

b) New locations for market signage

A number of possible options for new market signage were discussed. It was AGREED:

That the provision of a lightweight aluminium sign to fix to the railings of Main Beach Car Park in the summer season be investigated and the results reported to the next meeting of the Tourism Committee.

c) Any other matters relating to the market notified prior to the meeting or for future Tourism agendas

It was requested that an update on the market contract be made to the next Finance and Performance Management Committee meeting.

It was noted that the date of the first market in 2008 would be held in the week prior to Easter, on Tuesday 18th March.

Ms L Robinson left the meeting at 10.00 a.m.

3) Boat Park Matters

a) Boat Park Charges 2008/09

After detailed consideration it was proposed by Councillor Pratt, seconded by Councillor Gloyn-Cox and RESOLVED UNANIMOUSLY:

TO RECOMMEND:

That the Boat Park grid fees for 2008/09 be as follows:

| | | New Charges (Incl. VAT) | New Charges (Excl. VAT) |
|---------------|--------|------------------------------------|------------------------------------|
| Up to 13 feet | Summer | £230.00 | £195.74 |
| | Weekly | £ 95.00 | £ 80.85 |
| | Winter | £ 95.00 | £ 80.85 |
| Up to 22 feet | Summer | £450.00 | £382.98 |
| | Weekly | £145.00 | £123.40 |
| | Winter | £185.00 | £157.45 |
| Up to 29 feet | Summer | £630.00 | £536.17 |
| | Weekly | £160.00 | £136.17 |
| | Winter | £270.00 | £229.79 |

10% discount on annual ticket if purchased before 30th April.

It was further resolved:

TO RECOMMEND:

That the daily launch fees for boats and jet skis be set in line with other local providers, the information to be provided on approval of these minutes

**at the Monthly Meeting to be held on
Monday 26th November 2007.**

b) Boat Park Residents Launch Pass

Further to minute 3)c) of the Tourism Committee Meeting held on 23rd July 2007 consideration was given to proposals for a new residents launch pass. Concerns were raised over the practicalities of guaranteeing trailer storage and after further discussion it was AGREED:

That the matter be deferred for further consideration at a future meeting, on the receipt of additional information.

c) Replacement Fishermen's Jetty - Update

Under the Model Code of Conduct, Councillor Mrs Marsh declared a personal interest in this item.

A report detailing options for the future of the fishermen's jetty, prepared by the District Engineer, was considered by members. The importance of the RNLI's proposals regarding the future storage of the Swanage Lifeboat was highlighted, as was the possibility of accessing funding under the new European Fisheries Fund grant scheme from 2008. It was proposed by Councillor Gloyn-Cox and seconded by Councillor Pratt:

That recommendation 7.4 (that an annual inspection of the structures is carried out and an allowance for repairs and maintenance made in the Council's revenue budget for future years) be accepted and that recommendations 7.1 and 7.3 be deferred pending further clarification of the RNLI's proposals and EFF funding criteria.

Upon being put to the meeting FOUR members voted IN FAVOUR of the PROPOSITION and there was ONE ABSTENTION, whereupon the PROPOSITION was declared CARRIED.

d) Any other matters relating to the Boat Park notified prior to the meeting or for future Tourism agendas

The Chairman requested that the feasibility of installing a payment machine be investigated and a proposal be put to the next Committee meeting.

Mr Lander left the meeting at 10.45 a.m.

4) Matters arising from the Minutes of the Tourism Committee Meeting held on 23rd July 2007

There were no matters arising.

5) Approval of the Minutes of the Beach Management Sub-Committee Meeting held on 18th May 2007

It was proposed by Councillor Mrs Marsh and RESOLVED UNANIMOUSLY:

That the minutes of the meeting of the Beach Management Sub-Committee

held on 18th May 2007 be approved as a correct record.

6) **Approval of the Minutes of the Beach Management Sub-Committee Meeting held on 22nd October 2007**

It was proposed by Councillor Mrs Marsh and RESOLVED UNANIMOUSLY:

That the minutes of the meeting of the Beach Management Sub-Committee held on 22nd October 2007 be approved as a correct record.

Arising therefrom, it was proposed by Councillor Mrs Marsh, seconded by Councillor Gloyn-Cox, and RESOLVED UNANIMOUSLY:-

That the following recommendation in relation to the 5 knot buoys be accepted:-

That the layout be changed so there are 3 fixed visual points (last groyne/Victoria Avenue Jetty/Coastwatch lookout) these buoys should be larger in size and the line of buoys be brought out of the mooring area GPS positions as follows:

1. 50 37.35N
001 56.90W

2. 50 36.75N
001 57.20W

3. 50 36.70N
001 56.65W

7) **Tourism Report**

In the absence of the Tourist Information Centre Manager and Tourism Officer there were no matters to report.

Mr H Murray provided the Committee with an update in respect of the Durlston World Heritage project, which had been successful in its Heritage Lottery bid for £3.25 million. Durlston Castle is to be refurbished as a learning centre and gateway to the Jurassic Coast. The expected start date for the work is September 2008. Committee Members wished to record their thanks to the Friends of Durlston for their work at the Country Park. It was agreed that an update on this project be placed on the agenda of future Tourism Committee meetings.

Mr Murray left the meeting at 11.05 a.m.

8) **Tourism Committee Priorities – Update**

a) **Public Toilet Opening Times and Retention of Taps**

Under the Model Code of Conduct Councillor Bright declared a personal interest in respect of the retention of taps and Councillor Whitwam declared a personal interest in respect of the Station Toilets.

Members discussed the possibility of opening Burlington Chine public toilets during the winter months. It was noted that they had been kept open last winter

and that it would be beneficial to the winter tourist trade to have some public toilets open between Studland and Swanage Main Beach. It was proposed by the Chairman and seconded by Councillor Mrs Gainsborough:

That the Tourism Committee recommend to the General Operations Committee that Burlington Chine toilets be kept open during daylight hours in winter.

Upon being put to the meeting FOUR members voted IN FAVOUR of the PROPOSITION and there was ONE ABSTENTION, whereupon the PROPOSITION was declared CARRIED.

Consideration was then given to the opening times of the Station Toilets, now managed by Swanage Railway. It was noted that when not operating trains the toilets were closed at 4 p.m., and 5.30 p.m. on operating days in low season. It was AGREED:

TO RECOMMEND:
That a service level agreement be put in place between the Town Council and Swanage Railway in respect of the Station Toilets.

Members then considered the opening times of all public toilets. It was noted that opening times had been reduced in the past to reduce the level of vandalism. After lengthy discussion it was proposed by the Chairman and seconded by Councillor Pratt:

That the Tourism Committee recommend to the General Operations Committee that all public toilets be kept open from 8 a.m. to 9 p.m. year-round except as follows:
Main Beach Car Park – closed in winter except for events and weekends as at present;
Spa – closed in winter;
Battlegate – closed in winter;
Peveril Point – to close at 5 p.m. in winter.

Upon being put to the meeting FOUR members voted IN FAVOUR of the PROPOSITION and there was ONE ABSTENTION, whereupon the PROPOSITION was declared CARRIED.

Councillor Pratt and Mr Willey left the meeting at 11.45 a.m.

b) 2012 Olympics – TIC Manager Report

It was AGREED:

That due to shortage of time items 8)b), 9), 10) and 14)a) be deferred for consideration at a future meeting of the Committee.

It was FURTHER AGREED:

That items 12) and 13) be taken ahead of items 11) and 8)c).

12) Town Square – Purchase of Flags

Consideration was given to the ordering of new flags for the Town Square. It was reported that the cost of replacing the flags with the same design was £78.50 each, (on the basis of a minimum order of 30) and that this was considerably less expensive than having new designs printed.

It was proposed by Councillor Pratt, seconded by Councillor Gloyn-Cox and RESOLVED UNANIMOUSLY:

TO RECOMMEND:

That a further quantity of flags be purchased, with enquiries to be made of Purbeck District Council whether funding can be acquired from their Tourism budget.

The Operations Manager left the meeting at 11.55 a.m.

13) Jurassic Coast Bus

The importance of the Jurassic Coast bus coming to Swanage to improve the town's transport links as a gateway town was highlighted. This gained the support of the outside representatives present. It was RESOLVED UNANIMOUSLY:

That the Town Clerk write to Dorset County Council requesting that Swanage be added to the route of the Jurassic Coast bus.

11) Scale of Charges 2008/09

a) Beach Gardens

It was proposed by Councillor Mrs Marsh, seconded by Councillor Mrs Gainsborough and RESOLVED UNANIMOUSLY:

TO RECOMMEND:

That the Beach Gardens tennis fees for 2008/09 be as follows:

| <u>BEACH GARDENS</u> | New Charges (Incl. VAT) £ | New Charges (Excl. VAT) £ |
|--|--|--|
| Tennis | | |
| Singles/Doubles Hourly (hourly per court) | 7.00 | 5.96 |
| With Club Member | 4.00 | 3.40 |
| Club - Adult (Year) | 115.00 | 97.87 |
| Club - Junior & Students (Year)* | 35.00 | 29.79 |
| Club - Adult (Summer) | 78.00 | 66.38 |
| Club - Junior & Students (Summer) | 25.00 | 21.28 |
| Club - Adult (Winter) | 42.00 | 35.74 |
| Club - Junior & Students (Winter) | 13.00 | 11.06 |
| Schools (per court) | 4.00 | 3.40 |
| Children (under 16 years 12-2 pm.) | 2.50 | 2.13 |

| | | |
|--|---------------|---------------|
| Family Membership (Husband & wife plus up to 2 children * in Junior/Senior Club) | | |
| - Year | 180.00 | 153.19 |
| - Summer | 165.00 | 140.43 |
| - Winter | 77.00 | 65.53 |
| * Charge for each additional child | 23.00 | 19.57 |
| Racket Hire | 0.75 | 0.64 |
| Tennis Ball Hire | 0.50 | 0.43 |
| *£9.00 to be retained by the Tennis Club for the Junior Development Programme as agreed in Minute No.2 of the Policy & Resources Meeting held 22/01/01 | | |

It was proposed by Councillor Mrs Gainsborough, seconded by Councillor Mrs Marsh and **RESOLVED UNANIMOUSLY:**

TO RECOMMEND:
That the Beach Gardens bowls fees for 2008/09 be as follows:

| | New Charges (Incl. VAT) | New Charges (Excl. VAT) |
|---|------------------------------------|------------------------------------|
| | £ | £ |
| Bowls | | |
| Club Season - Adults | 125.00 | 106.38 |
| Club Season - Juniors (under 16) | 30.00 | 25.53 |
| New Member - (Introductory Season only) | 62.50 | 53.19 |
| Hourly (per person) | 3.25 | 2.77 |
| Hourly (under 16 accompanied by an adult) | 1.25 | 1.06 |
| Hire of Slips (per pair per game) | 2.10 | 1.79 |
| Hire of Woods (per set of 4 per game) | 2.10 | 1.79 |

It was proposed by the Chairman, seconded by Councillor Gloyn-Cox and **RESOLVED UNANIMOUSLY:**

TO RECOMMEND:
That the Beach Gardens putting and pavilion fees for 2008/09 be as follows:

| | New Charges (Incl. VAT) | New Charges (Incl. VAT) |
|---|------------------------------------|------------------------------------|
| | £ | £ |
| Putting | | |
| Per Round - Adults | 2.50 | 2.13 |
| Per Round - Children (under 16) | 1.00 | 0.85 |
| Family (2 Adults + 2 Children) | 6.00 | 5.11 |
| Pavilion | | |
| (Charges include heating, lighting and use of kitchen and equipment) | | |
| Per Session (1 section) | 18.00 | 15.32 |
| Morning, Afternoon or Evening (2 sections) | 25.00 | 21.28 |

Proposals to introduce a 'pensioners put for a pound' offer were discussed and it was further **RESOLVED:**

TO RECOMMEND:
That the Tourist Information Centre Manager have the delegated authority

to use promotions to increase usage as and when she sees fit.

Consideration was also given to the opening times of Beach Gardens for the 2008 season. It was proposed by the Chairman, seconded by Councillor Mrs Marsh and RESOLVED UNANIMOUSLY:

That, on the recommendation of the Tourist Information Centre Manager, Beach Gardens be open for Easter but then closed until May Day Bank Holiday, the facility being opened at weekends if the weather is good.

b) Beach Bungalows

It was proposed by the Chairman, seconded by Councillor Gloyn-Cox and RESOLVED UNANIMOUSLY:

**TO RECOMMEND:
That the Beach Bungalow Prices for 2008/09 be approved as per Minute 2) of the Tourism Committee Meeting held on 25th June 2007, as follows:**

| | New Charges (Incl. VAT) £ | New Charges (Excl. VAT) £ |
|---|--|--|
| <u>BEACH</u> | | |
| Bungalows | | |
| The Spa & Shore Road | | |
| PROPOSED SCALE OF FEES WEEKLY - 2008 SEASON (approved Minute 2 Tourism Committee 25/06/07) | | |
| *including electricity & equipment | | |
| Easter - Fri 25th April | 31.00 | 26.38 |
| Sat 26th April - Fri 4th July | 55.00 | 46.81 |
| Sat 5th July - Fri 5th September | 137.00 | 116.60 |
| Sat 6th September - Fri 26th September | 55.00 | 46.81 |
| Sat 27th September - Fri 31st October | 31.00 | 26.38 |
| PROPOSED SCALE OF FEES DAILY - 2008 SEASON (approved Minute 2 Tourism Committee 25/06/07) | | |
| Easter - Fri 25th April | 7.00 | 5.96 |
| Sat 26th April - Fri 4th July | 9.00 | 7.66 |
| Sat 5th July - Fri 5th September | 21.50 | 18.30 |
| Sat 6th September - Fri 26th September | 9.00 | 7.66 |
| Sat 27th September - Fri 31st October | 7.00 | 5.96 |

It was proposed by the Chairman, seconded by Councillor Mrs Marsh and RESOLVED UNANIMOUSLY:

**TO RECOMMEND:
That the Stroke Club (Annual rental) for 2008/09 be as follows:**

| | New Charges (Incl. VAT) | New Charges (Excl. VAT) |
|------------------------------------|------------------------------------|------------------------------------|
| | £ | £ |
| | (1st April - 30th Sept) | |
| Stroke Club (Annual rental) | 645.00 | 548.94 |

Councillor Bright declared a personal and prejudicial interest under the Model Code of Conduct, by reason of being a private site licence holder, and left the meeting.

It was proposed by Councillor Mrs Gainsborough, seconded by Councillor Gloyn-Cox and **RESOLVED UNANIMOUSLY:**

That Councillor Mrs Marsh assume the Chair.

Councillor Mrs Marsh assumed the Chair.

It was proposed by Councillor Gloyn-Cox, seconded by Councillor Mrs Gainsborough and **RESOLVED UNANIMOUSLY:**

TO RECOMMEND:
That the Private Site fee for 2008/09
be as follows:

| | New Charges (Incl. VAT) | New Charges (Excl. VAT) |
|----------------------|------------------------------------|------------------------------------|
| | £ | £ |
| Private Sites | 285.00 | 242.55 |

Councillor Mrs Marsh relinquished the Chair.

Councillor Bright reassumed the Chair.

c) Tourist Information Centre

It was proposed by Councillor Gloyn-Cox, seconded by Councillor Mrs Marsh and **RESOLVED UNANIMOUSLY:**

TO RECOMMEND:
That the Tourist Information Centre
charges for 2008/09 be as follows:

| | New Charges (Incl. VAT) | New Charges (Excl. VAT) |
|--|------------------------------------|------------------------------------|
| | £ | £ |
| <u>TOURIST INFORMATION CENTRE</u> | | |
| Advertising Board 3ft x 4ft (Annual) | 380.00 | 323.40 |
| Advertising 'A' Boards | 200.00 | 170.21 |
| Accommodation Service - Serviced | 10% | 10% |
| Accommodation Service - Self-catering | 5% | 5% |
| Caravan And Camping Leaflet Advertising | 110.00 | 93.62 |
| Website Advertising - Full Page | N/A | 0.00 |
| - Link Page | N/A | 0.00 |
| - Line Entry | N/A | Free |
| Registration Fee (One season only) | N/A | 0.00 |

d) Peveril Point

It was proposed by Councillor Gloyn-Cox, seconded by Councillor Mrs Gainsborough and RESOLVED UNANIMOUSLY:

TO RECOMMEND:

That the Peveril Point charges for 2008/09 be as follows:

| | New Charges (Incl. VAT) £ | New Charges (Excl. VAT) £ |
|--|---------------------------------|---------------------------------|
| <u>PEVERIL POINT</u> | | |
| Angling Club Lease expires 30/04/2023 | | |
| Angling Club Hut and Land | | £450.00 (Excl VAT) |
| Foreshore - Dinghy Storage (Angling Club) | 180.00 | 180.00 |
| Dug-Out Storage Area, Rear of Waterside (per week) | 7.20 | 7.20 |
| Garage (rear of 1, Old Coastguard Cottages) | vacant | vacant |
| Fishermen's storage (former Gents Public Conveniences: rear of 1, Old Coastguard Cottages) | vacant | vacant |
| Garage Site (rear of Peveril Cottage) Lease expired 27/06/2004 - Notice to quit - effective date 11/02/05 | vacant wef 11/02/05 | |
| Rent of Hut Site (East of Lifeboat House) | 170.00 | 170.00 |
| Fishermen's Huts | 335.00 | 285.11 |
| Boathouse Sites x 2 (West of Lifeboat House) | 200.00 | 200.00 |

e) Beach Concessions

Councillor Mrs Marsh declared a personal interest in this item under the Model Code of Conduct.

It was proposed by Councillor Gloyn-Cox, seconded by Councillor Mrs Marsh and RESOLVED UNANIMOUSLY:

TO RECOMMEND:

That the Boat Ring, Boat Operating and Punch & Judy charges for 2008/09 be as follows:

| | New Charges (Incl. VAT) £ | New Charges (Excl. VAT) £ |
|---|---------------------------------|---------------------------------|
| <u>BEACH CONCESSIONS</u> | | |
| Monkey Beach Boat Rings (Private) | 60.00 | 51.06 |
| Pleasure Boats (exceeding 30 passengers) | 635.00 | 540.43 |
| (not exceeding 30 passengers) | 565.00 | 480.85 |
| (not exceeding 12 passengers) | 190.00 | 161.70 |
| Motor Boats (not exceeding 15 feet) | 125.00 | 106.38 |

| | | |
|-------------------------|--------|------------|
| Hut on Quay | 110.00 | 110.00 |
| Punch & Judy Concession | | 360.00 |
| | | (plus VAT) |

In reference to the Beach Chair and Pedalcraft rights, it was AGREED:
That clarification is required in respect
of the areas of operation prior to
agreeing the fees for 2008/09.

Consideration was given to a letter dated 22nd October 2007 from Dorset Association for the Disabled requesting a discount for a beach hut booking for June, July, August and September 2008. It was noted that the Town Council had a policy in place not to offer discount rates to new applicants. It was proposed by the Chairman, seconded by Councillor Gloyn-Cox and RESOLVED UNANIMOUSLY:

That this request be refused, although
the Tourist Information Centre
Manager has the delegated authority to
offer discounted rates outside of the
main season.

8)c) Information Gathering/Market Research

The importance of information gathering and market research was noted. The need to draw together existing documents such as the Purbeck Section of the Dorset and East Devon World Heritage Site Carrying Capacity Evaluation Report was highlighted and it was AGREED:

That a special meeting of the Tourism
Committee be held early in 2008 to
discuss information gathering and
market research.

The Meeting closed at 12.35 p.m.
