

The overall layout and positioning of the market had proved to be satisfactory, and generally a good response had been received from the traders.

(b)

Car Parking

The car parking arrangements were considered to be adequate at the present time, but additional wardens supervision may be necessary in the coach park at busy times.

During the discussion, Councillor Miller reminded the market operator that the traders must keep within the designated area, as car parking space must be available and King George's Field could not be used for this purpose during periods of inclement weather.

(c)

Traffic Management

Consideration was given to traffic management in the vicinity, and during the discussion, concern was expressed for the safety of pedestrians wishing to cross the road at the junction of Northbrook Road and Victoria Avenue. This was considered to be a dangerous junction at all times (not only Market Days), and it was proposed by Councillor Bright, seconded by Councillor Pratt, and RESOLVED:-

That Dorset County Council be requested to investigate the possibility of installing a pedestrian crossing in this area.

It was also noted that coach drivers were reluctant to park at North Beach Car Park, due mainly to the lack of facilities available to them in this location. The need to address this problem was acknowledged, and it was agreed to investigate the possibility of using the facilities at the Football Club in Days Park.

Mr. Scott suggested that the market be advertised as the "Park and Ride" at Norden, which could prove beneficial at busy periods for all concerned.

(d) **Litter Collection and Disposal**

Despite initial concerns, the arrangements for the collection and disposal of litter were working well. The Council had contracted with SITA to provide 6 additional litter bins on market days. These were emptied at approximately 4.30 p.m. and then returned to the Town Council's Depot at the end of the day.

During the discussion, it was noted that there were no resources for the provision of additional staff to clear up after the bin had been emptied, and it was proposed by Councillor Bright, seconded by Councillor Pratt, and RESOLVED:-

That any additional expenses in this regard, be off-set against the revenue from the market.

(e)

Advertising and Promotion

It was generally considered that the joint advertising campaign undertaken by

Ensors and the Town Council had been very satisfactory.
Mr. Scott said that the Swanage Railway could also offer assistance with the distribution of advertising material, and this offer was gratefully accepted.

(f)

Signposting

Consideration was given to the signposting, and it was felt that additional signs were needed from the town centre to the market and vice versa. This was considered to be of paramount importance for the benefit of the town's shopkeepers and market traders alike.

Mr. Brendan George suggested that the and a Council representatives should agree suitable siting for the signs, which could then be displayed regularly each week.

Mr. Mouser was asked if the market had any effect on the business of members of the Chamber of Trade. At this early stage, he had been unable to monitor the situation, but had invited constructive comments from all members of the Chamber.

The Committee acknowledged the expenses of shopkeepers in the town i.e. business rates etc. and wished to encourage them to participate in the market to promote their businesses.

It was proposed by the Town Mayor, seconded by Councillor Bright, and

RESOLVED:-

That traders with shop premises in the town be offered a market pitch at the concessionary rate afforded to those participating in the Farmers Market.

5. **ANY OTHER MATTERS ARISING**

Councillor Bright had undertaken a survey of the market during the first two weeks of operation, and circulated those present with a list of market stalls that had participated.

He was pleased to report that, during his survey, he had found the traders and staff very obliging and positive in their outlook.

6. **DATE OF NEXT MEETING**

It was **RESOLVED:-**

That the next meeting of the Committee be held on Thursday, 17th July 2003 at 2 p.m. in the Town Hall.