

Minutes of the Meeting of the **SWANAGE TOWN MARKET COMMITTEE** held at the Town Hall, Swanage on **MONDAY, 31st JANUARY 2005** at 2.15 p.m.

PRESENT:-

Councillor A.H. Miller (Town Mayor) – Chairman.
Councillor C.R. Bright
Councillor Mrs. J.A. Farrow
Councillor Mrs. C. Gainsborough
Councillor Mrs. H. O'Donovan
Councillor M.A. Tyrer

Also in attendance:-

Mr. B. George	(Thomas Ensor & Son)
Mr. P. Brown	(Swanage & District Chamber of Trade & Commerce)
Mr. N. Brown	(Swanage Railway)

1. **APOLOGIES**

An apology for his inability to attend the Meeting was received from Councillor Pratt.

2. **MINUTES**

The Minutes of the Meeting of the Swanage Town Market Committee held on 28th October 2004 were noted as approved.

Arising from the above, Councillor Tyrer referred to Minute No. 3 (a) iii), and enquired why a caterer had not been trading at the market during the winter period. Mr. George explained that although a caterer had been encouraged to attend, trade had been very poor and it had not proved to be a viable proposition.

3. **ISSUES RAISED BY CHAMBER OF TRADE**

A letter dated 19th January 2005 was submitted from the Chamber of Trade expressing concern at the performance of the market during the winter months, and enquiring as to the future plans for the market when the present arrangements expire.

A lengthy discussion ensued, during which reference was made to Minute No. 4 of the Market Committee Meeting held on 28th October 2004. Councillor Bright reminded those present that it had been a prerequisite request from the Town Council that the market should operate for 52 weeks during its first complete year of operation, and the market was now operating for a second winter period. This had not proved to be a viable proposition, and he was of the opinion that the period of operation should be reviewed.

During the debate, consideration was again given to the possible re-location of the market during the winter period, but it was felt that if an alternative venue could be identified closer to the town, the market would be in direct competition with local shopkeepers, and would probably have a detrimental effect on their sales.

After further discussion, it was proposed by Councillor Bright, seconded by Councillor Mrs. Gainsborough, and **RESOLVED UNANIMOUSLY**:-

To recommend that the market operates during the period commencing the week before Easter until the last Tuesday in October.

4. **MANAGEMENT ISSUES**

(a) **Coach Parking Arrangements**

Further to Minute No. 3 (b), consideration was again given to the coach parking arrangements on market days. The importance of encouraging coaches to visit the town was again acknowledged, and, following discussion, it was proposed by the Town Mayor, seconded by Councillor Tyrer, and **RESOLVED UNANIMOUSLY:-**

That, having regard to the recent alterations within the Main Beach Car Park, coaches be permitted to park in the coach park on Tuesdays throughout the year.

Councillor Tyrer highlighted the difficulties experienced by coach drivers in accessing Gilbert Road when disabled vehicles are parked close to the road junction in Rempstone Road, and it was **AGREED:-**

That this matter be referred to the Highways Division of Dorset County Council.

(b) **Advertising and Publicity**

Mr. Brendan George updated the Committee on the extensive advertising campaign undertaken by Ensors to promote the market in Swanage and surrounding areas. 750,000 leaflets had been published for distribution throughout the area, in addition to the general advertising in the local press. Enquiries had been made regarding advertising through the local radio stations, but the cost of this would be prohibitive.

It was also suggested that consideration be given to advertising in the Swanage & Purbeck Holiday Guide for future years.

Further to Minute No. 3 (c) of the Market Committee Meeting held on 28th October 2004, Mr. Nick Brown reported that the Swanage Railway advertising leaflets for 2005 had already been printed, but an advertising sign for the market could be displayed at Norden Park and Ride.

Mr. Paul Brown reported that the Chamber of Trade was actively working on the advertising board/map, which hopefully would be completed by the end of the month.

General discussion on advertising ensued, including the possible erection of an advertising board on the wall of the taxi office at the Railway Station. Permanent traffic signs relating to tourist attractions and events were also discussed, and it was proposed by the Town Mayor, seconded by Councillor Mrs. Farrow, and **RESOLVED UNANIMOUSLY:-**

That this option be investigated.

5. **ANY OTHER MATTERS ARISING**

The Town Clerk reported that at a Special Meeting of the Council held on 24th January 2005, the Council had adopted a policy to support the Purbeck Fairtrade Network in its work of achieving Fairtrade Town status, and hoped that local traders would also support the Fairtrade policy.

6. **DATES OF FUTURE MEETINGS**

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

Monday	25 th April 2005
Monday	25 th July 2005
Monday	31 st October 2005
