

Minutes of the Meeting of the **SWANAGE TOWN MARKET COMMITTEE** held at the Town Hall, Swanage on **MONDAY, 24th JULY 2006** at 2.15 p.m.

PRESENT:-

Councillor C.R. Bright (Chairman)
Councillor Mrs. J.A. Farrow
Councillor Mrs. C. Gainsborough
Councillor Mrs. G.A. Marsh
Councillor M. Pratt

Also in attendance:-

Ms. Liz Robinson	(Thomas Ensor & Son)
Mr. P. Robinson	(Swanage & District Chamber of Trade & Commerce)
Ms. R. Aplin	(Swanage & District Chamber Of Trade & Commerce)
Mr. N. Brown	(Swanage Railway)
Mr. A. Power	(Swanage & District Hotel, Guest House & Self-Catering Accommodation Association)

1. **APPOINTMENT OF CHAIRMAN**

It was proposed by Councillor Mrs. Farrow and seconded by Councillor Mrs. Marsh:-

That Councillor Bright be appointed Chairman of the Committee.

An AMENDMENT was moved by Councillor Mrs. Gainsborough:-

That Councillor Pratt be appointed Chairman of the Committee.

This Amendment failed to secure a seconder.

The original Proposition was then put to the Meeting and declared CARRIED.

Councillor Bright assumed the Chair.

In accordance with the Council's newly-adopted policy, an opportunity for a 15 minute period of Public Participation was afforded by the Chairman, but as no members of the public were present, the Meeting commenced at 2.15 p.m.

2. **APOLOGIES**

Apologies for their inability to attend the Meeting were received from the Town Mayor and Councillor Tyrer.

3. **MINUTES**

The Minutes of the Meeting of the Swanage Town Market Committee held on 3rd April 2006 were noted as approved.

4. **MANAGEMENT ISSUES**

(a) **Operational Arrangements**

Ms. Robinson, on behalf Ensors, was pleased to report that the market had started well this season, and business was picking up rapidly. They were hopeful of a good summer ahead.

Councillor Mrs. Farrow referred to an issue raised by the South Purbeck Community Safety Partnership, regarding the sale of motorised scooters at the market, and the matter was noted.

Ms. Aplin enquired as to the cooling methods used by market stallholders to keep the consumable goods in a fresh condition, and was informed that some traders used refrigerated lorries and some “ice packs”.

(b) **Coach Parking Arrangements**

The Chairman observed that additional signs relating to the coach parking arrangements had now been erected, and enquired whether this exercise was now complete. He was informed by the Town Clerk that no further signs were envisaged, but the wording on the sign on Shore Road was incorrect and would be amended.

Before discussion of other management issues, it was AGREED:-

That consideration be given to the winter opening of the market.

5. **WINTER OPENING 2006/07.**

The Chairman gave a brief history on the introduction of the market and the operational arrangements with Ensors.

During the ensuing discussion, the consensus of opinion was that the market was well run and proving popular with residents and visitors alike, and it was proposed by The Chairman, seconded by Councillor Mrs. Farrow, and AGREED:-

To recommend that a formal Agreement for the operation of the market be drawn up with Ensors in respect of the 2007 season.

During the ensuing discussion, Mrs. Alison Holmes reported that the market was proving to be an added tourist attraction, with footfall figures at the TIC noticeably higher on market days.

Mr. Power enquired whether any evidence was available regarding the number of coaches visiting the town on market days. He was informed by the Town Clerk that this data could be collated, but was not available at the present time. It could also be included in the Best Value Performance Plan in future years, if required. Mr. Power considered data to be very important and enquired whether any surveys had previously been undertaken. The Town Clerk provided background information on surveys undertaken at neighbouring markets before the introduction of a market to Swanage, but no further surveys had been carried out due to lack of resources. During the ensuing discussion, it was suggested that relevant questions could be incorporated within the surveys undertaken by visiting school parties, but Councillor Pratt considered that it may be more appropriate for market research to be carried out by members of the Hoteliers Association and the Chamber of Trade.

It was AGREED:-

To recommend that:-

- (a) Data be collated in respect of coach parking and be incorporated as a performance measure.
- (b) School groups be encouraged to collect data regarding visitor usage of the market.

- (c) The Hoteliers and Chamber of Trade be requested to collect data via their members regarding the market.

Consideration was then given to the operating times of the market and the feasibility of attracting traders during the winter period. Ms. Robinson explained that the interest of the traders was entirely dependent on the weather at that time of year, and, following discussion, it was proposed by Councillor Mrs. Gainsborough, seconded by Councillor Pratt, and AGREED UNANIMOUSLY:-

To recommend that the market should operate in Victoria Avenue Car Park until the end of October 2006. The market should re-commence on the Tuesday before Good Friday 2007 i.e. 3rd April 2007.

6. **MANAGEMENT ISSUES**

(a) **Advertising and Publicity**

The Chairman enquired as to the advertising campaign undertaken by Ensors, and detailed information was provided by Ms. Robinson. Advertisements were placed regularly in the Daily Echo, Advertiser, Resort magazine and other publications, as well as TICs and Ensors own publicity leaflets. The Chairman enquired whether Ensors would consider supporting the local community by taking advertising space in the Regatta & Carnival Programme and also in the Town Guide in future years, and Ms. Robinsons gave an assurance that these outlets would be considered.

Overall, the Committee was very satisfied with the advertising given to the market in 2006, and suggested that a similar campaign be undertaken for 2007.

(b) **Signposting**

Reference was made to the temporary market signs that were displayed each week, and these were generally considered to be satisfactory.

The Town Clerk enquired as to the “Sandwich Board” advertising that had been carried out in 2005, and was informed that, regrettably, the employee that had previously undertaken these duties, had been dogged by ill health and a replacement had not yet been found. Ms. Robinson requested that, should any suitable person be forthcoming, for their details to be forwarded directly to her at Ensors.

7. **ANY OTHER MATTERS ARISING**

Councillor Mrs. Gainsborough reported that judging for the “South and South East in Bloom” competition had taken place on 14th July, and the results of this would be announced in Chichester on 6th September 2006. She was delighted to report that a “Certificate of Excellence” had been awarded to the Swanage Railway. Judging for the “Britain in Bloom” competition was scheduled for 9th August. Councillor Mrs. Gainsborough wished to record her appreciation of the support given to the Swanage in Bloom Committee by the Town Council, and made particular reference to the sterling work undertaken by the Council’s Operations Department.

Ms. Robinson, on behalf of Ensors, thanked the Market Committee and the Swanage Town Council for their continued support of the company.

8. **DATES OF FUTURE MEETINGS**

Consideration was given to the dates of future meetings, and it was
AGREED:-

That the next meeting of the Committee would be
held in the Town Hall at 2.15 p.m. on Monday,
30th October 2006.

The meeting scheduled for Monday, 29th January
2007 would not now be held, but would be re-scheduled
towards the end of February 2007 (date to be determined
at the October meeting).

The meeting concluded at 3.30 p.m.
