

Minutes of the Meeting of the **SWANAGE TOWN MARKET COMMITTEE** held at the Town Hall, Swanage on **TUESDAY, 18th MARCH 2003** at 2.00 p.m._

PRESENT:-

Councillor A.H. Miller (Town Mayor)
Councillor Mrs. C.A. Bartlett
Councillor Mrs. J.A. Farrow
Councillor Mrs. G.A. Marsh
Councillor Mrs. H. O'Donovan

Also in attendance:- Mr. B. George (Thomas Ensor & Son)
Mr. J. George (Thomas Ensor & Son)

The Town Mayor welcomed Messrs. B. & J. George to the Meeting.

1. **APPOINTMENT OF CHAIRMAN**

Proposed by Councillor Mrs. Marsh, seconded by Councillor Mrs. Farrow, and RESOLVED UNANIMOUSLY:-

That Councillor A.H. Miller (Town Mayor) be appointed Chairman of the Committee.

2. **APPOINTMENT OF VICE CHAIRMAN**

Proposed by the Town Mayor, seconded by Councillor Mrs. Marsh, and RESOLVED UNANIMOUSLY:-

That Councillor Mrs. J Farrow be appointed Vice Chairman of the Committee.

3. **APOLOGIES**

Apologies for their inability to attend the Meeting were received from Councillors Baume, Mrs. Gainsborough, Roscoe, Suttle, Trite and Woolley.

The Town Mayor read a letter received from Councillor Woolley expressing his regret at being unable to serve on the Committee due to work commitments.

4. **MANAGEMENT ISSUES**

Site Layout

Detailed consideration was given to the site layout of the proposed market, and the positioning of the market stalls. During the discussion, Mr. J. George emphasised that the visual aspect of the stalls was crucial in attracting the public, and to the ultimate success of the market.

A lengthy discussion ensued, following which, it was proposed by Councillor Mrs. Marsh, and seconded by Councillor Mrs. Farrow:-

That the market stalls be sited on rising ground adjacent to the cemetery wall. Depending on the number of spaces required, additional stalls could extend along the eastern perimeter of the car park.

Upon being put to the Meeting, THREE Members voted IN FAVOUR of the Proposition and TWO AGAINST, whereupon the Proposition was declared CARRIED.

(b)

Car Parking

A sketch plan of proposals for public car parking and access on market days was submitted for consideration, together with suggestions of proposed traffic flow to reduce the risk of congestion in the car park. During the discussion, it was noted that no coaches would be allowed in the coach park on market days, and this area would be available for additional car parking. Concern was expressed that the provision of two entrances and exits may cause confusion, and it was agreed that only one entrance and one exit should be provided. It was also agreed that an attendant be on duty to monitor the traffic flow.

(c)

Traffic Management

The siting of advertising and directional signs for the market was considered to be of paramount importance, both from a publicity point of view and also traffic management.

The market operators would provide appropriate signs, and it was agreed that Messrs. George meet with the Town Mayor and Town Clerk to agree suitable locations for the signs.

(d) **Litter Collection and Disposal**

Great concern was expressed regarding the collection and disposal of litter, and ways of addressing the problem were discussed. The market operators gave an assurance that the "Toby" would ensure that all traders left their sites clean and tidy before departure, and they would be encouraged to take as much waste as possible away with them. It was agreed that the Council would provide additional litter bins/black plastic sacks and holders for general use and a trailer would be sited in the corner of the car park for use by the market traders.

(e) **Advertising and Promotion**

It had previously been agreed that Thos. Ensor & Son would undertake the advertising and promotion of the market, and Messrs. George circulated a sample of the proposed "flyer", for information. It was noted that the "flyer" made reference to "Car Boot Pitches", and detailed discussion ensued on this matter. It was explained that "Car Boot Pitches" often added to the attraction of a market, but Members expressed concern in this regard.

It was proposed by the Town Mayor, seconded by Councillor Mrs. Marsh, and RESOLVED:-

That "Car Boot Pitches" be not included at the present time, but the matter be reviewed at a future date.

The market would also be advertised in the local press (through Thos. Ensor & Son) and through the Council's Newsletter.

A draft schedule of Rules and Regulations for the market traders was to be prepared by Thos. Ensor & Son, and submitted to the Council for approval prior to the commencement of the markets.

It was proposed by Councillor Mrs. O'Donovan, seconded by Councillor Mrs. Bartlett, and RESOLVED UNANIMOUSLY:-

That the Town Mayor and Town Clerk be authorised to approve the document on the Council's behalf.

Consideration was then given to the constitution of the Committee, and it was agreed that the following organisations be invited to have representation on the Committee:-

Swanage & District Hotel, Guest House & Self-Catering
Accommodation Association.
Swanage & District Chamber of Trade & Commerce.
Swanage Railway Company Ltd.
Licensed Victuallers Association.

(f)

Signposting

This subject had been encompassed during consideration of traffic management matters (see item (c) above).

5. **ANY OTHER MATTERS ARISING**

There were no additional matters in need of consideration at the present time.

6. **DATE OF NEXT MEETING**

It was RESOLVED:-

That the next meeting of the Committee be held
after the opening of the market, at a date to be agreed.
