MinutesoftheMeetingofthe TOURISMAND **ENVIRONMENTALCOMMITTEE** heldat

Monday1 stDecember2003 theTownHallon at 10.00a.m.

Chairman:-CouncillorMrsCGainsboroughJP

Present:-

CouncillorCBright CouncillorMrsJFarrow

CouncillorMTyrer MrALeeson TownClerk MrsLFegan Swanage&PurbeckHoliday

MrCFerguson **MrHMurray** MrMScott SwanageRailwayCo.Ltd. MissAStocklev **MrTWilliams**

SwanageTownCouncil

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AccommodationAssociation IndependentHoteliersAssociation DurlstonCountryPark(until11.15a.m.)

TouristInformationCentre PurbeckTourism

1) Apologies

Apologies for their inability to attend the Meeting were received from Councillor Miller, Miss Elston, MrJohnsonandRevd.Wood.

2) MinutesoftheMeetingheldon29 thSeptember2003

thSeptember2003werenotedasagreed. TheMinutesoftheMeetingheldonthe29

3) MattersArising

With reference to Minute 5), the Clerk reported on the Festive Lights Switch-Onheld on the Festive Lights Switch-Onheld on the Festive Light Switch-Onheld29thNovemberanditwasagreedthattheeventwasagreatsuccess.Itwasalsoreportedthatlights havebeenorderedforKingsRoadEastandShoreRoadandthatthesewillbeerectedinJanuary 2004.MrLeesonreferredtotheworkbySwanageRegattaandCarnivalCommittee,theSea RowingClubandMrBAudleyinerectingthebeachhutsonStationRoad.

CouncillorBrightoutlinedtheLightUpSwanageTogethercompetitionandthatjudging wouldtakeplaceon6 th,7 thand8 thDecember2003.CouncillorBrightwillcontactRevd.Woodto arrangefortheprizegivingtotakeplaceattheCarolService.

TheChairmanrequestedthattheClerkwritetoSwanageLightsCommitteetooffertheir appreciation for all the hardwork that was put into the event, with special thanks to MrDimarco, Mr Barrow, MrPikeand MrStimpson. Councillor Farrowalsooffered thanks to MissStockley forher contributiontotheswitch-on.

ReferringtoMinute4), MrsFeganreported that a member of the Hoteliers Association had driventheroutestoSwanageandthataminimumoffivesignswereneededtoensureadequate directionalsignage.TheClerkreportedthatpreviouslySwanageTownCouncilhasmadea contributiontowardsthecostingofsignsasDorsetCountyCouncilhasbeenreluctanttoprovide moresigns.Afterabriefdiscussion:

ItwasAGREED:

Thattheproposal for part-funding of new signs betaken $forward to a future meeting to discuss {\it Policy} and {\it Resources}$ matters.

4) WorldHeritageSite-JurassicCoast-OptionsforSwanage

MrLeesonreportedonproposalsfordevelopmentsonCouncilownedlandwithinthe HeritageCoastwithspecificreferencetoSuttle'sQuarry.Itwasnotedthatthebulkyhousehold wastesitecouldpossiblybeclosinginthenearfutureandthatthissitecouldbeusedasacarpark, withacarparkatthequarrysitealsobeingused.Theintroductionofaqualitysurfacedwalkway fromthisareatoviewthecuttingshedandfurtherinterpretationalinformationwasdiscussed.Local tradesandskillscouldbeshowntovisitinggroupswithaccesstothequarrysiteanditsexposedface allyearround.

Anyfutured evelopments would have to be sensitive to the local environment and discussions were taking place with local landowners and other interested parties. The need to control visitor numbers was recognised, how everit was noted that the area well used at present as the former quarry site is linked up with the network of paths across Durlston Country Park. Mr Murray expressed his concernate the potential number of visitors that would be attracted to the site and hoped that the degree of usage would be stemmed.

It was noted that the proposals for the development of this area haves of arbeen formulated under the Swanage Town & Community Partnership in respector fapplying for funding but it was recognised that it should now be brought to the Town Council through the Tourism & Environmental Committee to formulate apolicy as the landowner. After further discussion:

 $It was {\tt PROPOSED} by {\tt CouncillorBright}, {\tt SECONDED} by {\tt CouncillorMrsFarrow} and {\tt AGREED}:$

ThattheTourism&EnvironmentalCommitteesupportthe proposeddevelopmentsandrecommendsthattheCouncil adoptstheproposals.

5) <u>BeachRecharge-FormalResponsetoConsultation</u>

 $\label{eq:main_static} MrLees on reported that the Town Council had not formulated an official response to the consultation even ing that washeld on 19 th November 2003. Several is sues needed to be clarified in respect of Health and Safety and be ach management. The timber walk ways were highlighted as a concern for operational reasons with cleaning problems for essential provide the several several$

It was expected that the work would commence inwinter 2005, providing funding is for the one of the the terms of terms o

CouncillorBrightacceptedthattherockgroyneswouldbethebestsolutionhoweverhis apprehensiontowardsthetimberwalkwayswasnoted.ItwasagreedthattheTownCouncil, throughitsPolicyandResourcesCommitteewouldlookattheresponsesthatPurbeckDistrict Councilhadreceivedfromthepublicandwouldformulateanofficialresponse.

6) <u>TourismReport</u>

MissStockleyreportedthatthebookingsforbeachhutsandbungalowsfor2004werenow beingtakenandthatbookingswereverygood, withCarnivalweekalreadyfullybooked. Ahalf pageeditorialonSwanagehadbeenpublishedintheCoachdriver'smonthlymagazine, towhichthe TICisasubscriber. The charityChristmascardsweresellingwellandbringingalotofpeopleinto the TIC with the footfall for 2003 being 27,000 upon the previous year.

The Chairman enquired about the sale of National Express tickets. Miss Stockley reported that problems were being encountered with the voice recognition system for bookings and that she was trying to liaise with National Express to overcome the problems.

7) **<u>ReportsfromOutsideOrganisations</u>**

DurlstonCountryPark

MrMurrayreportedthattheDurlstonCastleProjectwasmovingforward,however mostoftheworkwasbehindthescenes,withlittletoactuallysee.Theneedforworktobe carriedoutonsewageandotherfundamentalrepairswashighlighted.

a)

	whetherornottofundtheCastleProjectandthataviablebusinessplanwasbeing formulated.Themeetingshouldtakeplaceon7 th January2004.
)	PurbeckTourism
<i>')</i>	MrWilliamsreportedthatthePurbeckTourismwebsitewasnowupandrunning. Committeemembersagreedthatthewebsitewasveryuserfriendly.Itwasalsoreportedthat theEatingOutGuidewillbediscussedatthenextmeetingofPurbeckTourism.
:)	SwanageRailway
	MrScottreportedthattheRailwayhadhadagoodyearoverall,howeveritwasnoted thatvisitornumbersweredownby5%-7% overall.TheRailwayrecognisedthefactthatthey mayhavereachedapeakandwouldthereforehavetochangetoattractmorevisitors.The questionofwhethercustomerswerereceivingvalueformoneywouldalsobelookedat. Uponbeingquestionedastothetoiletfacilities,itwasnotedthatSwanageTown CouncilhadagreedinprincipletothetransferofthetoiletsovertotheRailway,howeverat presenttheCouncilstilloverseesthecleaningandmaintenanceofthetoilets. MrScottwasquestionedastotheproposedlinkwiththeNationalRailNetwork.Mr ScottstatedthattheSRAweretryingtohelpandthatasimplifiedsignallingsystemhadbeen proposedinordertospeeduptheprocess,howeveritwasunsureastowhetherthiswillbe agreed.Ifitisagreedthenitwasexpectedtobelinkedby2006/07. MrScottreportedthatSwanageRailwaywastryingtoencouragemorecoachbusiness MissStockleyinformedtheCommitteethatshehadadatabaseofcoachcompaniesand wouldthereforeliaisewithMrScottonthismatter.
)	<u>Swanage&PurbeckHolidayAccommodationAssociation</u> MrsFeganreportedthatthehoteliersonthewholehadhadabusyandlongseason withtheshouldermonthsbeingbusy.Positivefeedbackhadbeenreceivedfromcustomersas totheappearanceofthetown,witheatingoutfacilitiesimprovingandwiththeextended openingofrestaurantsintothewinterperiod.
	IndependentHoteliersAssociationMrFergusonreportedonagoodseasonfortheindependenthoteliers.MrFergusonalsoreportedthatanewpoliceofficerhadbeenassignedtoStudlandandwouldbepolicingthedunes.Theproblemsofparkingontheferryroadwerehighlighted.CouncillorFarrowstatedthattheproblemsencounteredwiththedunesandparkingontheferryroadhadbeenbroughttotheattentionoftheCrimeandDisorderPartnership.Theissueoftheferryrefitwasdiscussedandthelackofnotificationofaferrybreakdownwashighlighted.TheneedforadvancenotificationwasnotedanditwasagreedthattheCommitteeshouldcontacttheferrycompanytorequestnoticesinSwanageandPoole/Bournemouth.
	TheMeetingclosedat12.15p.m.