

**SWANAGE TOWN COUNCIL**

Dr Martin Ayres  
Town Clerk

Town Hall  
SWANAGE  
Dorset  
BH19 2NZ  
01929 423636

15<sup>th</sup> November 2016

Dear Sir/Madam

**Tourism Committee**

A meeting of the above Committee will be held at the **TOWN HALL, SWANAGE** on **WEDNESDAY, 23<sup>rd</sup> NOVEMBER 2016** at **10.00 a.m.** for the purpose of transacting the business mentioned in the Agenda.

Yours sincerely

*Dr M.K. Ayres*

Town Clerk

To the Town Mayor and Deputy Mayor  
Councillor Finch and Councillors Green,  
Marsh, Morris, Trite and Whitwam.

Copies to all Councillors and Chief Officers.  
Copies also to:  
Dorset Police; Durlston Country Park;  
Purbeck District Council; Swanage & District  
Chamber of Trade & Commerce;  
Swanage & Purbeck Hospitality Association;  
Swanage Museum and Heritage Centre;  
Swanage Pier Trust and Swanage Railway.

**A G E N D A**

1. Apologies
2. Declarations of Interest and consideration of requests for Grants of Dispensations (Councillors are reminded of their obligations to declare their interests in accordance with paragraphs 9 – 13 of the Council's Code of Conduct and regulations made under chapter 7 of the Localism Act 2011).
3. Matters arising from Minutes of the Tourism Committee Meeting held on 22<sup>nd</sup> June 2016 (Copy enclosed)
4. Matters arising from Minutes of the Beach Management Advisory Committee Meeting held on 19<sup>th</sup> October 2016 (Copy enclosed)
  - a) Lifeguards and sea safety
    - i) Consideration of RNLI Lifeguard Service Options 2017 (Information enclosed)
    - ii) Consideration of 'on the water' enforcement
    - iii) Consideration of future production of Swanage Bay Water Safety Leaflet (Copy enclosed)
  - b) Enforcement of Seafront Regulations Summer 2017

5. New leaflet to promote Swanage and the surrounding areas and attractions – update
6. Visit Dorset Tourism Partnership – update (Information enclosed)
7. Swanage & Purbeck Value of Tourism Summaries 2015 (Information enclosed/to follow)  
Please also visit: <http://www.visit-dorset.com/trade/research/dorset-tourism-data>
8. Budget Setting 2016/17
  - a) Review of Tourism Budgets (Copy enclosed)
  - b) Scale of Charges 2016/17 – Recommendation to Estimates Meeting (Schedule enclosed)
9. Tourism Reports
10. Updates from Outside Representatives
11. Items of information and matters for forthcoming agendas
  - a) Tourist Information Centre (TIC) building refurbishment – update
  - b) Proposals for a combined TIC and Museum & Heritage Centre – update
  - c) European Maritime Festival – 17<sup>th</sup> to 21<sup>st</sup> May 2017 (Details enclosed)
  - d) Swanage TIC Brown Tourist Signage – update (Information enclosed)

Please also visit:

<https://www.dorsetforyou.gov.uk/travel-dorset/roads-and-driving/road-information/traffic-management/road-signs-and-markings/brown-tourism-signs>

12. Date of next meeting – Wednesday 8th March 2017 at 10.00 a.m.

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**PLEASE NOTE: UP TO 15 MINUTES OF PUBLIC PARTICIPATION TIME  
MAY BE HELD AT 10.00 a.m. PRIOR TO THE MEETING**  
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