

Minutes of the Meeting of the **TOURISM AND ENVIRONMENTAL COMMITTEE** held at the Town Hall on **MONDAY 2nd DECEMBER 2002** at **10.00a.m**

Facilitator: -

Councillor Mrs C Gainsborough JP Swanage Town Council

Present: -

Councillor Mrs C Bartlett	Swanage Town Council
Councillor Mrs J Farrow	Swanage Town Council
Councillor Mrs H O'Donovan	Swanage Town Council
Councillor A H Miller	Swanage Town Council
Mr A Leeson	Town Clerk
Miss A Stockley	Tourist Information Centre
Mrs L Fegan	Swanage & Purbeck Holiday Accommodation Association
Mrs R Nicholson	Purbeck District Council
Mrs H Tainsh	The Allnatt Centre

Also present: -

Mr C Bright Resident

1. **APOLOGIES**

Apologies for their inability to attend the Meeting were received from Mr G Willey and Mr R Stimpson.

2. **MINUTES OF MEETING HELD – 30TH SEPTEMBER 2002**

The Minutes of the Meeting held on 30th September 2002 were noted as approved.

3. **MATTERS ARISING**

Councillor Gainsborough informed the committee that she had attended a presentation in Wimborne on 17th October to receive a winner's trophy for the Southern England In Bloom competition. Mrs Marshallay also received a certificate on behalf of Swanage First School.

Arising from Minute No.7, g, the Countryside and Tourism Officer reported that there was a low turn out to the Countryside Agencies consultation exercise. Some areas were judged to be unsuitable for open access. The footpath to Durlston Country Park has been re-routed and new legislation will allow for this.

4. **FESTIVE LIGHTS – UPDATE**

Councillor Miller expressed thanks to Mr M Dimarco, Mr D Pike, Mr D Barrow and Mr R Stimpson for all of the work that they have put in to installing the Festive Lights. The Chamber of Trade confirmed that shops will have late night opening. The Council have agreed to free car parking in all Council owned car parks.

Councillor Miller stated that £17,500 has so far been raised and that he will launch an appeal for £15,000 for the next phase on the 5th December.

Dorset County Council have decided that they will not provide a free

source of electricity from the street lamps on High Street. The cost will be re-imbursed on an estimated basis.

The lights are to remain in situ all year round. No decision has yet been made as to when they will be switched-on. It is hoped, however that they are lit up for the Regatta and Carnival week.

The seafront scheme has been put on hold until the next year as all resources are being channelled into the installation of the festive lights in the Town.

5. TOURISM AND COUNTRYSIDE OFFICER-REPORT

Mrs Nicholson presented the Committee with the Swanage & Purbeck 2003 guide. All members of the Committee agreed that the publication was of the highest quality. The guide should be out within the next few weeks. The new official logo is situated on page three.

Mr Leeson expressed his gratitude to the Grand Hotel for allowing photographs to be taken from their grounds.

Concern was expressed as to the loss of hotel advertising due to accreditation. Mrs Nicholson felt that accreditation had had little effect on the number of hotels advertising in the guide.

The South West Coastal Path's 25th anniversary takes place in 2003. A programme of events is to be announced. The Purbeck Aware Festival is due to take place from 17th May-15th June 2003.

The new airline route by Buzz to Hurn Airport is expected to increase the number of international visitors to the region. The Airport has been allocated £1million for major works so the possibility for further expansion already exists.

6. REPORTS FROM OUTSIDE ORGANISATIONS

(a) Mrs Fegan, on behalf of the Swanage & Purbeck Holiday Accommodation Association, reported that business for October had been good. However this had taken a downturn in November. Bookings for 2003 were good with lots of bookings coming in early. Mrs Fegan expressed the Associations pleasure at the new Saturday opening of the Tourist information Centre during winter.

(b) Miss Stockley reported that all beach bungalows had been let for the Regatta & Carnival week. It was also reported that many more people had visited the Tourist Information Centre as a result of stocking Cards For Good Causes. Mr Leeson stated that he was pleased with Miss Stockley's work and that a report that he had received from the Southern Tourist Board gave accreditation to the Centre and stated that 'the overall level of enthusiasm and professionalism' had increased since their last visit.

(c) Mrs Scadden, on behalf of Swanage Caravan Parks reported that bookings were slightly down on the previous year. Bookings over the Christmas period were, however good.

(d) Mrs Tainsh reported that the Allnatt Centre had a busy October

7. ANY OTHER BUSINESS

Mrs Nicholson reported that she would be leaving her post at Purbeck District Council at the end of January and also stated that there may be a re-organisation of her post as it is part funded by the Countryside Agency. Councillor Gainsborough hoped that a replacement position would be forthcoming as Mrs

Nicholson formed an important link to Purbeck District Council. The Committee thanked Mrs Nicholson for her contribution to the Committee and gave her their best wishes for her new post as Visitor Services Manager at the Brecon Beacons National Park.

It was suggested that the switch-on of the Festive Lights be advertised in the next Winter Breaks Brochure and that it should also feature in the Swanage & Purbeck guide.

8. DATE OF NEXT MEETING

A date for the next meeting was set for **Monday 7th April at 10.00 a.m.** at the **Town Hall**.