

Minutes of an Unquorate Meeting of the **TOURISM COMMITTEE** held at the Town Hall on **MONDAY 3<sup>RD</sup> JUNE 2013 at 10.00 a.m.**

Chairman: -

Councillor I Brown

Swanage Town Council

Present: -

Councillor Mrs C Bartlett

Swanage Town Council

Councillor M Whitwam

Swanage Town Council

Outside Representatives:-

Mr A Lander

Swanage Fishermen's Association

Also Present: -

Dr M Ayres

Town Clerk

Mrs C Anstey

Administration Assistant

Mr G Brookes

Operations Manager

Mrs C Hooper

Tourist Information Centre Supervisor

Ms H Lagden

Purbeck Tourism Officer

Councillor W Trite

Swanage Town Council

**Public Participation Time**

There was one member of the public present.

The following matter was raised during Public Participation Time:-

- A request was received from a commercial company to utilise Main Beach for a range of organised youth activities, to include raft building and beach games.

1) **Apologies**

Apologies for their inability to attend the Meeting were received from Councillors Bonfield, Mrs Marsh, Mrs Patrick and Poultney, Mr B Adeney (Swanage Pier), Ms Jackie Lane, Mr J Maughan and Mr A Power (Swanage Hospitality Association).

2) **Matters arising from Minutes of the Tourism Committee Meeting held on 5<sup>th</sup> November 2012**

There were no matters raised.

3) **Review of Bodies Invited to Send Outside Representatives**

Attention was drawn to the number of bodies currently invited to send outside representatives to forthcoming Tourism Meetings. It was noted that all agendas are readily available online and it was agreed that sending out a large volume of agendas was time consuming and not cost effective. It was AGREED:

That the number of outside bodies invited to send outside representatives to Town Council Tourism Meetings be reduced to a core membership of:- Durlston Country Park, Purbeck District Council, Swanage & District Chamber of Trade & Commerce, Swanage & Purbeck Hospitality Association and Swanage Railway Co. Ltd.

**4) Review of Council's Tourism Policy and Objectives**

The Policies and Objectives for Swanage Town Council were presented to the Committee for discussion. It was AGREED:-

That members be given further time to read and review the document and the matter be discussed again at the Meeting of the Tourism Committee due to be held on the 4<sup>th</sup> November 2013.

**5) Service Level Agreement with Purbeck District Council**

A draft Service Level Agreement between Purbeck District Council and Swanage Town Council was presented to the Committee for discussion. The agreement outlined the services Swanage Town Council receive from Purbeck District Council in return for its financial contribution. Following a brief discussion it was AGREED:-

That delegated authority be given to the Chairman, Town Clerk and the Tourist Information Supervisor to amend/agree Purbeck District Council's Service Level Agreement with Swanage Town Council.

**6) Tourism Reports**

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

**a) Theft of Banners**

Banners that were received in recognition of Swanage achieving the Seaside Award and Blue Flag award, together with banners advertising Swanage Free School, Swanage Jazz Festival and Jurassic Golf have been stolen. The Seaside Award and Jazz Festival had been recovered but the others have not been found.

**b) Coach trips**

Crossway Travel have been running coach trips from Swanage for the first time and are proving popular with local residents. The booking service for the National Express coach service have also been appreciated by many locals.

Ms H Lagden Tourist Information Officer, reported on the following matters:-

**a) Visit Dorset Website**

The latest website statistics show that there were over 600,000 unique visits to the website with January figures increasing from 37,000 in 2012 to 95,000 in 2013.

**b) Swanage & Purbeck Holiday Guide**

The Swanage & Purbeck Holiday Guide package is due to be sent out to potential advertisers and starts at £220 per business.

**c) Discover Purbeck Information Centre**

The Discover Purbeck Information Centre has celebrated its first anniversary in the new library location and the feedback has been very positive.

**7) Updates from Outside Representatives**

There were no updates to report.

**8) Items of Information and Matters for Forthcoming Agendas**

a) It was reported that the Orient Express is due to run from Waterloo to Swanage on the 29<sup>th</sup> June.

- b) Concerns were raised that a commercial business not sanctioned by the Town Council was operating from the Boat Park.
- c) An e-mail had been received from a German Film company requesting to use Swanage for a language video they are shooting.
- d) It was reported that Dorset County Council had given Swanage Railway control of the railway siding at Furzebrook.

9) **Beach Gardens – Request for Permission to Erect Awning at Swanage Bowls Club**

Consideration was given to a letter and illustration from Swanage Bowls Club to erect a canopy over the concrete terrace in front of the pavilion at Beach Gardens. Concerns were raised that the pavilion building would not be substantial enough to withstand the fixing of a permanent structure and may cause problems with maintenance and ongoing repairs. It was proposed by the Chairman, seconded by Councillor Whitwam and RESOLVED UNANIMOUSLY:-

That the request for a permanent structure be refused and that the Chairman and Operations Manager liaise with Swanage Bowls Club to seek an acceptable, alternative solution.

10) **Date of Next Meeting**

It was noted that the date of the next meeting had been scheduled for Monday 4<sup>th</sup> November 2013.

The Meeting closed at 10.35 a.m.