



Councillor Mrs Marsh, seconded by Councillor Mrs Gainsborough and  
RESOLVED:

That consideration of the co-option of a  
representative of the Bay View Owners'  
Association be deferred.

**3) Market Matters - Operations Report from Ensors**

It was reported that 2008 had been a very successful season with rental income up 11.3 per cent on last year (6.2 per cent having adjusted for additional dates at the start of the 2008 season). The first market of the 2009 season would take place on Tuesday 7<sup>th</sup> April. Ms Robinson and the Committee expressed their thanks for the friendly co-operation of the market traders over the past year.

Further to minute 3)a) of the Tourism Committee Meeting held on 30<sup>th</sup> June 2008 it was reported that the application for market signage in another Dorset town had been unsuccessful and it was proposed that Ensors would continue the use of banners and directional arrows on market days in Swanage.

Ms L Robinson left the Meeting at 9.40 a.m.

**4) Boat Park Matters**

**a) Occupancy Report**

It was noted that the Boat Park would be full for the winter period and that most bookings are now taken on an annual basis.

**5) Matters arising from the Minutes of the Tourism Committee Meeting held on 30<sup>th</sup> June 2008**

There were no matters arising from the minutes of the Tourism Committee held on 30<sup>th</sup> June 2008.

**6) Matters arising from the Minutes of the Tourism Committee Meeting held on 24<sup>th</sup> September 2008**

There were no matters arising from the minutes of the Tourism Committee held on 24<sup>th</sup> September 2008.

**7) Purbeck Tourism Strategy Review**

Committee Members were invited to add to the comments on the Purbeck Tourism Strategy agreed at the Tourism Committee Meeting held on 24<sup>th</sup> September 2008. There were no additional comments, although it was noted that the Swanage and Purbeck Hospitality Association would refer their views directly to the District Council.

**8) Beach Management Committee**

**a) Matters arising from Minutes of Meeting of the Beach Management Sub-Committee held on 26<sup>th</sup> September 2008**

Further to minute 3), the representative of Swanage Fishermen's Association reported that the Maritime Coastguard Agency were currently surveying inshore waters and that the question of the berry marker should be addressed once that was completed.

**9) Lifeguards on Swanage Main Beach – To consider response from Beach Management Committee**

Consideration was given to the employment of lifeguards on Swanage Main Beach for the 2009 summer season and to the views of the Beach Management Committee expressed at its meeting on the 26<sup>th</sup> September 2008. It was reported that the Lifeguard Services Manager at Poole R.N.L.I. had advised that ‘the soonest the RNLi could look to provide a service for Swanage would be 2010’. Consideration was also given to a report supplied by Swanage Coastguard illustrating that very few incidents occurred off Swanage main beach between 2005 and 2008, and that all of those were of a minor nature and had been dealt with satisfactorily by the Coastguard Agency and R.N.L.I. with the co-operation of other marine users. It was noted that the provision of a lifeguard service was not yet a mandatory requirement of the Blue Flag or Quality Coast awards. It was further noted that a case had to be made if they were not employed and that the issue should also be kept under review for future years. It was proposed by Councillor Mrs Patrick, seconded by Councillor Mrs Marsh and RESOLVED UNANIMOUSLY:

That lifeguards should not be employed on Swanage Main Beach for the 2009 summer season.

**10) Beach and Bay Management – Future Proposals – Update**

An update was provided in respect of proposals to transfer responsibility for the maintenance of the 5-knot and safe bathing zone buoys from Purbeck District Council to Swanage Town Council. It was noted that a service level agreement would be required. It was AGREED:

That the Chairman and Town Clerk progress matters with officers from the District Council.

The Town Clerk entered the Meeting at 10.00 a.m.

**11) Tourist Information Centre – Future Options**

Members of the Committee were invited to discuss potential sites for relocating the Tourist Information Centre, given the poor condition of the existing White House building and the Town Council’s ongoing review of services. Possible alternative sites included the new Tilly Mead development, the Heritage Centre, Railway Station or Town Hall.

Councillor Trite entered the Meeting at 10.10 a.m.

Issues of accessibility and car parking were highlighted together with the advantages of the prominent location of the existing building. The possibility of acquiring grant funding for the repair of the White House was also raised.

Mr H Murray arrived at 10.20 a.m.

**12) Arts Project – Proposals for Information Boards – Update**

Councillor Mrs. Marsh declared a personal interest in the following item by reason of being Vice-Chairman of the District Council Planning Board.

Members were informed of a useful site meeting at Durlston Country Park at which it had been suggested that a board could be displayed inside the Castle. The next stage in the process was for the planning officers to give their views on the proposed locations prior to a further report to a future Policy and Planning Meeting.

The STRATA representative thanked the Town Council for their support in respect of this project.

**13) Town Centre Signage – Outline request for approved signage**

Consideration was given to a letter dated 15<sup>th</sup> July 2008 from the proprietor of Petite Mouette of 35a Commercial Road, Swanage, drawing attention to the need for improved signage to guide pedestrians along Tilly Mead and Commercial Road. Members expressed their support for this suggestion and it was proposed by the Chairman, seconded by Councillor Trite and RESOLVED:

That the Town Council supports improved pedestrian signage to Commercial Road and Tilly Mead, and will liaise with the appropriate authorities.

The letter also referred to the lack of moorings in Swanage Bay and it was noted that Swanage was not suitable for permanent moorings due to its exposed position in an easterly wind. It was AGREED:

An appropriate letter of response be sent.

**14) Beach Gardens Upgrade Proposals – Update**

Concerns were raised over the condition of the tennis courts and it was agreed that the Operations Manager would examine the situation. It was noted that the matter was under consideration and that a report would be made to a forthcoming meeting.

**15) 2012 Olympic Legacy**

The representative of STRATA updated those present on events related to the cultural Olympiad. The wider issue of Olympic legacy projects in the town was raised and it was agreed that the Dorset 2012 legacy manager be invited to a future meeting. It was also agreed that an article should be placed in a forthcoming edition of Swanage Matters calling for ideas.

Mr Cooper left at 11.10 a.m.

**16) Tourism Reports**

The Tourist Information Centre Supervisor presented the following report :-

- (a) **Accommodation Bookings**  
Accommodation bookings for the month were comparable to those in October 2007, despite the fact that bookings for the Blues and Roots festival had largely been made earlier in the year.
- (b) **Ticket Sales**  
Tickets for the Purbeck Film Festival in Swanage had sold out, and there had been an increase in sales of tickets for the National Express. Swanage Tourist Information Centre had achieved the highest sales of Condor Ferries tickets throughout the Tourist Information Centres network in Dorset during the 2008 season.

- (c) **Beach Hut Bookings**  
Beach hut bookings for the 2009 season would commence on 1<sup>st</sup> November, and to date, 78 applications had been received for Carnival Week!
- (d) **Charity Christmas Cards**  
Charity Christmas cards were selling well, and it was anticipated that there would be an increased demand at the TIC Open Day on Friday, 31<sup>st</sup> October, when the Dorset Flag would be raised. This would also mark the start of Dorset Food Week.

Ms Delahay left at 11.15 a.m.

**17) Durlston Project Update**

The Committee received a progress report on the successful Durlston Heritage Lottery bid to create a world class visitor centre at the eastern gateway to the Jurassic Coast. It was anticipated that it would open in the spring of 2011. £50,000 of the match funding had been raised by the local community.

Among other exciting projects the Arts Council had provided funding of £70,000 for a new artist in residence unit and a new astronomical observatory had been opened, part funded by the Wessex Astronomical Society. The Country Park is also working with the Purbeck Keystone Project and two apprentices were currently employed.

**18) Weather Station – Update**

It was with great sadness that the Chairman reported the recent death of Mr Ken Moore, who had carried out the duties of weather observer since 1973. The Committee recorded their thanks to Mr Tony Orchard and Mr Grayham Norman for their work in taking the daily readings in recent weeks.

**19) Items of Information and Matters for Forthcoming Agendas**

**a) Swanage In Bloom**

Councillor Mrs Gainsborough announced that Swanage had won the Small Coastal Town section of South and South East In Bloom and that the town would be entering the Britain in Bloom competition in 2009.

**20) Date of Next Meeting**

It was noted that the next meeting of the Committee was scheduled for 9.30 a.m. on Monday 23<sup>rd</sup> February 2009.

The Meeting closed at 11.25 a.m.

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