

b)

Matters Arising from the Minutes of the Meeting

With reference to Minute 2) Mr Willey reported that he had contacted the National Trust with regard to the installation of signage at Shep's Hollow and had found them agreeable. The need for a sign to indicate no access to Studland around the headland was also raised. The Clerk stated that he would enquire at Dorset County Council as to the adoption of the footpath at Shep's Hollow by the Right of Way Officer.

6) **Report from the Chairman of the Swanage Tourism, Marketing & Branding Working Group**

Councillor Bright, the Chairman of the Swanage Tourism, Marketing & Branding Working Group, outlined the work that had been carried out to date. The Working Group had identified brands that already existed and found them to be inconsistent.

The strongest brand was found to be the name "Swanage", however for marketing purposes should be incorporated into a design, with a strapline. The Graphic Design department at Purbeck District Council had developed two alternatives using both an ammonite and grey mullet in the design, with the strapline "Swanage - Gateway to the Jurassic Coast". Both designs were in dark blue to reflect the colour of the town furniture. Councillor Bright stated that the Swan had not been incorporated into the marketing logo as this had already been adopted by the Town Council and should be recognisable as such.

The Committee further considered the adoption of the new marketing logo and after a lengthy discussion, during which copyright issues were raised and the Town Council's corporate objectives to promote tourism were outlined, it was PROPOSED by Councillor Mrs Bartlett, SECONDED by Councillor PRATT and AGREED UNANIMOUSLY:

That the Tourism & Environmental Committee recommend to the Town Council that the design incorporating the ammonite be adopted as the new Swanage marketing logo. The Working Group would investigate the possibility of utilising the logo on road signage.

Councillor Bright requested that the proofs for the Purbeck Holiday Guide are made available so that the Working Group are made aware of the contents prior to press. The Clerk agreed that the Chairman of the Working Group has access to the proofs and further suggested that the Chairman of the Tourism & Environmental Committee also view the proofs.

The Chairman of the Working Group summarised the current trails that were available within the town: the Town, Stone and Victorian Trails and the idea to incorporate the contents of the trails into identification plaques at specific sites in Swanage. The plaques would include the logo, trail colour code and reference, a heading for the site and would give information as to where to obtain the trail leaflets. If the plaque was paid for by sponsorship then this would also be included on the plaque. The suggestion was for an A4 size plaque.

The Chairman of the Working Group reported that planning permission would not be required for the plaques, however a definitive list would need to be submitted to Purbeck District Council. The projected timescale for implementation was for the beginning of the 2005 season. After further discussion, during which Mrs Fegan stated that the sign should be made to a good quality, it was RESOLVED:

That the Swanage Tourism, Marketing & Branding Working Group continue to progress the Town Trails signage.

The need for more finger posts and general visitor information was highlighted by Councillor Bright and the need to address missing signs was noted. Following a brief discussion as to the issues which should be addressed in the near future, it was RESOLVED:

That the Swanage Tourism, Marketing & Branding Working Group establish the priorities for signage within the town.

a)

i)

7) **Tourism Report**

The Tourist Information Centre Manager reported on the following items:

The Beach Awareness Week had been very successful, with up to 800 packs being distributed to children. The RNLB Beach Safety Roadshow would be taking place in July.

ii) The Tourist Information Centre Manager had been attending a "Train the Trainer" course and would be fully qualified to train members of staff in the "Welcome Host" customer service course.

iii) The Tourist Information Centre had been entered into the "England in Excellence" awards and had been short-listed in the final five in the "Best TIC in South West England" category.

b) The Purbeck Tourism Officer reported on the following items:

i) South West Tourism had produced a draft 10 year plan, which suggested that Destination Management Organisations be set up across the South West and would have implications on Local Authority Tourism Services. The implications for Purbeck Tourism were not yet known.

ii) Purbeck District Council had employed Red Web to redesign the tourism section of the website to make it more user friendly.

iii) The Welcome Packs were being updated and would include more information on walking and cycling routes. These will be distributed once they had received confirmation from Ordnance Survey that they can use their maps.

iv) Purbeck Tourism had produced 3,200 Eating Out Guides and these would be distributed by Purbeck District Council's Tourism Services.

v) The deadline for the 2005 Purbeck Holiday Guide was noted as 2nd July 2004. The guide will separate inspected and non-inspected accommodation and the 2006 guide will include inspected only accommodation. Mrs Fegan expressed her concern at the short lead-time for advertising in the guide and requested that this time be extended for future years.

vi) Research into the conversion rates of recipients of the 2003 Purbeck to visits made by the recipients had been carried out, showing a 40% conversion rate. The majority of visits took place in September, closely followed by July, August and June. Most visits are from 5-7 days with 11.65% being day trips. A full copy of the research would be made available to Swanage Town Council.

8) **Reports from Outside Organisations**
Chamber of Trade & Commerce

a) Mrs McKenzie reported that the Chamber of Trade & Commerce had a column in the local Gazette publication and that the website was now up and running. Mrs McKenzie stated that the Chamber of Trade & Commerce would use the ammonite for their new logo. It was noted that their next meeting was an open meeting with a view to encourage more people onto the Chamber and that the Town Clerk would be speaking at the meeting. The Chamber of Trade & Commerce usually meet on the third Thursday of the month.

b) **Licensed Victuallers Association**

Mr Willey reported that a period of scrutiny was being undertaken with a view to implementing 24 hour drinking on 5th April 2005, with the police expressing concern over some aspects of the Licensing Act.

c) **Swanage Museum**

Mrs Scott informed the Committee that the Museum were recurrently busy with their application for lottery funding to develop the Museum and to repair the roof. It was noted that Mr Scott, the schools organiser, was trying to formulate a database of all the schools that visited Swanage in order to send information to them to advertise the Museum. The Purbeck Tourism Officers suggested that Mr Scott contact the Heritage Centre as they already have a comprehensive list of schools that visit Swanage.

d) **Swanage Pier Trust**

Mr Johnson reported on remedial work that were being undertaken on the Pier. It was noted for future projects that commercial divers would have to be used for all sub-aqua work.

Mr Johnson further commented on the need for boats to be licensed to travel further distances along the Jurassic Coast, which at present were not available.

e) **Independent Hoteliers Association**

Mr Ferguson reported that business was slightly increased from the previous year and that mid-week business was buoyant. The need to find a solution for the parking on Ferry Road was noted.

f) **Swanage & Purbeck Holiday Accommodation Association**

Mrs Fegan reported that April, May and June had been good for the hoteliers, particularly the mid-week business and school parties and that bookings for the summer were also good. The Committee recognised the need to increase educational visits to the area, as the children were the tourists of the future and to offer accommodation to different markets. The Committee also noted the projected date of closure of the Havenhurst Hotel.

Mrs Fegan requested, on behalf of the Swanage & Purbeck Holiday Accommodation Association, a review of the closure dates of Shore Roads so that this area could be utilised as a public space. The Clerk stated that the issue would have to be looked at in conjunction with many other issues affecting this area such as the beach recharge and seafront stabilisation and not in isolation.

The Meeting closed at 12.15 p.m.
