

Minutes of the Meeting of the **TOURISM AND ENVIRONMENTAL COMMITTEE** held at the Town Hall on **Monday 27th November 2006** at **10.00 a.m.**

Chairman: -

Councillor Mrs C Gainsborough Swanage Town Council

Present: -

Councillor Mrs C A Bartlett Swanage Town Council
(until 11.55 a.m.)

Councillor C R Bright Swanage Town Council
Councillor Mrs J Farrow Swanage Town Council
(until 12.20 p.m.)

Councillor M Hadley Swanage Town Council
Councillor Mrs G Marsh Swanage Town Council
Councillor M W Pratt Swanage Town Council

Mr A Leeson Town Clerk
Mrs A Holmes Tourist Information Centre Manager
Dr M Ayres Assistant Town Clerk

Ms N Elston Purbeck Tourism Officer
Mr N Brown Swanage Railway Co. Ltd.
(from 10.25 a.m.)

Mr P Brown Swanage and Isle of Purbeck Chamber
of Trade and Commerce (from 10.05
a.m. until 12 noon)

Mr A Power Swanage and Purbeck Holiday
Accommodation Association

Mr G Willey Licensed Victuallers Association (until
11.30 a.m.)

Rev J Wood Association of Churches Together in
Swanage (from 10.15 a.m.)

Mrs J Dutton Environmental Services Officer,
Purbeck District Council (until 11.30
a.m.)

Mr M Gregory Waste Reduction Officer, Dorset
County Council (until 11.30 a.m.)

Ms K Juniper Waste Reduction Assistant, Dorset
County Council (until 11.30 a.m.)

Public Participation Time

There were no members of the public in attendance.

1) Apologies

Apologies for their inability to attend the Meeting were received from Councillors Suttle and Mrs Turner, Mr R. Johnson of Swanage Pier, Mr H. Murray of Durlston Country Park and Mr T. Williams of Purbeck Tourism.

It was agreed that item 8 on the agenda be brought forward.

8) Beach Management Committee Terms of Reference

Councillor Mrs Marsh, Chairman of the Beach Management Committee, summarised the Committee's Terms of Reference that had been circulated prior to the meeting.

The Chairman of the Swanage and Purbeck Holiday Accommodation Association enquired how progress will be monitored. The Town Clerk stated that the principal indicator would be the retention of the Town's Blue Flag award which was externally assessed. It was acknowledged that in the future assessable criteria could be linked to the Committee's Terms of Reference.

It was proposed by Councillor Mrs Bartlett, seconded by Councillor Mrs Farrow and RESOLVED UNANIMOUSLY:

That the Beach Management Committee
Terms of Reference be adopted.

2) Matters arising from Minutes of the Meeting held on 25th September 2006

There were no matters to report.

3) Presentation on SMART shopping campaign

Mr Marten Gregory, Dorset County Council's Waste Reduction Officer, gave a presentation on SMART shopping (Save Money And Reduce Trash). This is part of an initiative by Dorset County Council to reduce the amount of household waste produced in the county by 30,000 tonnes over the next 5 years. The aim of the SMART shopping campaign is to educate the public and encourage them to take steps such as choosing goods with less packaging, re-using their own carrier bags and selecting recyclable products.

The campaign in Swanage will consist of distribution of a Household Tips leaflet, the distribution of jute bags and visits from door to door waste advisers. The need to bring local retailers on board to put pressure on suppliers was highlighted as of key importance.

During the ensuing question and answer session Mr P. Brown, of the Chamber of Trade, stressed the need for business cardboard recycling. Mrs Dutton, of Purbeck District Council, stated that negotiations with SITA and other bodies were ongoing on this issue. The Chairman of the Swanage and Purbeck Holiday Accommodation Association enquired what percentage of waste is produced by private households, and it was stated that this was between one-quarter and one-third of the total waste produced.

Other issues raised included alternatives to the use of carrier of bags for advertising, the take up of compost bins, and the introduction of the Electrical Equipment Directive in May 2007.

Finally Mr Gregory and Mrs Dutton requested permission to place a gazebo on Town Council Property to raise awareness of the SMART campaign. After further discussion it was proposed by Councillor Mrs Bartlett, seconded by Councillor Mrs Farrow and RESOLVED UNANIMOUSLY:

That permission be granted to position a
gazebo on the forecourt in front of the
Taxi Office to promote the SMART
shopping campaign on Wednesday 13th
December 2006.

4) Commercial Waste Recycling

The Town Clerk stated that the issue of commercial waste recycling had been highlighted as a matter of importance at the recent public meeting organised by the Chamber of Trade. The Town Council could consider providing a facility outside of the Bulky Household Waste Site, which has previously been used on a temporary basis. Mrs Dutton reported that Dorset County Council were seeking a trial site for commercial recycling in Dorset, but that this would have to be licensed by the Environment Agency.

The Chairman of the Swanage and Purbeck Holiday Accommodation Association agreed that there was a desperate need for commercial recycling for his members. The Purbeck Tourism Officer stated that environmentally friendly businesses were now being actively sought out by visitors and she offered to co-ordinate work on this issue.

However, some concern was expressed over the increased traffic that would result from an expansion of facilities near the Bulky Household Waste site. The need to comply with all legislative requirements was also highlighted. It was, therefore, proposed by Councillor Mrs Marsh, seconded by Councillor Mrs Bartlett and RESOLVED:

That this matter be deferred for further information.

Mrs Dutton, Mr Gregory, Ms Juniper and Mr Willey left the Meeting at this point.

5) Marketing and Branding

Arising from the recent public meeting organised by the Chamber of Trade, Councillor Bright stated that there was a widespread acknowledgement that there was a need to market Swanage and that the Town could develop its own brand logo to be used by local organisations in their advertising material. This issue had been discussed by a Town Council Working Group which last met on 20th July 2004, and there was now the possibility of reviving it. The Purbeck Tourism Officer supported this, stating that it would help to address fears over the loss of the Town's identity following the introduction of the Destination Management Organisation for Dorset. Questions were raised over the possibility of copyrighting the brand and the need to publish branding guidelines for use by the media was also highlighted.

It was proposed by Councillor Mrs Marsh, seconded by Councillor Bright and RESOLVED UNANIMOUSLY:

That the Swanage Tourism, Marketing and Branding Working Group be re-formed.

It was agreed that the Town Council representatives should be Councillors Mrs Bartlett, Bright, Hadley, Mrs Gainsborough and Tyrer, together with the Tourist Information Centre Manager. The Purbeck Tourism Officer will also be invited to attend Working Group Meetings, and those organisations that send outside representatives to the Tourism and Environmental Committee will also be able to nominate representatives if they so wish. It was noted that the Working Group will report to the full Council.

Councillor Mrs Bartlett left the Meeting at this point.

It was agreed that the Working Group would present its first report to the Special Meeting of the Council held to discuss Policy and Resources Matters on Monday 19th February 2007.

Mr Paul Brown of the Chamber and Trade left the Meeting at this point.

6) **Quality Coast Award Scheme**

The Town Clerk had prepared and circulated a briefing note explaining that the Quality Coast Awards was a new scheme introduced by ENCAMS to replace their existing Beach Management award. This award had four categories (Fun in the Sea, Bucket and Spade, Relaxed Recreation, Away from it All), designed for different beaches to appeal to different user groups. At present only Swanage Main Beach has been nominated for valuation as part of the award scheme. It was recommended by the Tourist Information Centre Manager that the Beach should be entered for the Fun in the Sea category, recognising the wide range of facilities for family holidays in Swanage, and for the Relaxed Recreation section to attract walkers and others outside of the main season. Each category would cost £350 to enter. It was noted that these awards would be recognised nationally as a quality mark to attract visitors to Swanage.

Councillor Mrs Farrow left the Meeting at this point.

After further discussion it was proposed by Councillor Bright, seconded by Councillor Mrs Marsh and AGREED UNANIMOUSLY:

That the Town Council apply for the Quality Coast Award scheme under the Fun in the Sea and the Relaxed Recreation categories.

It was noted that the deadline for applications was 30th November 2006.

7) **Environmentally Friendly Flower Displays**

It was agreed that this matter be deferred for further information relating to possible watering schemes.

9) **Tourism Reports**

Ms Elston reported on the following matters:-

a) **Holiday Guide**

The 2007 holiday guide is to be delivered this week.

b) **Marketing for 2007**

The 2007 marketing campaign has concentrated on older age groups, advertising via SAGA magazine and the Women's Institute. This policy is to be monitored for its effectiveness.

c) **Tourism Website**

The District Council has deferred a decision on the development of a separate tourism website until February

d) **Map and Guide**

Advertisers in the previous map and guide have been written to informing them about a new publication in conjunction with East and North Dorset District Councils. This will offer increased distribution and reduced advertising rates.

e) **Training**

It was noted that the training day for the Visitor Attraction Quality Assurance Scheme and Green Tourism Business Scheme held on 2nd November 2006 had been a success. The Dorset and New Forest Tourism Partnership were now offering a Jurassic Gold training scheme.

f) **Jurassic Coast Project Working Group Report**

There has been no recent meeting of the Working Group, but a meeting of the Creative Coast Group had agreed the Arts Strategy Action Plan and the priorities for the officer who is to be appointed. Fundraising for the continuation of the Jurassic Coast Arts Officer will be part of their remit. A five-year progress report on the World Heritage Site is to be published in December.

g) **Core Strategy**

Purbeck District Council are currently reviewing responses from consultation relating to the Local Development Framework.

h) **Destination Management Organisation**

The deadline for submissions from consultants to produce a management and business plan for the DMO is 11th December 2006. The consultants' brief includes the VICE model as a basis for planning (Visitor, Industry, Community, Environment in balance).

i) **Destination Management System**

All partners in the creation of the DMS are in the process of signing agreements. It is still hoped that the system will be operational from February/March 2007. A demonstration of the Eviivo system (Frontdesk Property Management System) is to be made at the AGM of the Swanage and Purbeck Holiday Accommodation Association on 1st March 2007 at Swanage Bay View Restaurant.

j) **Tourist Information Centres**

VisitBritain and South West Tourism are starting to develop policies relating to Tourism Information Centres and information provision across the country. A national quality assurance scheme for Tourist Information Centres is being developed, enabling participating centres to use the Rose logo. Both Wareham and Swanage TICs aim to apply for this award.

Mrs Holmes reported on the following matters:-

a) **Visitor Numbers**

Footfall was slightly up in September and October. Half Term week was also successful and there was a display in the TIC for Dorset Food Week.

b) **Purbeck Film Festival**

The TIC sold twice the number of tickets for this year's Purbeck Film Festival than last year.

c) **Beach Hut Booking System**

The Beach Hut Booking System opened on 1st November. Carnival week is already fully booked and the Shore Road bungalows are heavily booked during the school holidays.

d) **National Express Tickets**

The TIC is now the principal Swanage agent for National Express and ticket sales are developing well.

The possibility was raised of holding an official launch in Swanage for the Cards for Good Causes sale in 2007.

10) Reports from Outside Organisations

a. **Swanage Railway**

Mr Brown reported that the Railway had had a successful year. Half Term had been exceptionally busy and there have been the strongest bookings ever in the run up to Christmas.

b. **Swanage & Purbeck Holiday Accommodation Association**

Mr Power stated that anecdotal evidence suggested that the Town's hoteliers had had an exceptionally good year. He thanked the District and Town Councils for their part in this.

c. **Association of Churches Together in Swanage**

Revd Wood drew attention to the Town Carol Concert, to be held on 17th December at 6.30 p.m.

11) Time of Future Committee Meetings

The results of a survey of Committee members on the preferred start time of future Tourism and Environmental Committee meetings was announced. It was reported that 9.30 a.m. had received the majority of votes. However, the Chairman noted that there was only one more meeting left before the election of a new council and that the time should therefore remain at 10 a.m.

It was proposed by the Chairman, seconded by Councillor Hadley and
RESOLVED UNANIMOUSLY:

That the start time of Tourism and
Environmental Committee Meetings
remain at 10 a.m., at least until after the
next Town Council elections in May 2007.

The Town Clerk suggested that future meetings should be guillotined after two hours duration.

12) Items of Information and Matters for Forthcoming Agendas

Concern was expressed over the advertising of the market at the Red Lion as 'Swanage Market' and it was agreed that the Town Clerk would request the landlord to change the name to Swanage Winter Market or another acceptable substitute in order to avoid any confusion.

The Town Clerk summarised the discussion at recent meetings of the Car Parking Best Value Working Group and, for the benefit of the outside representatives, stated that the Town Council were pursuing an experimental closure order for the whole length of the seafront between 1st May and 30th September 2007. He also reported the intention of Dorset County Council that this scheme be introduced in conjunction with Pay and Display car parking at Ocean Bay.

The Meeting closed at 12.50 p.m.
