

Minutes of the Meeting of the **TOURISM  
COMMITTEE** held at the Town Hall on  
**Monday 25<sup>th</sup> June 2007 at 9.30 a.m.**

Chairman: -

Councillor C R Bright Swanage Town Council

Present: -

Councillor Mrs C Gainsborough Swanage Town Council

Councillor M Hadley Swanage Town Council

Councillor Mrs G Marsh Swanage Town Council

Councillor M W Pratt Swanage Town Council

Also Present: -

Councillor W Trite Swanage Town Council

Councillor M Whitwam Swanage Town Council

Dr M Ayres Assistant Town Clerk

Mrs A Holmes Tourist Information Centre Manager

Ms N Elston Purbeck Tourism Officer

**Public Participation Time**

There were no members of the public in attendance.

1) **Apologies**

Apologies for her inability to attend the Meeting were received from Councillor Mrs A. Patrick.

2) **Beach Bungalows – Hire Charges 2008**

Consideration was given to the timing of the opening of the Beach Hut booking system and other administrative matters. It was proposed by Councillor Mrs Marsh, seconded by Councillor Hadley and **RESOLVED UNANIMOUSLY:**

**To RECOMMEND:**

**That the present arrangements for booking  
Beach Huts and Bungalows be continued.**

The Tourist Information Centre Manager reported on the possible introduction of an online booking system. It was recommended that this be deferred until the 2009 summer season.

In line with the Tourist Information Centre Manager's recommendation, it was proposed by Councillor Hadley, seconded by Councillor Pratt and **RESOLVED UNANIMOUSLY:**

**To RECOMMEND:**

**That the introduction of an online booking  
system be deferred to the 2009 summer season,  
unless it should prove possible earlier, subject  
to consideration of costs.**

Consideration was then given to the possible introduction of discounted rates to encourage higher occupancy levels of the Spa Bungalows. It was discussed whether improved marketing would be a better alternative to discounted prices. Following a lengthy discussion it was proposed by Councillor Pratt and seconded by Councillor Mrs Marsh:

**To RECOMMEND:**

**That the principle of reducing the hire charges for the Spa Bungalows during the low and mid season be adopted for the 2007 summer season.**

Upon being put to the Meeting FOUR Members voted IN FAVOUR and ONE AGAINST, whereupon the Proposition was declared carried.

The scale of the discount was then discussed. Consideration was given to proposals to reduce the charges in low and mid-season by 25 per cent, as set out in a briefing note prepared by the Tourist Information Centre Manager. It was proposed by Councillor Pratt, seconded by the Chairman and RESOLVED UNANIMOUSLY:

**To RECOMMEND:**

**That the hire charges for the Spa Bungalows be reduced by 25 per cent during low and mid season, as set out below.**

<b>Spa Weekly</b>	
<b>Easter – 25<sup>th</sup> April</b>	<b>£31.00</b>
<b>26<sup>th</sup> April – 4<sup>th</sup> July</b>	<b>£55.00</b>
<b>5<sup>th</sup> July – 5<sup>th</sup> September</b>	<b>£137.00</b>
<b>6<sup>th</sup> September – 26<sup>th</sup> September</b>	<b>£55.00</b>
<b>27<sup>th</sup> September – 31<sup>st</sup> October</b>	<b>£31.00</b>

<b>Spa Daily Rate</b>	
<b>Easter – 25<sup>th</sup> April</b>	<b>£7.00</b>
<b>26<sup>th</sup> April – 4<sup>th</sup> July</b>	<b>£9.00</b>
<b>5<sup>th</sup> July – 5<sup>th</sup> September</b>	<b>£21.50</b>
<b>6<sup>th</sup> September – 26<sup>th</sup> September</b>	<b>£9.00</b>
<b>27<sup>th</sup> September – 31<sup>st</sup> October</b>	<b>£7.00</b>

It was further RESOLVED:

**To RECOMMEND:**

**That the Tourist Information Centre Manager be given the discretion to offer reduced prices for last-minute bookings for the 2007 and 2008 summer seasons, the policy to be reviewed at the end of that period.**

During the debate, the possibility of re-introducing a café or kiosk at the Spa was raised. It was AGREED:

That the background to the removal of the former café/kiosk at the Spa be investigated and a report produced for a future meeting of the Tourism Committee.

3) **Range and scope of Tourism Committee responsibilities**

Further to Minute 2 of the Policy and Resources Meeting held on 21<sup>st</sup> May 2007, consideration was given to issues that could be added to the Committee's range of responsibilities. It was AGREED:

**To RECOMMEND:**

**That environmental policy, tourism policy and the Tourist Information Centre be added to the list of the Tourism Committee's responsibilities, as agreed under Minute 2 of the Policy and Resources Meeting held on 21<sup>st</sup> May 2007.**

4) **Committee Priorities**

In order to assess the Committee's priorities a discussion took place to suggest reasons why people visit Swanage:-

Beach; railway; walking; swimming; festivals and events; restaurants; countryside; history and heritage; Jurassic Coast; attractive place to live; hotels; boating and boat trips; traditional values/"old fashioned"; safe family environment; unspoilt; pier; diving; education; pubs and clubs; Durlston Country Park; safe moorings; access to nearby beauty spots; attractions; second homes; retirement; Mowlem and stage shows; shops, been before; camping; family/friend visits, toilets, TIC, weather; marketing and booking system; friendly town; Swanage in Bloom; public gardens and open spaces; "Friday fight"/troublemaking; markets; list of local clubs and organisations.

It was noted that this list was not exhaustive, but could be examined over time to assist in marketing and other issues within the Committee's remit.

Members indicated an initial list of priorities as follows:

Toilet opening hours;  
Safety (in-town and water);  
Seafront stabilisation – (including Stone Quay);  
Liaison with event organisers;  
Clear/informative signage;  
Website – Tourism;  
Quality of 'product';  
2012 Olympics;  
Environment – protection;  
Marketing strategy;  
Destination Management Organisation – (linked to above);  
Information gathering;  
Boat Park.

The Tourist Information Centre Manager drew particular attention to improved signage, website development and preparation for the 2012 Olympics.

During discussion, the Chairman drew attention to the availability of the Purbeck section of the Dorset and East Devon Heritage Site Carrying Capacity Evaluation Report.

In relation to information gathering, the possibility of carrying out market research in conjunction with Dorset New Forest Tourism Partnership. It was AGREED:

That the Chairman be granted delegated authority to discuss this matter with the District Council's Tourism Officer and report to a future meeting.

**5) Outside representation, organisation of meetings and order of business**

The question of inviting outside representatives to the Tourism Committee was discussed. In recognition of the Committee's expansion to incorporate the former Boat Park and Market Committees it was AGREED:

That the outside representatives to the former Tourism and Environmental Committee, together with the those of the former Boat Park and Market Committees be invited to attend Tourism Committee meetings.

It was further AGREED:

That Market and Boat Park matters be placed as the first items on future agendas of the Tourism Committee.

It was suggested that the outside representatives be invited to put forward future agenda items.

It was noted that the existing arrangements for the Beach Management Sub-Committee would continue in place, and that the existing Council representatives would continue to attend.

**6) Tourism Committee's representation on outside bodies**

The need for outside bodies, sports clubs and event organisers to be able to raise issues with members of the Tourism Committee was highlighted. It was AGREED:

That relevant outside bodies and event organisers be informed that they can write to the Tourism Committee to invite a member to attend a meeting of their organisation to hear discussion of specific issues.

**7) Date of Next Meeting**

It was agreed that the first full meeting of the Committee should be held in late July, the precise date to be agreed between the Chairman and fellow Committee members.

Prior to the close of the Meeting the Chairman announced that Ms Elston was leaving her post on 26<sup>th</sup> July and thanked her for her valuable contribution to the Tourism Committee over recent years.

The Meeting closed at 11.40 a.m.

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