incredibly stable, easy to paddle and ideal for beginners and experienced paddlers alike. At just over 13ft long, our kayaks are perfect for an adult or suitable for a child to join you to enjoy some family time.

2020 prices: £15 per hour



Stand up paddleboards (SUPs)

Our stand up paddleboards are light, incredibly stable and ideal for a wide range of abilities. At 10,6ft long, our hire SUPs are able to accommodate one adult or suitable for an adult and a child or two children.

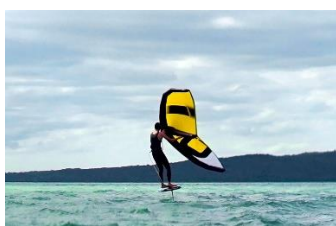
2020 prices: £15 per hour



Red Shark Bikes

Red Shark Bikes are an exciting new water bike combining paddleboard and bicycle technology. Stoked were the first company to introduce these to the UK. Water bikes offer the ultimate off-road cycling experience for you to enjoy your surroundings.

2020 prices: £39.95 per hour for two bikes



SUP wings / foiling

SUP wings cross boundaries between paddle boarding and kitesurfing, instead of having a huge kite to power you along, you have a lightweight inflatable wing to catch the wind and fly across the water. This is one of the newest watersports and one which is gaining popularity.

2020 prices: £34.95 per hour for a SUP and wing

10. How we operate Stoked Watersports hires

A. STAFFING

- i. **The right staff** – We've attracted and built a team of like-minded people who share our vision and values.
- ii. **Staff qualifications** – The minimum qualification we require is a paddlesport qualification or evidenced experience which could be easily converted to qualifications.
- iii. **Staff training** – We support key staff to obtain appropriate qualifications such as BSUPA level 1 and 2, RYA first aid and Powerboat level 2 as well as providing regular coaching and mentoring.

B. SAFETY

- i. **Staffing ratios** – We ensure that we have adequate safety cover by setting a staff ratio of one staff member to 8 craft. This is in alignment with national governing bodies' instructing guidelines such as British Canoeing.
- ii. **Safety boats** – Whilst people are on the water a safety boat will be on duty at all times. All skippers will be training to RYA Powerboat Level 2 or equivalent.
- iii. **Buoyancy aids and lifejackets** – Customers will always be issued with buoyancy aids or, in the case of young children or non-swimmers, lifejackets.
- iv. **Wetsuits and spray tops** – Both will be available and depending on weather conditions and the water temperature staff will advise on what is most appropriate.
- v. **Safety briefing** – In line with SOP and NOPS as well as EAPs, staff will be trained and be required to carry out relevant safety briefings and check equipment before customers take to the water.
- vi. **Team communications** – The on-duty safety team will be issued with handheld radios to ensure good communications at all times.
- vii. **First aid** – Staff will be first aid trained and on-site in case of an emergency. Staff will also keep a record of all accidents.
- viii. **Equipment maintenance and damage reporting** – Before each session staff will assess equipment to ensure it is safe to use. Should there be any issues, these will be reported and repairs will be actioned as soon as possible.
- ix. **Social distancing or other restrictions** – We'll do our best to ensure that both customers and staff adhere to government guidelines and any current restrictions relating to Covid-19.

C. BOOKINGS

- i. **Online and telephone bookings** – Bookings can be made online at www.stokedwatersports.co.uk or via a dedicated number. Bookings online will be limited to 12 hours in advance.
- ii. **Walk-in bookings** – Walk-in bookings will be accommodated at the nearest convenience subject to availability.
- iii. **Cancellations** – Cancellations will be in accordance with our cancellation policy or otherwise agreed.
- iv. **Booking grace periods** – Due to the high demand, we fix hourly bookings leaving a 30 minute grace period between bookings to ensure that as and when bookings overrun, it doesn't impact other bookings.

- v. **Booking FAQs** – A list of FAQs will be available at <https://www.stokedwatersports.co.uk/frequently-asked-questions/>. Please note these will be updated to reflect Fell Foot.

D. ON-WATER COACHING AS STANDARD

One of the things which differentiates Stoked Watersports from other providers is that we offer on-water coaching to ensure that all participants can enjoy their sessions regardless of their experience. We often have people arrive as complete novices and leave confident and wanting to learn more. As an operator we feel that providing this service goes beyond a 'nice to have'. It is integral to our identity as a business because we are passionate about getting people on the water, growing their confidence and keeping them safe. You will see this reflected in many of our online customer reviews.

11. Proposed new trading season

The proposed trading period is between **1st April and 31st October**.

12. Proposed new trading hours

The proposed new trading hours are below. However, these will vary depending on daylight and weather.

Day	Opening hours
Monday to Thursday	10:00 – 18:00
Friday	10:00 – 20:00
Saturday	10:00 – 20:00
Sunday	10:00 – 20:00
Bank holidays	10:00 – 20:00

13. Disposal of rubbish at site

Staff will be required to clear up any rubbish from within the launching and recovery zone and do checks at the end of each day. Any rubbish collected will be disposed of appropriately at the end of each day. Bins will also be provided at the container where the equipment is stored.

14. Preservation of vegetation

Previous ecological surveys have demonstrated that the area adjacent to the car park at GAFIRS in Stokes Bay is clear of any protected vegetation.

15.Site location

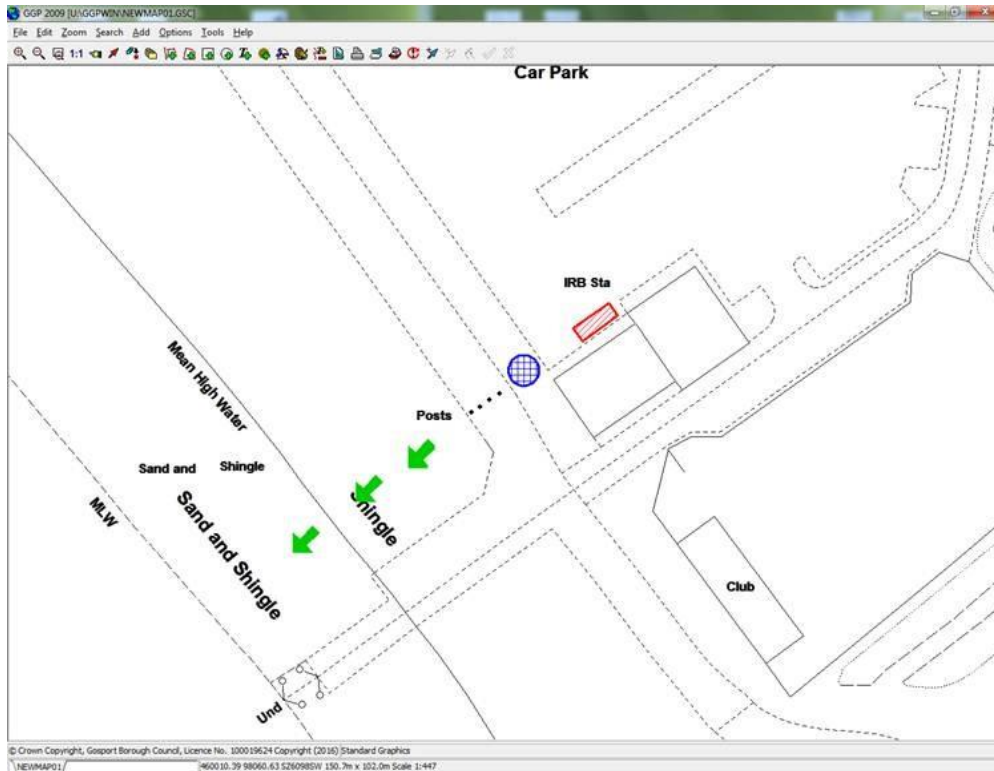


Figure 1.1. above shows the beach area adjacent to GAFIRS.



Figure 1.2. above shows satellite image of the beach area adjacent to GAFIRS.



Figure 1.3. Photo of the beach area adjacent to GAFIRS.

16.Storage of equipment in a container

Dolphin Boat Charter will continue to operate from and store equipment in the wooden clad 20ft shipping container currently on site.

17.Signage

Temporary flag banners will continue to be used to advertise the business. These will be located at the shipping container and on the beach in the launching and recovery zone during opening times. These will be taken down at the end of the day so that no permanent structures are left outside overnight.

18.Financial reporting

Dolphin Boat Charter will keep accurate accounts and produce an audited annual sales report detailing sales revenue from the Stokes Bay site. This report will then form the basis for Gosport Borough Council to invoice Dolphin Boat Charter for the commercial concession.

19.Concessions

Dolphin Boat Charter will continue to pay Gosport Borough Council a concession for the following:

1. **Container space concession** – Based on the need to utilise car park space all year round for the storage of a shipping container.
2. **Beach hire concession** – Based on the need to utilise an area of the beach as a launching and recovery zone on a seasonal basis.

20.Concession term

Dolphin Boat Charter are in discussions with the Council to extend the lease another 5 years.

21. Marketing

The marketing strategy for Dolphin Boat Charter is to create a go-to zone for water sports hire in the area. This will be achieved by working in partnership with Gosport Borough Council and other local businesses and by creating and implementing a multi-channel marketing plan.

Activity	Actions
Website	<ul style="list-style-type: none">• Use www.stokedwatersports.co.uk to promote the beach operation.• Use the website to take card payments.
Partnerships	<ul style="list-style-type: none">• Work with Gosport Borough Council to promote the business.• Joint promotions with equipment suppliers.• Joint promotions with other local businesses.
Direct mail	<ul style="list-style-type: none">• Use professional flyers to promote watersport hire options.• Promotions to existing customers using our customer database.
Banners	<ul style="list-style-type: none">• Use temporary banners to attract passing trade at Stokes Bay.
Loyalty cards	<ul style="list-style-type: none">• Loyalty card scheme to reward repeat business.• Special member events.
PR	<ul style="list-style-type: none">• Launch day inviting Gosport Borough Council and local press contacts such as The News.• Create regular press releases for charity events, interesting stories and new product offerings.• Promote the business through local media competitions.
SEO	<ul style="list-style-type: none">• Raise awareness using Search Engine Optimisation (Long-term strategy)• Create Pay Per Click campaigns (Short-term strategy)
Social media	<ul style="list-style-type: none">• Regular social media posts across Facebook, Twitter, Instagram and other social media platforms.• Paid ads across social media platforms.

22. Future plans for Stokes Bay

In the short-term we plan to expand the services offered by introducing new non-propelled hire options and experiences. Looking ahead we would like to explore opportunities with Gosport Council about Stoked having a more permanent building.

23. Contact details

If you have any question, please do not hesitate to reach out to Jonathan London:

Email: Jonathan@ribshare.co.uk

Mobile: 07834 211888

24. Appendix A: Launching and recovery zone

Below is a map detailing the launching and recovery zone. This area will be used to line up watersports equipment temporarily not in use. This area will be approximately 6 metres wide running from the shipping container down to the shoreline. Flag banners and a wind brake will also be used in this zone during opening hours (the exact position may vary).



Below is a plan detailing the launching and recovery zone.

