

Minutes of the Meeting of the **TOURISM AND ENVIRONMENTAL COMMITTEE** held at the Town Hall on **Monday 30<sup>th</sup> June 2003** at **10.00 a.m.**

Chairman:-

Councillor Mrs C Gainsborough JP      Swanage Town Council

Present:-

Councillor C Bright	Swanage Town Council
Councillor Mrs J Farrow	Swanage Town Council
Councillor A H Miller	Swanage Town Council
Councillor M Pratt	Swanage Town Council
Councillor M Tyrer	Swanage Town Council
Mr A Leeson	Town Clerk
Miss A Stockley	Tourist Information Centre
Mr C Ferguson	Independent Hoteliers Association
Mr A Williams	Purbeck Tourism
Mr R Johnson	Swanage Pier Trust
Mr M Scott	Swanage Railway Co. Ltd.
Rev. J Wood	Association of Churches in Swanage
Mr G Willey	Licensed Victuallers Association

Also present:

Councillor H Agelink	Swanage Town Council (from 11.00)
Councillor Mrs C Bartlett	Swanage Town Council

1) **Appointment of Chairman**

Councillor Bright proposed that Councillor Mrs Gainsborough be appointed as the Chairman of the Committee. The proposal was seconded by Councillor Miller and AGREED UNANIMOUSLY.

2) **Appointment of Vice-Chairman**

Councillor Mrs Gainsborough proposed that Councillor Mrs Farrow be appointed as the Vice-Chairman of the Committee. The proposal was seconded by Mr Johnson and AGREED UNANIMOUSLY.

3) **Apologies**

Apologies for their inability to attend the Meeting were received from Mrs Fegan and Mr Sturgess.

4) **Minutes of the Meeting held on 7<sup>th</sup> April 2003**

The Minutes of the Meeting held on 7<sup>th</sup> April 2003 were noted as agreed.

5) **Matters Arising from the Minutes held on 7<sup>th</sup> April 2003**

With reference to Minute 3) the Clerk reported that the 'Welcome To Swanage' sign had been repaired and that the Merry Christmas sign had also been repaired and that the Lights Committee were now considering their options on the repositioning of this sign.

Councillor Miller expressed his pleasure at the attendance of Mr Scott, representing Swanage Railway Co. Ltd.

With reference to Minute 5(c)1, Councillor Miller reported that the interviews for the post of Tourism Officer were to be held in July and that a representative from Swanage would be on the interview panel.

### **Swanage Market**

The Clerk reported that the Market Committee was now operational and gave a brief report on the first meeting. The Market is running very efficiently with most problems having been overcome, such as litter and traffic management. The main issue that still needs to be resolved is the issue of coach parking. The main problem seems to be the parking of coaches in the drop-off zone in Gilbert Road.

Coach parking is being provided at North Beach Car Park with refreshments being provided at the Football Club. This scheme is successful with those operators using the facilities and it is hoped that it can be extended.

Councillor Miller reported on a meeting between himself and the Clerk and the main coach operator to the area. On the whole a positive feedback was received with the exception of one operator. It was reported that some operators were arranging trips to Swanage solely for the market.

It was requested that additional directional signs be placed on Gilbert Road to North Beach Car Park. It was also stated that the directional signs into Swanage particularly from Studland would also be reviewed.

### **7) Recycling Facilities**

A brief discussion ensued regarding the movement of the recycling bins from the Main Beach Car Park to the North Beach Car Park. It was noted that the recycling facilities had been reviewed, prompted by the changes in kerbside recycling. It was reported that the current situation is a transitional stage and additional bins are to be placed in North Beach Car Park to cope with the volume of materials being put into the bins.

### **Tourism Report**

Miss Stockley reported that the Beach Awareness Week held over the May Bank Holiday was as successful as the RNLI safety roadshow. A leaflet showing the facilities offered by Swanage Town Council was distributed and it was agreed that the leaflet was a very good advert for the Town. The Coastlink X53 bus timetable was distributed. A brief discussion arose and it was agreed that the bus should be extended to Swanage and that the Gateway Towns working group should work towards this aim.

The Clerk distributed copies of the Council's Best Value Performance Plan, which showed that the Tourist Information Centre had a decrease in the number of visitors to the Centre. There was a significant increase in the recorded number of hits

on the Council's website. There was evidence of an increase in the trend of people being more informed about the area when they arrive, thus reflecting the decrease in visitors, however those that do go to the Centre need more personal contact with the staff and future resourcing should reflect this trend. It was also stated that in future it was hoped that the booking of beach huts and bungalows would be possible on-line.

## **9) Reports from Outside Organisations**

### **a) Purbeck Tourism**

Mr Williams reported that the Purbeck Tourism group were meeting on the 7<sup>th</sup> July 2003 to discuss the possibility of setting up a website in order to allow smaller members access to advertising on the Internet. Mr Williams also stated that the amount of savings reported in the previous Minutes (7<sup>th</sup> April 2003) through not posting the Eating Out leaflet was £1000 rather than £2500 as minuted.

### **b) Swanage Railway**

Mr Scott reported that the Railway had seen a slow start to the year however trade had picked up during the course of the year. Mr Scott also felt that the Railway had benefited from the introduction of the market, as shown by business in the café on a Tuesday being very good. Mr Scott stated that the evening diesel train would be running from the second week in July until November. It was also felt that this train was not publicised well enough to local people.

### **c) Swanage Pier Trust**

Mr Johnson reported on the perceived need for a boat operator to undertake trips further along the coast than at present. The furthest any existing operator is permitted to travel along the coast is to Dancing Ledge. Mr Johnson is currently in discussion with Mr Turnbull of Dorset County Council regarding this matter.

### **d) Independent Hoteliers Association**

Mr Ferguson reported that, after a slow start to the season, business was beginning to pick up however hoteliers in Studland had not reported the same increase in business as experienced in Swanage.

### **e) Licensed Victuallers Association**

Mr Willey reported on the proposed introduction of 24 hour licensing. Mr Willey did not expect this to be taken up by many premises. The question of Alcohol in Public Places legislation was raised with the proposed introduction of a ban in specific areas of the town. The Council had submitted streets and areas to Purbeck District Council to which it wanted the anti-social legislation to apply. However, the Council made this application based upon conflicting advice and were now to review the list that had been submitted. Mr Willey was invited to attend a special meeting in order to discuss the Alcohol in Public Places Act.

**f) Association of Churches Together in Swanage**

Reverend Wood reported that St Marys Church wanted to play an active role in Tourism within Swanage. He stated that the organ recitals were very well attended and that it acted as a venue for both the jazz and folk festivals. Miss Stockley requested confirmation of the dates of the organ recitals so that these may be published in the Swanage & Purbeck holiday guide.

10)

**Date of Next Meeting**

The date of the next Meeting was noted as Monday 29<sup>th</sup> September 2003 at 10.00 a.m. in the Town Hall.

The Meeting closed at 11.35 a.m.

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