

BERMUDA

TOURISM AUTHORITY

Shelly Bay Beach Concessions Frequently Asked Questions

What is the Bermuda Tourism Authority Beach Economy Vision?

It is a plan with three objectives:

- Enhance the beach experience for visitors and locals;
- Provide opportunities to Bermudian entrepreneurs;
- Create Bermudian jobs

The plan is focused on 12% of Bermuda's beaches, because those five beaches are already cleared for vendor sales by the Parks Commission.

Since the spring of 2016, when the Beach Economy Vision was first completed, it has been a beacon of collaboration – winning the support of both political parties, of BEST, of civil servants and the overwhelming majority of the visitors and locals who contributed their viewpoints. More recently area Members of Parliament, Ministers of Government and the Parks Commission have given it the thumbs up.

Why is commercial activity planned for Shelly Bay?

The BTA's Beach Economy Vision included exhaustive research with thousands of visitors and hundreds of locals. Overwhelmingly, respondents wanted better services at public beaches. That is why the beach economy is seen as an incredible opportunity for Bermudian entrepreneurs – they can earn money providing the services beach-goers want.

In the case of Shelly Bay, the model is to provide opportunity to several entrepreneurs simultaneously, different than the strategy where one person runs it all at a public beach.

What kinds of services would be available at Shelly Bay?

Applicants are being advised to tailor their services to families because that is the most popular group that uses the beach – the shallow water and playground make it one of Bermuda's best beaches for children.

Some of the suggestions made by the BTA thus far include the sale of ice cream and snowballs. Inflatable toys for the shallow water and bicycles for the Railway Trail.

Who is applying to deliver services at Shelly Bay?

Applicants are still making themselves known to the BTA, but of the submissions thus far (as of July 10), half of the applicants are from Hamilton Parish. While it has been reported Hamilton Parish doesn't want services at Shelly Bay, it seems residents neighbouring the beach not only want these services but are raising their hands to provide them.

How will the applicants be selected?

Our process is very consultative. After the submissions are in, there will be a public meeting in Hamilton Parish (the second one) so the community can hear about entrepreneur interest. That community feedback can then be used in decision-making about next steps. Decision-making includes input from the Department of Parks and the Department of Land & Buildings.

Will I be able to picnic at Shelly Bay if concessions are added?

Yes. In fact, according to our survey of local residents, 75% enjoy picnicking at the beach. Of that amount 67% would like to be able buy deli food on the beach, 66% would like food carts, 44% would like sit-down restaurants, 34% would like food delivery and 3% would like fancy restaurants. Market research indicates picnicking and beach concessions can exist happily in harmony.

When will services be offered at Shelly Bay?

The timetable question is difficult to answer because consultation takes a long time to ensure all voices are heard. Additionally, there are government approvals to acquire. All organisations involved in the process are committed to keep the public informed. As dates clarify, they'll be communicated publicly.

How can I be assured the natural beauty and family culture of Shelly Bay is not destroyed?

Destroying the natural beauty of the beach or its family culture is not an option. It would ruin the opportunity. Therefore, the plan for Shelly Bay is to use modular containers that are 100% non-permanent, temporary, removable. They provide sensible storage and can serve as an aesthetically pleasing storefront. This plan has received no objections from environmental lobby groups.

Will my access at Shelly Bay be restricted?

No. This chart may help.

Public Use of Shelly Bay Beach & Park

ACTIVITY	TODAY	with CONCESSIONS
Picnicking	✓	✓
Bring Your Own Cooler, Food	✓	✓
Free & Unrestricted Access to the Beach	✓	✓
Use of the Playground	✓	✓
Swimming, Sunbathing	✓	✓
Watching Sunsets	✓	✓
Host Children's Parties, Summer Camps	✓	✓
Building Sandcastles	✓	✓
Use of the Railway Trail	✓	✓
Use of the Playing Fields	✓	✓
Holiday Camping Site	✓	✓
Buy Refreshments	✓	✓
Enjoy Scheduled Family Activities	✓	✓

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