

Minutes of the Meeting of the **SWANAGE TOWN MARKET COMMITTEE** held at the Town Hall, Swanage on **MONDAY, 26th FEBRUARY 2007** at 2.15 p.m.

PRESENT:-

Councillor C.R. Bright (Chairman)
Councillor Mrs. C. Gainsborough
Councillor M. Tyrer

Also in attendance:-

Ms. Liz Robinson (Thomas Ensor & Son)
Mr. P. Robinson (Swanage & District Chamber of Trade & Commerce)
Mr. N. Brown (Swanage Railway)
Mrs. S. Gutteridge (Swanage & Purbeck Holiday Accommodation Association)

In accordance with the Council's policy, an opportunity for a 15 minute period of Public Participation was afforded by the Chairman, but as no members of the public were present, the Meeting commenced at 2.15 p.m.

1. **APOLOGIES**

Apologies for their inability to attend the Meeting were received from the Town Mayor and Councillors Mrs. Farrow, Mrs. Marsh and Pratt. Apologies were also received from Mrs. R. Aplin (Swanage & District Chamber of Trade and Commerce).

2. **MINUTES**

The Minutes of the Meeting of the Swanage Town Market Committee held on 30th October 2006 were noted as approved.

Arising from Minute No. 3, it was AGREED:-

That, in order to co-ordinate the 2007 market survey, a questionnaire be drawn up by the Information Centre Manager that could be incorporated within the survey undertaken by the Hoteliers Association and Chamber of Trade.

3. **CONTRACTUAL AGREEMENT**

Further to Minute No. 5 (b) of the Finance and Performance Management Working Group Meeting held on 14th November 2006, consideration was given to the formal Agreement for the operation of the Market for the 2007 season.

It was AGREED:-

That a sample document be provided by Ensors as a basis on which to draw up a formal Agreement.

4. **CONTINENTAL MARKET**

Further to Minute No. 5 of the Town Market Committee Meeting held on 30th October 2006, Ms. Robinson reported on enquiries made regarding the proposals for a Continental Market in Swanage.

During the ensuing discussion, it was felt that further consideration should be given to location, frequency and various operational issues before the matter could be progressed, and it was AGREED:-

That the matter be referred for consideration at the next meeting of the Committee to be held on 16th April 2007.

5. **OPERATIONAL AND FINANCIAL PERFORMANCE**

(a) **Coach Parking/Data Collation**

Further to Minute No. 4 of the Town Market Committee Meeting held on 30th October 2006, it was reported that tariffs for coach parking had been revised for 2007, which would enable detailed information relating to the numbers and length of stay of coaches using Main Beach and North Beach Car Parks, to be collated. This additional information would be beneficial as a monitoring tool in relation to the popularity of the market.

Ms. Robinson reported that, this year, Ensors also intended to record additional information, which included the number of pitches used, the number of traders, and weather conditions that may affect the market. This data could be provided on a weekly basis, if required.

(b) **Advertising and Publicity**

Ms. Robinson reported that advertising leaflets for 2007 had been prepared by Ensors and were ready for distribution. Advertisements would again be placed regularly in the Daily Echo, Advertiser, Resort magazine and other publications, as well as Tourist Information Centres. A similar advertising campaign had proved very successful in 2006, and Ensors wished to expand this to include the distribution of “flyers” on market days if a suitable person could be found to undertake this task. It was suggested that an approach be made to the distributor of the Town Council’s newsletter.

6. **DATES OF FUTURE MEETINGS**

It was NOTED:-

That the next meetings of the Committee would be held in the Town Hall at 2.15 p.m. on the following dates:-

Monday	16 th April 2007
Monday	23 rd July 2007
Monday	29 th October 2007

The meeting concluded at 3.26 p.m.
