

Minutes of the Meeting of the **SWANAGE TOWN MARKET COMMITTEE** held at the Town Hall, Swanage on **MONDAY, 3rd APRIL 2006** at 2.15 p.m.

PRESENT:-

Councillor C.R. Bright
Councillor Mrs. J.A. Farrow
Councillor M. Hadley
Councillor M. Pratt
Councillor M.A. Tyrer

Also in attendance:-

Ms. Liz Robinson (Thomas Ensor & Son)
Mr. N. Brown (Swanage Railway)

In the absence of the Town Mayor, it was proposed by Councillor Mrs. Farrow, seconded by Councillor Hadley, and RESOLVED:-
That Councillor Bright be appointed Chairman of the Committee.

Councillor Bright assumed the Chair.

1. **APOLOGIES**

Apologies for their inability to attend the Meeting were received from the Town Mayor, and Mr. P. Robinson and Ms. R. Aplin (Swanage & District Chamber of Trade & Commerce).

2. **MINUTES**

The Minutes of the Meeting of the Swanage Town Market Committee held on 30th January 2006 were noted as approved.

3. **MANAGEMENT ISSUES**

(a) **Operational Arrangements**

Ms. Liz Robinson, on behalf of Ensors, reported that arrangements were in hand for the opening of the market on Tuesday, 11th April 2006.

It was anticipated that between 30 – 40 stallholders would be trading at the market, but this would be largely dependent on the weather conditions at that time.

(b) **Coach Parking Arrangements**

Further to Minute No. 3 (b) of the meeting of the Market Committee held on 30th January 2006, the Clerk reported on discussions held with representatives from Dorset County Council regarding advance signage in Shore Road indicating the coach parking arrangements in Gilbert Road. It was hoped that “yellow” signs could be displayed on existing traffic sign poles, but Dorset County Council were reluctant to agree to this request.

Following discussion, it was proposed by Councillor Tyrer, seconded by Councillor Mrs. Farrow, and AGREED UNANIMOUSLY:-

That the possibility of using existing poles on Town Council-owned land be investigated.

During the discussion, Councillor Tyrer expressed his concern that some coach drivers were still dropping-off passengers in non-designated areas, and it was AGREED:-

That additional signs be erected, where possible, directing coach drivers to Gilbert Road.

(c) **Advertising and Publicity**

Further to Minute No. 3 (c) of the Market Committee Meeting held on 30th January 2006, Ms. Robinson reported that, as agreed, the promotional banner had been purchased by Ensors and was ready for display on the railings at the junction of Northbrook Road/Victoria Avenue.

She then reported on the advertising arrangements that were in place to promote the Swanage Market, and all markets in the area under their jurisdiction in 2006. These included advertisements in local editions of the Advertiser, Gazette, Dorset Echo, Dorset Life, Market Trader and other publications, as well as hand flyers, publicity leaflets and the website. The publicity leaflets would be distributed through the Tourist Information Centre network, Holiday Parks, hotels and guest houses, motorway service areas and coach companies.

It was also reported that, in accordance with Minute No. 3 (c) of the Market Committee Meeting held on 30th January 2006, Ensors had made arrangements to undertake additional advertising on the Ferry Road at Studland, and other approach roads to the town, on market days.

(d) **Signs**

Further to Minute No. 3 (c) of the Market Committee Meeting held on 30th January 2006, and the subsequent site meeting held with representatives from the Chamber of Trade and Swanage Railway, the Clerk reported that it had been agreed to re-position the Chamber of Trade directional sign board on Town Council-owned land in Gilbert Road.

4. **ANY OTHER MATTERS ARISING**

There were no additional matters in need of attention.

5. **DATES OF FUTURE MEETINGS**

It was AGREED:-

That the next meetings of the Committee would be held in the Town Hall at 2.15 p.m. on the following dates:-

Monday 24th July 2006

(Operation of the market during the winter 2006/07 to be considered at the July Meeting).

Monday 30th October 2006

Monday 29th January 2007