

Policing of Beaches (Jersey) Regulations 1959

**Transfer of Beach Trading Licence from Mrs Michelle Harbon to Geomax Limited
T/A Sunnyside Chairs.**

The Minister approved the request to transfer the licence held by Mrs Michelle Harbon, St Brelade No.2 Deckchairs, St Brelade, to Geomax Limited T/A Sunnyside Chairs.

This permission is granted for the hiring of deck chairs, sun beds, beach mattresses, tents, umbrellas and windbreaks within the following designated area of beach at St Brelade, from a point 40 yards west of Wayside slipway to the eastern boundary of the Golden Sands Hotel. This transfer of licence will be effective immediately.

This transfer is subject to the new concession holder being able to fulfil the terms and conditions that apply to the licence for this concession.

St Brelade No.2 Deckchairs - Submitted by Geomax Limited T/A Sunnyside Chairs

Business Plan for St Brelades Bay Beach Concession No.2

This is a business plan prepared to support an application to take over the licence currently held by Michelle Harbon for Beach Concession No.2, St Brelades Bay. The applicants have agreed terms with the current licensee to acquire all the deck chairs, sunbeds, windbreaks, tents, umbrellas, mattresses and other equipment used within the business. This agreement is subject to a successful application to Economic Development for the transfer of the license to the applicants.

The Applicants

It is intended that the license be held by a Geomax Limited, a Jersey incorporated company owned by the following individuals:

George Le Gallais

Max Linney

Nick Le Gallais

Stephen Linney

Geomax Limited has been the holder of the St Brelades Beach Concessions Nos. 4 and 5 since 2015.

George Le Gallais and Max Linney are directors and employees of the company and will run the business on a day-to-day basis. Stephen Linney is also a director of the company and provides advice and support to the other directors.

Business Strategy

The company has invested £ [REDACTED] over the last four years to upgrade and renew the equipment provided on Concession Nos. 4 and 5. This has included purchasing the following new equipment:

240	Sun Beds
200	Umbrellas
12	Tents
30	Deckchairs
1	Four wheel drive tractor

This new equipment has improved the overall appearance of the beach by having a consistent colour scheme, and has been well received by the public.

The equipment currently in use on Concession No.2 is in poor condition and in need of investment. We plan to spend over £ [REDACTED] on new equipment prior to the commencement of the 2019 season. This should be sufficient to bring the Concession up to the same standard as Concession Nos. 4 and 5, which we have been operating for the past 4 years. In all other respects we will continue to run Concession No. 2 in the same manner as it has been run in the recent past.

Parish Comment

As with all new proposals a consultation process was undertaken with the relevant Constable/s. Following consultation with the Constable of St.Brealde I can advise you that the Constable is supportive of the proposal.

Recommendation

On the basis of the proposal from Geomax Limited and following the approval from the Constable may I recommend that Geomax Limited T/A Sunnyside Chairs be given the opportunity to commence this operation.

My recommendation is for the Minister to approve the transfer of the beach trading licence from Mrs Michelle Harbon to Geomax Limited T/A Sunnyside Chairs. This transfer is subject to the new concession holder being able to fulfil the terms and conditions that apply to the licence for this concession.

Hospitality & Leisure Manager

4 January 2019