

Minutes of the Meeting of the **SWANAGE TOWN MARKET COMMITTEE** held at the Town Hall, Swanage on **MONDAY, 16<sup>th</sup> APRIL 2007** at 2.15 p.m. \_

PRESENT:-

Councillor C.R. Bright (Chairman)  
Councillor Mrs. J. Farrow  
Councillor Mrs. C. Gainsborough JP  
Councillor Mrs. G.A. Marsh

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)

**Public Participation Time**

There were no members of the public present.

1. **APOLOGIES**

Apologies for their inability to attend the Meeting were received from the Town Mayor, Councillor Tyrer, and Mr. A. Power (Swanage & Purbeck Holiday Accommodation Association).

2. **MINUTES**

The Minutes of the Meeting of the Swanage Town Market Committee held on 26<sup>th</sup> February 2007 were noted as approved.

Further to Minute No. 3, it was noted that a sample document had now been provided by Ensors, which would form a basis on which to draw up a formal Agreement. This would be submitted for consideration at the next meeting of the Committee to be held on 23<sup>rd</sup> July 2007.

Further to Minute No. 4, Ms. Robinson updated those present on enquiries made regarding the proposals for a Continental Market in Swanage. These had not proved entirely satisfactory and further enquiries were pending.

3. **REVIEW OF MANAGEMENT ISSUES**

(a) **Operational Arrangements 2007**

Ms. Robinson reported that the market had been successfully re-launched on 3<sup>rd</sup> April 2007. The market had been well attended by both traders and members of the public, and it was anticipated that the number of stallholders would increase during the build-up to the main holiday season.

(b) **Coach Parking Arrangements**

Further to Minute No. 5 (a) of the Swanage Town Market Committee Meeting held on 26<sup>th</sup> February 2007, it was reported that additional data was being collated by Ensors regarding the number of pitches used, the number of traders and weather conditions that may affect the market. The Town Council had revised the tariffs for coach parking to 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.

(c) **Advertising and Publicity**

Ms. Robinson gave a comprehensive report on the advertising and publicity campaign for the 2007 season.

Advertising space had been reserved for regular insertions in the Swanage & Wareham Advertiser, the Weymouth Advertiser and the Daily Echo, as well as various seasonal and periodic publications. This advertising was based on a similar campaign, which had proved very successful in 2006.

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

The Chairman reported that this was the last meeting of the Committee prior to the local Council elections on 3<sup>rd</sup> May 2007, and as Councillor Mrs. Farrow would not be seeking re-election, he wished to record his appreciation of the sterling work she had undertaken on behalf of the Committee.

The Meeting concluded at 2.40 p.m.

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