

Minutes of the Meeting of the **TOURISM
COMMITTEE** held at the Town Hall on
WEDNESDAY 13th JUNE 2012 at 10.00 a.m.

Chairman: -

Councillor I Brown

Swanage Town Council

Present: -

Councillor M Bonfield

Swanage Town Council

Councillor Mrs G Marsh

Swanage Town Council

Councillor Mrs A Patrick

Swanage Town Council

Councillor W S Trite (Town Mayor)

Swanage Town Council

Councillor M Whitwam

Swanage Town Council

Councillor A Wiggins

Swanage Town Council

Outside Representatives:-

Mr A Lander

Swanage Fishermen's Association

PCSO I Lesley

PACT

Mr P Sykes

Swanage Railway

Also Present: -

Dr M Ayres

Town Clerk

Mrs C Anstey

Administration Assistant

Mrs C Hooper

Tourist Information Centre Supervisor

Ms H Lagden

Purbeck Tourism Officer

Public Participation Time

There were no members of the public present.

1) Apologies

Apologies for their inability to attend the Meeting were received from Councillor Mrs Bartlett, Mr D Haysom (Swanage Museum) and Mr B Barker (Swanage & District Chamber of Trade & Commerce).

2) Matters arising from Minutes of the Tourism Committee Meeting held on 5th March 2012

Further to minute 7) it was noted that three footshowers had now been installed on Shore Road.

3) Report from the Beach Management Sub-Committee Meeting held on 8th June 2012

A brief update was given in respect of matters discussed at the meeting.

4) Boat Park Matters

a) Review of Regulations

Concerns were raised with the recent activity of a commercial dive boat operating from the boat park. It was highlighted that priority for use of the jetty should be given to those operating from the Town Council's fishermen's huts. It was AGREED:

That the Town Clerk, Councillors Brown and Bonfield and a representative of the Fishermen's Association review the Boat

Park Regulations and a clause be added stating that 'Any commercial use must be agreed by the Town Council'.

b) Consideration of Potential Jetty Improvement

The importance of improving landing facilities in Swanage was highlighted, and attention was drawn to the need to review the Council's policy in respect of possible future improvements to the boat park jetties. It was AGREED:

That the Boat Park Working Party explore the options for the future of the jetties at Peveril Boat Park

5) Discussion re. Possibility of Introducing Specialist/Continental Markets on Former Shelter Site, Shore Road

Consideration was given to an application received from a company requesting to hold a specialist market on the former shelter site, Shore Road. It was acknowledged that it would be a valuable boost for tourism and could work together with future railway events. Following a brief discussion it was agreed to contact the company to make further enquiries.

6) Tourism Reports

Mrs C Hooper, Swanage Tourist Information Centre Supervisor, reported on the following matters:-

a) Blue Flag/Quality Coast Award

Swanage has once again been successful in its application for the Blue Flag and Quality Coast Award.

b) Beach Huts

Shore Road Beach Huts are fully booked from July to September and enquires have increased in regard to the seasonal offer for the Spa Bungalows.

c) TIC

Exciting merchandise has been ordered to go on sale in the Tourist Information Centre, including bags, children's T-shirts, post cards, all with a Swanage theme.

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

a) Visit Dorset Website

The website is averaging over 50,000 visits per month, so is proving to be very popular. A facility for local shops to advertise on the website has been launched together with a Visit Dorset App for the iPhone that will provide a facility for Food & Drink businesses, shopping events, accommodation and attractions to be promoted.

b) Enid Blyton Trail

The Enid Blyton Trail has been launched and has featured on the BBC's 'Countryfile' programme, together with Swanage Railway which will hopefully boost tourism in Purbeck.

7) Festivals and Events 2012 - Update

a) Ok Kayak

It was reported that the Ok Kayak fishing event is now the biggest event in the UK. One hundred and thirty three competitors took part. The event raised £1400, which was presented to the RNLI. It was a colourful and happy event enjoyed by all.

b) School Eco Day

Swanage First Schools took part in an 'Eco Day'. The Wildlife Trust, and Allnatt Centre also attended. Mary Dwen educated everyone on the dangers of 'nurdles', small plastic objects that have been washed up onto our beaches, endangering wildlife. It ended with everyone taking part in a beach clean and many stayed for the whole day.

c) Swanage Bay Triathlon

This year saw the introduction of a new event, the Swanage Bay Triathlon. The event was well attended with over 70 entrants. It was hoped that this event would continue to grow and become another popular date on the calendar.

d) Purbeck Marathon

The Purbeck Marathon is scheduled for the 16th September. This event is out of season, which will hopefully encourage visitors to give tourism a boost in what would normally be a quieter period. Swanage Hospitality have pledged their support to this sporting event.

8) Olympics 2012 - Update

It was reported that the Olympic Torch would be arriving in Swanage at 12.24 on the 13th July 2012 and would be in the town for approximately 40 minutes. A band was booked to play on the former shelter site on Shore Road, and a number of the churches of Swanage would be open to offer refreshments en route. It was noted that road closures would be in place for Institute Road and part of the High Street. A request had been received from the police for approximately 80 volunteers to assist with marshalling along the route.

9) Swanage and Purbeck Hospitality Association – Update

It was reported that on the 30th June 2012, Swanage would welcome back a surviving GI, Wes Mullen who was billeted in Swanage from 1943 to June 1944. The welcome would start with his arrival at Swanage Railway Station at 11.00 a.m. A service of dedication and unveiling of a commemorative plaque would take place at the War Memorial on the Recreation Ground at 11.30 a.m.

10) Items of Information and Matters for Forthcoming Agendas

- a) Further to recent concerns regarding cyclists on the closed section of Shore Road, it was reported that whilst closed, Shore Road becomes a designated footpath. It was noted that anyone persistently disregarding the 'No Cycling' signage could be issued with a fixed penalty ticket by the Police.

11) Date of Next Meeting

It was noted that the date of the next meeting had been scheduled for Monday 5th November 2012.

The Meeting closed at 11.00 a.m.