

Minutes of the Meeting of the **SWANAGETOWN MARKET COMMITTEE** held at the Town Hall, Swanage on **MONDAY, 15th DECEMBER 2003** at 2.15 p.m.

PRESENT:-

Councillor A.H. Miller (Town Mayor)
Councillor C.R. Bright
Councillor Mrs. J.A. Farrow
Councillor Mrs. C. Gainsborough
Councillor M.W. Pratt
Councillor M.A. Tyrer

Also in attendance:-

Mr. J. George (Thomas Ensor & Son)

1. **APOLOGIES**

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

2. **MINUTES**

Proposed by Councillor Mrs. Gainsborough, seconded by Councillor Bright, and AGREED:-
That the Minutes of the Meeting of the Swanage Town Market Committee held on 1st September 2003 be approved.

3. **MANAGEMENT ISSUES**

Winter Operational Arrangements

Further to Minute No. 3 of the Special Meeting of the Council held to discuss policy and resources matters on 4th December 2003, consideration was given to the operation of the market during the winter period.

Mr. John George explained the difficulties in sustaining a successful market during the months of January/February/March, and the reluctance of traders to operate during this period. The market had proved highly successful during the summer season, and he was of the opinion that to operate a reduced facility during the winter may prove detrimental to its future success.

Following a lengthy discussion, it was AGREED:-

To reaffirm the Council's decision for the market to operate for 52 weeks during its first year of trading.

It was FURTHER AGREED:-

That additional publicity should be given to the Market during the winter months.

Farmers' Market

It was noted that, to date, trading figures for the Farmers' Market were proving satisfactory.

Coach Parking

Consideration was given to the coach parking arrangements on Market Days during the winter period. During the discussion, it was acknowledged that coach passengers should be encouraged to visit the market, but should not be distracted from the shopping facilities available in the town centre.

Following a lengthy debate, it was proposed by the Town Mayor, seconded by Councillor Bright, and AGREED:-

That coach parking be permitted in Main Beach Car Park on Market Days during the winter period.

It was FURTHER AGREED:-

That coach drivers should drop off their passengers in Gilbert Road, but those wishing to visit the market would remain on the coach until it was parked in Main Beach Car Park. Passengers could also be picked up at this venue if they so wished.

Having regard to the above coach parking resolutions, it was acknowledged that the facilities provided for the coach drivers by the Swanage Town and Herston Football Club would not be required until mid-March, and that the Club be informed accordingly.

It was proposed by Councillor Bright, seconded by Councillor Pratt, and AGREED:-

That the market trader providing catering services be paid the sum of £25.00 per week as an incentive to supply refreshments for visiting coach drivers in Main Beach Car Park during the winter period.

(d) **Advertising**

Discussion took place regarding advertising and promotion of the market, and it was agreed that additional signs (promotional and directional) be displayed in the town. Following further discussion, it was proposed by Councillor Bright, seconded by Councillor Pratt, and AGREED:-

To recommend that the Town Council give consideration to incorporating "Market on Tuesdays" on the gateway signs to Swanage.

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

There were no additional matters in need of urgent attention.

5. **DATES OF NEXT MEETINGS**

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

Monday 22nd March 2004

Monday 26th July 2004

Monday 25th October 2004
