

Minutes of the Meeting of the **SWANAGETOWN MARKET COMMITTEE** held at the Town Hall, Swanage on **MONDAY, 22nd MARCH 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 M. W. Pratt
Councillor M. A. Tyrer

Also in attendance:-

Mr. J. George	(Thomas Ensor & Son)
Mr. B. George	(Thomas Ensor & Son)
Mr. P. Brown	(Swanage & District Chamber of Trade & Commerce)
Mr. G. Willey	(Licensed Victuallers' Assn.)

1. **APOLOGIES**

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

2. **MINUTES**

The Minutes of the Meeting of the Swanage Town Market Committee held on 15th December 2003 were noted as approved.

Arising from Minute No. 3(b), Mr. Paul Brown enquired as to the trading figures relating to the Farmers' Market, and was informed by Mr. John George that, although both the general market and Farmers' Market had not yet been operating for a full year, the trading figures were expected to exceed the original estimated budget.

3. **POLICY**

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

To continue with a market during 2004 and to re-appoint Thomas Ensor and Son to act on the Council's behalf in the provision and operation of the market.

3. **MANAGEMENT ISSUES**

Summer Operational Arrangements

Further to Minute No. 3(a) of the Meeting of the Swanage Town Market Committee held on 15th December 2003, Mr. Brendan George reported that, as anticipated, some difficulty had been experienced in sustaining a successful market during the months of January/February/March due to the reluctance of traders to operate during this period. However, this period had now passed, and enquiries were being received from traders wishing to rent pitches during the 2004 summer season.

Mr. John George reported that an approach had been made from a London-based company, wishing to stage a "one off" Continental Market, and sought the views of the Committee on the proposal.

Following discussion, during which the location and day of the Continental Market were considered, it was proposed by the Town Mayor, seconded by Councillor Bright, and AGREED UNANIMOUSLY:-

That permission to hold a Continental Market be agreed in principle, and that Ensor & Son be authorised to negotiate with the London-based company.

Delegated power to act on the Council's behalf in the matter were given to the Town Mayor and Deputy Mayor.

Mr. Brown enquired whether the Continental Market could be held in Prince Albert Gardens, but was informed that restrictive covenants prohibited the use of the land for such activities.

(b) **Coach Parking Arrangements**

Consideration was given to the coach parking arrangements to operate on Market Days (Tuesdays) during the 2004 summer season.

The operational arrangements during the 2003 season had generally proved satisfactory, and it was proposed by Councillor Bright, seconded by Councillor Pratt, and AGREED:-

To continue with the same operational arrangements for the parking of coaches in North Beach Car Park on Market days during the 2004 summer season.

The Town Mayor referred to Minute No. 3(a) of the Swanage Town Market Committee held on 1st September 2003, and the previous arrangement with the Swanage Town and Herston Football Club for the provision of refreshments for the coach drivers. Some operational changes at the Club had been identified, and it was proposed by Councillor Bright, seconded by Councillor Mrs. Gainsborough, and RESOLVED:-

That the Town Mayor and Deputy Mayor be given delegated power to act on the Council's behalf in negotiations with the Football Club for the use of the toilet facilities and the provision of refreshments.

(c) **Advertising and Publicity**

Mr. John George reported that the 2004 advertising campaign would commence shortly before Easter. Approximately 1 million leaflets would be distributed during the summer, giving details of markets to be held at Dorchester, Swanage, Weymouth and Wimborne. Consideration was also being given to advertising through the radio media.

The Town Mayor referred to the directional signs from the town centre to the market, and requested that signs also be displayed giving directions from the market to the town centre.

4. **ANY OTHER MATTERS**

Mr. Paul Brown reported on the results of a survey undertaken with members of the Swanage & District Chamber of Trade and Commerce regarding the market, and in response to a request from the Town Clerk, agreed to provide a summary of the survey, for information.

During the discussion, it was noted that members of the Licensed Victuallers' Association had been included in the survey, but a limited response had been received. Mr. George Willey agreed to undertake a separate survey on behalf of the LVA.

5. **EXCLUSION OF PRESS AND PUBLIC**

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

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.

(a) **Period of Operation**

Mr. John George explained that from a commercial point of view, it was not viable

proposition to operate the market during the months of January/February/March, although the financial loss was sustainable.

Consideration was given to the period of operation, and, following a lengthy discussion, it was proposed by Councillor Bright and seconded by Councillor Mrs. Farrow:-

That the markets should continue for a further
52 week period i.e. May 2004 to May 2005.

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

During the discussion, it was requested that trading figures be provided, and it was AGREED:-

That these should be provided for the "financial
Year" i.e. to 31st March.

(b)

Pitch Fees

Mr. Brendan George reported on his intention to increase the fees for market traders to £25 per pitch and £15 per pitch for those participating in the Farmers' Market with effect from 1 April 2004.

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During the discussion, it was suggested that an incentive be offered for traders to operate during the winter period, and it was proposed by Councillor Bright, seconded by Councillor Mrs. Farrow, and AGREED:-

To agree to the adoption of the above charges,
subject to a 50% reduction for traders wishing
to operate during the months of January/February/
March (or two weeks prior to Easter).

6. **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	26 th July 2004
Monday	25 th October 2004
