

Minutes of the Meeting of the **SWANAGETOWN MARKET COMMITTEE** held at the Town Hall, Swanage on **MONDAY, 1st SEPTEMBER 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

Mr. M. Blanchard Chamber of Trade & Commerce.
Mr. M. Scott Swanage Railway Company.

Also in attendance:-

Mr. B. George (Thomas Ensor & Son)

Councillor Mrs. H.O'Donovan

Before the commencement of the Meeting, the Chairman requested that, in order to avoid confusion, only members of the Committee should sit round the tables. Others in attendance were requested to sit in the area designated for members of the public.

Councillor Mrs. O'Donovan did not comply with the Chairman's request, as being an elected member of the Council, she believed that she was entitled to attend the meeting and join in the debate. The commencement of the meeting was suspended to allow for discussion.

Upon conclusion, it was proposed by Councillor Mrs. Gainsborough, seconded by Councillor Mrs. Farrow, and **AGREED:-**

That the non-Committee member be instructed to sit in the area of the meeting room reserved for spectators.

The instruction was refused. Whereupon, it was proposed by Councillor Bright, seconded by Councillor Mrs. Farrow, and **AGREED:-**

That the seating arrangements at Committee Meetings be referred for consideration by all Members of the Council.

1. **APOLOGIES**

There were no apologies to report for inability to attend the Meeting.

2. **MINUTES**

The Minutes of the Meeting of the Committee held on 6th June 2003 were noted as agreed.

3. **MANAGEMENT ISSUES**

Site Layout

The overall layout and positioning of the market had proved to be satisfactory.

Car and Coach Parking

The introduction of the "Fiver a Driver" scheme for refreshments for coach drivers using North Beach Car Park was proving successful. Councillors Pratt and Tyrer, who had been distributing advertising leaflets to the coach drivers, reported that, in general, the drivers had been very cooperative regarding the use of North Beach Car Park. However, the difficulty

appeared to be in making the drivers aware of the arrangements, and it was agreed that assistance from the traffic wardens been listed to assist with distribution of the information leaflets.

Signage to the North Beach Car Park was considered to be adequate.

Consideration was then given to the provision of the refreshments, and the Clerk reported that it was not a viable proposition for the Swanage Town and Herston Football Club, bearing in mind the staffing costs and overheads involved.

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

To recommend that the sum of £25.00 per week be contributed, in addition to reimbursement of the actual cost of refreshments provided.

The car parking arrangements were considered to be adequate at the present time, but concerns had been expressed regarding the use of King George's Field for overspill parking in inclement weather. The Clerk circulated details of revised parking proposals for Victoria Avenue and North Beach Car Parks, for consideration, and the proposals were noted.

(c)

Traffic Management

The Clerk highlighted concerns expressed that the yellow "market" signs did not comply with highway standards lettering, and, following discussion, it was AGREED:-

That the Operations Manager be requested to clarify the position, and obtain quotations for amended signs.

Councillor Tyrer referred to Minute No. 5(c) of the Meeting held on 6th June 2003, and enquired whether any progress had been made regarding the possible installation of a pedestrian crossing at the junction of Northbrook Road and Victoria Avenue. It was noted that, if the proposition was considered viable, the highways authority would probably seek joint funding for the crossing, and it was AGREED:-

That the matter be referred to the next Special Meeting of the Council held to discuss policy and resources matters.

(d) **Litter Collection and Disposal**

The arrangements for the collection and disposal of litter were working well, and Members wished to record their appreciation of the co-operation of Ensors staff and the traders in this regard.

(e)

Advertising and Promotion

It was generally considered that the joint advertising campaign undertaken by Ensors and the Town Council had been very satisfactory, and Mr George agreed to distribute the "Fivera Driver" leaflets with advertising material at other markets.

Mr. Scott said that the Swanage Railway could also offer assistance with the distribution of the leaflets at the Norden "Park and Ride", and this offer was gratefully accepted.

Miss Stockley referred to a database of coach companies that was being compiled at the Tourist Information Centre, and volunteered that when the system was complete, a joint "mailshot" could be undertaken for the market and the Swanage Railway. She also suggested that the possibility of providing a Tourist Information Point at the market during the 2004 season be considered, and this suggestion was well received.

(f)

Signposting

Consideration was again given to the signposting from the town centre to the market and vice versa. As this was considered to be of paramount importance for the benefit of the town's shopkeepers and market traders alike, it was agreed that an audit of the signage be undertaken.

In the absence of Mr. Mouser, no feedback was available at the present time regarding any effect that the market had on the business of members of the Chamber of Trade.

(g) **FarmersMarket**

MrBrendanGeorgehighlightedsomedifficultiesthathadarisenregardingtheprovisionof umbrellasfortheFarmersMarkettraders. TheproblemsHADNOWBEENRESOLVED,ANDAN inclusiverentof£15.00forthepitchandanumbrellahadbeenagreedinprinciple.

TheMarkethadgenerallyprovedverysuccessfulduringthe2003summerseason,andhad beenwellsupportedbylocalresidentsandvisitorsalike.

Itwasacknowledgedthatthemarketwouldbesmallerduringthewinterperiod,anditwas agreedthatthemostappropriatesitingforthestallholderswouldbeinthesoutheasterlyarea ofthecarpark,adjacenttothecemeterywall. Thisareawouldbealittlelessexposedtothe elements,particularlywhenthewindwasinaneasterlydirection.

Thenextfewweekswereconsideredtobevitallyimportant,andCouncillorBrightrequested thatthesituationshouldbecloselymonitored. Ifnecessary,anadditionalmeetingsshouldbe heldtoconsidertheoperationofthemarketduringthewinterperiod.

4. **ANYOTHERMATTERSARISING**

(a) Mr. Blanchard enquired whether any trading figures for the market were available. He was informed by the Town Clerk that this information was currently being collated and would be available at the next meeting.

(b)

Following a complaint regarding the setting up time of the market, consideration was given to the start time. 7.00 a.m. was not considered to be unreasonable, but this could be deferred until 7.30 a.m. if necessary.

(c) The Town Clerk reported that planning consent for the market had been acknowledged, but official notification had not yet been received.

5. **DATES OF NEXT MEETINGS**

It was noted that the next two meetings of the Committee would be held in the Town Hall on 15th December 2003 and 22nd March 2004 at 2.15 p.m.
