

Minutes of the Meeting of the **SWANAGE TOWN MARKET COMMITTEE** held at the Town Hall, Swanage on **MONDAY, 30th OCTOBER 2006** at 2.15 p.m.

PRESENT:-

Councillor C.R. Bright (Chairman)
Councillor Mrs. J.A. Farrow
Councillor Mrs. C. Gainsborough
Councillor Mrs. G.A. Marsh
Councillor M. Pratt
Councillor M. Tyrer

Also in attendance:-

Ms. Liz Robinson (Thomas Ensor & Son)
Mr. P. Robinson (Swanage & District Chamber
of Trade & Commerce)
Ms. R. Aplin (Swanage & District Chamber
of Trade & Commerce)
Mr. N. Brown (Swanage Railway)
Mr. G. Willey (Swanage & District L.V.A.)

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**

An apology for his inability to attend the Meeting was received from the Town Mayor.

2. **MINUTES**

The Minutes of the Meeting of the Swanage Town Market Committee held on 24th July 2006 were noted as approved.

Councillor Bright referred to Minute No. 5 and the recommendation that a formal Agreement for the operation of the market be drawn up with Ensors in respect of the 2007 season, and it was AGREED:-

That this matter be referred to a future meeting
of the Finance and Performance Management
Working Group.

3. **SURVEY AND RESPONSES**

The Tourist Information Centre Manager presented details of responses to the Market Questionnaire completed by visitors to the Holiday Park, Tourist Information Centre and Beach Gardens during the 2006 summer season.

During the ensuing discussion, it was noted that, due to pressure of work, it had only been possible for the Tourist Information Centre staff to carry out a limited survey, but it was intended that this should be increased in 2007. Consideration was given to enlisting the help of visiting school parties for the 2007 survey, and possibly individual Councillors and the market "Toby".

Reference was also made to Minute No. 5 (c) of the Swanage Town Market Committee held on 24th July 2006, and the suggestion that the Hoteliers Association and the Chamber of Trade collect data via their members.

It was agreed that this matter be deferred for consideration at the next meeting of the Committee.

Following further discussion, it was proposed by Councillor Mrs. Gainsborough, seconded by Councillor Pratt, and AGREED UNANIMOUSLY:-

To recommend that the existing policy for the operation of the market be endorsed, and that the introduction of car boot sales be not permitted.

4. **OPERATIONAL AND FINANCIAL PERFORMANCE**

Further to Minute No. 5 of the Town Market Committee held on 24th July 2006, details of coach parking tickets issued at Main Beach Car Park during the 2006 summer season, together with comparisons for 2005 and 2004, were submitted for information. This information had been collated on a monthly basis, and it was requested that, if possible, the daily usage be recorded in order to monitor the popularity of the market. Additional information regarding the number of coaches using North Beach Car Park would also be beneficial as a monitoring tool.

Details of income and occupancy analysis of the market in 2005 and 2006 were also submitted for information, and the position was noted.

In answer to a question raised, Ms. Robinson stated that Ensors currently recorded the number of traders using the market, as opposed to the number of pitches used, but these statistics could be provided and monitored on a regular basis in 2007.

5. **ITEMS OF INFORMATION AND MATTERS FOR FORTHCOMING AGENDAS**

The Clerk reported on an enquiry received from a market operator interested in organising a Continental market in the town.

During the ensuing discussion, Members were mindful that a similar request had been considered in March 2004. The matter had been pursued by Ensors at that time, but no dates for the market had been submitted from the operators and the matter had not progressed.

It was proposed by Councillor Mrs. Gainsborough and seconded by Councillor Mrs. Farrow:-

That Ensors be requested to obtain further information, on behalf of the Committee, regarding the proposals for a Continental Market in Swanage.

Upon being put to the Meeting, THREE Members voted IN FAVOUR of the Proposition, ONE Members voted AGAINST the Proposition and there was ONE ABSTENTION, whereupon the Proposition was declared CARRIED.

Mr. Nick Brown, on behalf of Swanage Railway, was concerned that many local organisations with a common interest in tourism were not communicating with each other regarding the general promotion of Swanage. The Town Clerk reported that similar sentiments had been raised at a recent meeting of the Chamber of Trade and Commerce, and it was AGREED:-

That the matter be raised at a future meeting of the Tourism and Environmental Committee with a view to co-ordinating the promotion of Swanage and its organisations, festivals and events.

6. **DATE OF NEXT MEETING**

Consideration was given to the date of the next meeting, and it was AGREED:-

That the next meeting of the Committee be held on Monday, 26th February 2007, prior to the re-instatement of the market on 3rd April 2007.

The meeting concluded at 3.26 p.m.