

Meeting	Community Development Committee
Date	7 th October 2025
Report Title	Community Trips to Bournemouth
Agenda Reference	8
Author	Jackie Fawcett, Community & Office Administrator

Recommendations:

1. To revert to one date for 2026
2. To offer a different location

2025 trip summary

Following the successful and oversubscribed trip to Weston Super Mare last year, we expanded our offering to include two separate trips to Bournemouth in 2025. Last year the event was subsidised by £295.00 from the Youth Engagement Budget.

Trip details

- 1) Monday 4th August – 8am departure / arrival 10am 16.00pm departure / 19.30pm arrival
- 2) Monday 18th August - 8am departure / arrival 10am 17.00pm departure / 20.00pm arrival

We established a fixed ticket price of £15.00 per person, with costs calculated based solely on coach hire expenses and two seats for the staff in attendance. Square finance fees and staff wages were not included in the pricing structure; in future a contingency amount would also be implemented.

Marketing

Marketing commenced eight weeks before the first trip across multiple channels including social media, HWPC Magazine, parish events, noticeboards, and poster campaigns throughout the area. Despite these efforts, we had trouble filling the first coach. Research suggests this was due to several factors: the early August timing, families finding independent travel more cost-effective, and some negative perceptions around coach travel.

We also allocated four tickets as prizes at the Razzmatazz Summer Picnic, funded through our Competitions budget.

Attendance and operations

Unlike previous years, parish staff did not provide onboard entertainment but remained available for emergencies via contact cards distributed to all passengers. Due to poor weather conditions on 4th August, we made a collaborative decision to depart Bournemouth one hour earlier than scheduled.

Final Attendance

- 4th August: 32 passengers
- 18th August: 46 passengers

Financial Summary

Item	Amount
Total Expenditure	£1,600.00
Total Income (including raffle prizes)	£1,245.00
Refund	+£150.00
Final Deficit to be met from Community Choices	£205.00



Positive outcomes

- Everyone who attended thoroughly enjoyed their day trip.
- All age groups were invited which enabled some of our more elderly parishioners to attend as the coach housed storage for collapsable mobility scooters and walking frames.
- The timings enabled a full day of exploration, and all attendees were prompt with the departure times.
- Great mix of age groups in attendance, including families and lone passengers.
- Good value for money / selling per seat rather than age-based adult and child pricing.

Challenges

- There was an issue with the cleanliness of the coach on the second date accompanied by an odour. We immediately contacted the coach provider upon arrival to lodge a formal complaint. While the driver addressed some concerns before the return journey, this created an embarrassing situation with several dissatisfied passengers. The coach provider subsequently provided a £150.00 reimbursement, which helped offset our overall deficit.

Recommendations for future trips:

Process Improvements: We recommend implementing a payment-before-confirmation system for the booking form, as numerous sign-ups were followed by cancellations, creating extra administration and inaccurate attendance projections.

Destination Options: Community feedback indicates strong preference for Weymouth as the 2026 destination, with additional interest expressed in winter trips to Christmas markets.

Operational Changes: We should research alternative coach providers given this years' service issues and establish a clear cancellation policy linked to the MS form submission process. Several passengers inquired about weather-related refunds, highlighting the need for transparent terms and conditions.

2026 Planning: We recommend returning to a single trip date and exploring different destinations based on community feedback.

Feedback:

- *Thank you for such a lovely day! We had a lovely day.*
- *Just to let you know I really enjoyed today's day trip I was wondering if I could join your group for days out, please?*
- *What a lovely day, thank you for organising.*
- *We had a fantastic day and found a lovely café.*
- *Thank you so much – it was an opportunity for me to meet my sister who lives in Bournemouth.*



