

Minutes of the Meeting of the **TOURISM COMMITTEE** held at the Town Hall on **Monday 7th February 2010 at 10.00 a.m.**

Chairman: -

Councillor Mrs A Patrick

Swanage Town Council

Present: -

Councillor L Gloyn-Cox

Swanage Town Council

Councillor M Hadley

Swanage Town Council

Councillor M W Pratt

Swanage Town Council

Councillor W S Trite (Town Mayor)

Swanage Town Council

Councillor A Wiggins

Swanage Town Council

Councillor M Whitwam

Swanage Town Council

Outside Representatives:-

Mr A Lander

Swanage Fishermen's Association

Mr J Page

Swanage Pier and Museum

Also Present: -

Dr M Ayres

Town Clerk

Mr G Brookes

Operations Manager

Mrs C Hooper

Tourist Information Centre Supervisor

Ms H Lagden

Purbeck Tourism Officer

Miss D Bowden

Swanage Tourist Information Centre Assistant

Public Participation Time

There were no members of the public present.

1) Apologies

An apology for her inability to attend the Meeting was received from Councillor Mrs Marsh.

2) Market Matters

Operations Report from Ensors

In the absence of a representative from Ensors, there was nothing to report.

3) Boat Park Matters

It was reported that the Council had set aside the sum of £30,000 for improvements at the Boat Park, which would include resurfacing works and possible changes to the existing lighting. Reports indicated that the current waiting list was reducing, so the revenue budget had been set accordingly. Some discussion ensued regarding security measures, and associated problems, at the Boat Park. Those present were reminded that the Boat Park provided a parking facility only, and that the Town Council could not offer any guarantee regarding security.

It was proposed by Councillor Gloyn-Cox, and AGREED:-

That a Working Party be formed, comprising of the Town Mayor, Deputy Mayor, Councillor Wiggins

and representatives from the Angling Club and Fishermen's Association to consider matters relating to the Boat Park.

4) Swanage In Bloom

It was reported that Mr G Moles, of the Swanage Horticultural Society, had made arrangements to reinstate the Swanage in Bloom competition.

There would be nine categories for entry in the competition, and the Swanage and Wareham Advertiser had agreed to print the application forms. Judging would be undertaken by a panel from Weymouth and would commence on 11th July 2011. Swanage would not be entering the national Britain in Bloom event.

Councillor Trite expressed his appreciation to Mr Moles, on behalf of the Council, for reinstating the competition.

5) Matters arising from Minutes of the Tourism Committee Meeting held on 8th November 2010

There were no matters arising from the Minutes of the Meeting of the Tourism Committee held on 8th November 2010.

6) Beach Management Sub-Committee

Matters Arising from the Minutes of the Meeting held on 4th February 2011

(a) It was proposed by Councillor Mrs Patrick, seconded by Councillor Gloyn-Cox, and RESOLVED UNANIMOUSLY:-

That a megaphone be purchased for the Beach Wardens to raise awareness of speeding in restricted areas in Swanage Bay, and that improved signage be introduced at launching sites.

(b) The water quality at the outfalls was discussed, and it was acknowledged that signage would be introduced at all outfalls in line with EU bathing water quality regulations. The Environment Agency would be consulted regarding the wording on the signs.

(c) It was reported that works on the replacement of the Berry Marker were continuing, and that Poole Harbourmaster would be consulted regarding the correct marker top. Representatives of the Fishermen's Association, Pier and Swanage Bay Users Association would progress the matter.

7) Request for Funding from Jurassic Coast Trust for 'Geology of the Jurassic Coast' – Isle of Purbeck Volume

Consideration was given to a request received from the Jurassic Coast Trust for funding towards the cost of producing the 'Geology of the Jurassic Coast' publication.

During the ensuing discussion, it was considered that the publication was an excellent educational guide, and if the Town Council were to make a financial contribution, it may potentially unlock additional funding sources.

It was proposed by Councillor Mrs Patrick, seconded by Councillor Hadley, and RESOLVED UNANIMOUSLY:-

TO RECOMMEND:

That the Town Council contributes the sum of £250.00.

The Town Clerk was requested to inform the applicant of the possibility of additional funding from the De Moulham Trust.

8) Beach Gardens – Proposals to Increase Usage

Concern was expressed regarding the declining usage of the facilities at Beach Gardens, and consideration was given to promoting this area.

It had been agreed that a leaflet would be produced and distributed to visitors via the pier, boat trips and other outlets, to encourage visitors to use the facilities. It was also proposed to re-introduce the scheme of ‘Pensioners Putting’ for £1, and that a member of the Tourist Information Centre staff would work at Beach Gardens on one day per week during the coming season to assist with operational issues.

The suggestion of better signage in the Council’s car parks was put forward, and any further suggestions to promote the facilities would be welcomed.

9) Tourism Reports

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

(a) Holiday Guide and Footfall

Enquiries for the new 2011 Holiday Guide were being well received, with approximately 5,000 Guides having been distributed to date.

Footfall at the Tourist Information Centre was down during the winter months compared with previous years, which had been attributed to the bad weather.

(b) Events

Event organisers were providing all the necessary information regarding their events to be held during the forthcoming season.

It was noted that a second Comedy Festival was being arranged for 25th and 26th March.

The Tourist Information Centre staff were working with the Purbeck Olympic Networking Group to provide events listings for Easter to October 2012.

(c) Blue Flag Initiatives

The following Blue Flag initiatives were being held during 2011:-

- A walk in aid of the Dorset and Somerset Air Ambulance on 7th May to coincide with the Swanage and Purbeck Walking Festival.
- Big Beach Clean and Tidy Up in conjunction with St Marks School on 14th May.
- A Love Food Hate Waste campaign to promote the issues of waste disposal.
- ‘Art on the Prom’ to be held during Swanage Regatta and Carnival Week.
- An awareness display on Green and Beach Awareness.

(d) Tourist Information

Beach hut bookings were being well received for the peak holiday weeks.

In conjunction with Swanage Museum, consideration was being given to the production of a new leaflet entitled ‘What To Do In Swanage For A Day’.

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

(a) PDC Website

The Visit Swanage and Purbeck web address had been successfully transferred over to the Visit-Dorset website in mid January.

(b) TIC Update

Footfall at the Tourist Information Centre was down during the winter months compared with previous years. This was attributed to the bad weather and a decline in the short break holiday trade.

(c) Swanage Museum and Heritage Centre

The lease arrangements with Purbeck District Council were still under discussion, the aim being to transfer over to the Museum team with effect from 1st April 2011.

(d) Tourism Fair

A reduced scale Fair would be taking place in 2011, to coincide with the Swanage and Purbeck Hospitality Association AGM, when there would be an opportunity for literature exchange.

(e) 2011 Holiday Guide

Positive feedback was being received in respect of the 2011 Holiday Guide. A new question had been incorporated in the Guide – How important is it to you that the place you are staying in is taking steps to become environmentally friendly?

(f) The Map and Guide

Despite reducing the rates for the Map and Guide in 2011, the advertising would not cover the costs for the production of the massive quantities that were required. The matter was still being considered, but it was unlikely that the publication would be re-printed in 2011.

10) Swanage and Purbeck Hospitality Association – Update

The Tourist Information Centre Supervisor updated those present on matters relating to the Swanage and Purbeck Hospitality Association:-

- The AGM was scheduled to be held on 1st April 2011, in conjunction with the Tourism Fair.
- The Association was expanding across Purbeck, with some traders also becoming members.
- 2011 would be the second year of the Swanage Walking Festival and the second year of the Swanage Comedy Festival. The timing of the events were intended to attract additional visitors to the town in the shoulder months.

It was suggested that the Swanage and Purbeck Hospitality Association be invited to be represented on the Purbeck Olympic Networking Group.

11) Durlston Project - Update

In the absence of a representative from Durlston Country Park, the Town Clerk reported that it was anticipated Durlston Castle would be re-opened in August/September 2011.

12) Items of Information and Matters for Forthcoming Agendas

Councillor Gloyn-Cox suggested that market segmentation be researched to best brand the future of the town.

Before the conclusion of the Meeting, Councillor Trite expressed his appreciation of the contribution made by Councillor Gloyn-Cox to the Tourism Committee. Councillor Gloyn-Cox also wished to thank the Swanage Fishermen's Association for their support.

The Meeting closed at 10.50 a.m.

