# Minutes of the Meeting of the **TOURISM COMMITTEE** held at the Town Hall on **Monday 9<sup>th</sup> March 2009** at **11.00 a.m**.

Chairman: -

Councillor Mrs A Patrick Swanage Town Council

Present: -

Councillor B AudleySwanage Town CouncilCouncillor Mrs C GainsboroughSwanage Town CouncilCouncillor Mrs G MarshSwanage Town CouncilCouncillor W TriteSwanage Town CouncilCouncillor M WhitwamSwanage Town Council

Also Present: -

Dr M Ayres Assistant Town Clerk

Ms C Barrow STRATA

Ms K Delahay Swanage Hospitality Association

Mr R Johnson Swanage Pier

Ms H Lagden Tourism Officer, Purbeck District

Council

Mr A Lander Swanage Fishermen's Association

Mr M Payne Swanage Railway

Mr M Wilkinson STRATA

Mr G Willey Swanage and District Licensed

Victuallers Association

Revd J Wood ACTS

#### **Public Participation Time**

There were three members of the public in attendance.

#### 1) Apologies

Apologies for their inability to attend the Meeting were received from Councillors Gloyn-Cox, Hadley and Pratt, and from Mrs C Hooper (Swanage Tourist Information Supervisor), Mr I Allen (Swanage and Purbeck Chamber of Trade) and Ms L Robinson (Ensors).

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

That item 9 on the agenda be brought forward.

#### 9) Beach Gardens Upgrade Proposals - Update

The Chairman reported that earlier in the day a successful meeting had been held with representatives of the Tennis and Bowls Clubs regarding their taking on a lease of the sports facilities and pavilion at Beach Gardens. It was noted that a report would be made to a forthcoming policy meeting.

#### 2) Market Matters

#### a) Operations Report

The first market of the 2009 summer season would be held at Main Beach Car Park on Tuesday 7<sup>th</sup> April. It was noted that there had been a healthy level of interest and that the market operators were cautiously optimistic for the year ahead, given the current financial climate.

## b) Proposal for use of Main Beach Car Park by Excelsior Coaches

Consideration was given to a request from Excelsior Coaches to site a coach in Main Beach Car Park on market days for promotional purposes. It was proposed by the Chairman, seconded by Councillor Mrs Gainsborough and RESOLVED UNANIMOUSLY:

That the request be forwarded to Ensors, the market operators, to determine.

#### 3) **Boat Park Matters**

It was noted that the closing date for expressions of interest in the boat park had now passed and that the matter would be progressed by a working party.

# 4) <u>Matters arising from Minutes of the Meeting of the Tourism Committee held</u> on $27^{\text{th}}$ October 2008

There were no matters to report.

#### 5) Beach Management Sub-Committee

# a) Matters arising from Minutes of the Beach Management Sub-Committee held on 13<sup>th</sup> February 2009

Further to item 4) of the minutes of the Beach Management Sub-Committee held on 13<sup>th</sup> February 2009 attention was drawn to the beach clean to be held on Sunday 15<sup>th</sup> March at 2.00 p.m.

#### 6) Events Organisers' Meeting – Report

It was reported that the meeting of event organisers held at Swanage Bay View Holiday Park on 4<sup>th</sup> February 2009 had been a success with many ideas having been shared between groups. It was noted that a list of action points had been circulated, although some concern was expressed that this did not make any reference to the appointment of an events co-ordinator which had been mentioned at the meeting.

#### 7) Seasonal Rubbish Collection – Potential improvement

Attention was drawn to the need to resolve a number of issues relating to the collection of refuse it was proposed by the Chairman, seconded by Councillor Audley and RESOLVED UNANIMOUSLY:

That a working party consisting of the Chairmen of the Tourism, Transport and General Operations Committee be formed to meet with a representative of the waste management team at Purbeck District Council to resolve issues relating to the collection of refuse in Swanage.

#### 8) Arts Project – Proposals for Information Boards - Update

An update was provided in respect of the application for planning permission for the arts project information boards. Attention was drawn to an additional board to be located near to the parish church, but it was noted that the existing application should not be delayed to incorporate this.

#### 10) 2012 Olympic Legacy

It was reported that a successful meeting had been held at the Town Hall on Friday 6<sup>th</sup> March, attended by Gary Fooks, Dorset County Council's Olympics Co-ordinator. Mr Andy Burnett had agreed to co-ordinate events in Swanage.

#### 11) Tourism Reports

Ms H Lagden, Tourism Officer, reported on the following matters:

#### a) Tourism Strategy

Purbeck District Council had recently approved their first Purbeck Tourism Strategy document.

#### b) Destination Dorset Website

It was reported that a new Destination Dorset website was currently being developed.

#### c) Wareham TIC

Part of the Tourist Information Centre at Wareham has been sublet to Dorset Cottage Holidays to help raise revenue for the service within Purbeck District Council.

#### d) Indications for Summer Season 2009

A survey carried out by South West Tourism had recently found good prospects for the forthcoming summer season.

#### e) Purbeck Tourism Fair

A Purbeck Tourism Fair has been organised by Purbeck Tourism Association to be held at Lulworth Castle on 20<sup>th</sup> March 2009 at Lulworth Castle. The event is designed to enable tourism providers to meet other tourism businesses, network and collect leaflets and information for the coming year.

#### 12) <u>Durlston Project Update</u>

In the absence of a representative of Durlston Country Park there was nothing to report.

#### 13) Weather Station

It was reported that an officer from the Met Office had been invited to Swanage later in the summer to assess the future options for the gathering of meteorological information and that a report would be made to a subsequent meeting.

#### 14) Items of Information and Matters for Forthcoming Agendas

# a) Request for Road Closure - Lower High Street, 30<sup>th</sup> July 2009

A request had been received from Swanage Regatta and Carnival to close the Lower High Street from 8 p.m. on Thursday 30<sup>th</sup> July for a fancy dress parade. It was noted that all surrounding access routes would remain open. No objection was made to the proposal, although the need for adequate signage was highlighted.

#### b) Dorset Arts Week

Dorset Arts Week will take place from 23<sup>rd</sup> May 2009.

### c) Swanage Pier

The possibility of repairs being undertaken to the pier to enable the return of the paddle steamers this summer was reported.

## 15) Date of Next Meeting

It was noted that the next meeting of the Committee was scheduled for 9.30 a.m. on Monday 29<sup>th</sup> June 2009.

The Mee	ting close	d at 11.4	0 a.m.				