

Minutes of the Meeting of the **CARAVAN PARK**  
**COMMITTEE** held at the **Swanage Bay View Holiday**  
**Park** on **MONDAY, 19<sup>th</sup> APRIL 2004** 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. J.D. Wheeldon

Also in attendance:- Mr. A. Leeson – Town Clerk  
Mr. N. Pearce – Holiday Park General Manager.  
Mr. J. Taylor – Bar and Catering Manager.

In the absence of Councillor Suttle, the Town Mayor assumed the Chair.

1. **APOLOGIES**

Apologies for their inability to attend the Meeting were received from Councillors Trite and Suttle.

2. **HOLIDAY PARK MANAGER'S REPORT**

The Holiday Park Manager referred to the estimated profit of £189,000 that had been anticipated from caravan sales during the year 2003/04, and the probable out-turn of £380,000. Eight caravan pitches were currently vacant, and another three pitches would be created when the toilet block had been demolished.

Discussion ensued, during which the profit margins per caravan were considered, together with any incentives that may be offered to prospective purchasers. Siting and connection costs of new caravans were also mentioned, and it was proposed by Councillor Bright, seconded by the Town Mayor, and AGREED:-

That the Holiday Park General Manager prepare schedules detailing siting and connection costs for each caravan for consideration at a future meeting of the Council

3. **LANDSCAPEWORKS**

Details of proposed landscaped works at the entrance to the Holiday Park were submitted for consideration.

During the discussion, Members were a little reticent at the inclusion of the herbaceous plants, and felt that more impact could be achieved with greater use of summer bedding plants.

It was proposed by Councillor Bright, seconded by Councillor Mrs. Gainsborough, and AGREED:-

That the new Holiday Park sign be erected, and appropriate bedding plants planted in the surrounding area.

Arising from the above, and a question raised by Councillor Bright, the Holiday Park General Manager reported that the directional signs to the Holiday Park were currently being prepared and would shortly be available for installation.

Councillor Bright expressed his concern at the clarity of the lettering, following which, it was proposed by Councillor Mrs. Wheeldon, seconded by Councillor Mrs. Gainsborough, and AGREED:-

To request that the lettering on the signs be outlined for clarity, if the timescale would allow for this, and the sign to be erected as soon as possible following delivery.

3. **BARS AND CATERING**

Detailed consideration was given to the bar and catering operations, including marketing, prices and products.

During the lengthy discussion, various concerns were raised regarding the standard of catering, clientele, entertainment, bar staff etc. The importance of adhering to budgets was also highlighted.

The Bar and Catering Manager acknowledged the points raised and outlined interim measures that had been taken to upgrade and improve. He submitted details of proposed charges for drinks, together with sample menus, for consideration.

It was agreed that no radical changes could be implemented in the downstairs bar for the 2004 summer season, pending a decision on the proposed refurbishment works, but further minor improvements could be introduced at a minimal cost.

Following a lengthy discussion, it was proposed by the Town Mayor, seconded by Councillor Mrs. Wheeldon, and AGREED UNANIMOUSLY:-

That the proposed bar prices be adopted.

It was proposed by the Town Mayor, seconded by Councillor Bright, and AGREED UNANIMOUSLY:-

That the furniture be re-arranged to provide a dining area in the eastern section of the Vista hall. (Settees to be moved and 1 row of square tables, with tablecloths, to be introduced by the window). The use of trellis could be considered, if appropriate.

It was FURTHER AGREED:-

That the proposed new menu and wine list be adopted.

Councillor Mrs. Wheeldon left the Meeting at 4.45 p.m.

4. **EXCLUSION OF PRESS AND PUBLIC**

Proposed by the Town Mayor, seconded by Councillor Mrs. Gainsborough, and AGREED:-

That, as publicity would be prejudicial to the public interest by reason of the confidential nature of the business to be transacted, the public be excluded from the Meeting during consideration of the following matters.

5. **ANY OTHER MATTER THE CHAIRMAN DECIDES ARE URGENT**

The Clerk reported details concerning the electrical system in the Vista complex.

In view of the necessity to fulfil its obligation in compliance with the Public Entertainment

Licence, it was proposed by Councillor Bright, seconded by Councillor Mrs. Farrow, and AGREED:-

That the Clerk be instructed to instigate such works as deemed necessary to comply with the Council's Public Entertainments Licence obligations, having due regard to the proposed refurbishment scheme.

6. **CUSTOMER COMPLAINT**

Further to Minute No. 7 of the Special Meeting of the Council held on 5<sup>th</sup> March 2004, the Clerk updated the Committee as to the nature and details of a complaint lodged by a caravan owner. After a visit to the plot, Members inspected the site and concluded that, having regard to the repositioning of the adjacent caravan, there remained a spectacular panoramic view. The complaint was dismissed accordingly.

It was FURTHER AGREED:-

That the Clerk be instructed to convey the Council's position, that it reserves the right to develop the Park in a reasonable manner and to emphasise the fact that, unlike many other Holiday Parks, no pitch premiums are charged in respect of sea views.

---