

**Minutes of the Meeting of the TOURISM
COMMITTEE held at the Town Hall on
Monday 30th June 2008 at 9.30 a.m.**

Chairman: -

Councillor Mrs A Patrick Swanage Town Council

Present: -

Councillor Mrs C Gainsborough Swanage Town Council

Councillor Mrs G Marsh Swanage Town Council

Councillor M Pratt Swanage Town Council

Councillor W Trite Swanage Town Council

Councillor M Whitwam Swanage Town Council

Also Present: -

Mr A Leeson Town Clerk
Dr M Ayres Assistant Town Clerk
Mrs C Hooper Tourist Information Centre Supervisor

Mrs M Carey Swanage Bowling Club
 (until 11.05 a.m.)
Ms K Delahay Swanage and Purbeck Accommodation
 Association
Ms H Lagden Tourism Officer, Purbeck District
 Council
Mr A Lander Swanage Fishermen's Association
Mrs J Morley Swanage Tennis Club
 (until 10.45 a.m.)
Mr S O'Flynn Swanage Pier
Ms L Robinson Thomas Ensor and Son
 (until 9.45 a.m.)
Mr M Wilkinson STRATA (until 10.25 a.m.)
Mr T Williams Purbeck Tourism

Public Participation Time

In addition to the above four members of the public attended the meeting.

MS C BARROW spoke in favour of the STRATA information boards project and was glad that a representative of the organisation would be invited to join the Tourism Committee.

1) Apologies

Apologies for their inability to attend the Meeting were received from Councillor Gloyn-Cox and Mr R Marsh (Swanage Bay Users Association).

2) Proposal to Co-opt Representatives to the Committee

a) STRATA

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

That a representative of STRATA be co-opted to the Tourism Committee.

Mr M Wilkinson of STRATA joined the meeting.

b) Swanage Bowling Club and Swanage Tennis Club

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

That one representative from each of the Swanage Bowling and Tennis Clubs be co-opted to the Tourism Committee.

Mr J Morley of Swanage Tennis Club and Mrs M Carey of Swanage Bowling Club joined the meeting.

3) Market Matters

a) Operations Report – Ensors

It was reported that the market was going from strength to strength and that income was £3,595 up on the year to date. There had been an average of over 40 traders in recent weeks.

Further to minute 2)b) of the Tourism Committee Meeting held on 31st March 2008 it was noted that the production of new signage had been delayed, pending the resolution of a planning matter relating to another location.

Ms Robinson left the meeting at 9.45 a.m.

4) Boat Park Matters

a) Occupancy Report

It was noted that the Boat Park is fully occupied and that there are 57 people on the waiting list for spaces.

b) Proposed transfer of responsibility for fishermen's huts and jetty to General Operations Committee

It was noted that the issues relating to fishermen's huts and funding improvements to the eastern jetty, which currently fell within the remit of the Tourism Committee, would be better served by being transferred to the General Operations Committee. It was proposed by the Chairman, seconded by Councillor Trite and RESOLVED UNANIMOUSLY:

To recommend to the General Operations Committee that the issues relating to fishermen's huts and funding improvements to the eastern jetty be added to its remit.

It was reported that funding of £65 million was now available through the European Fisheries Fund, although initially it was felt unlikely that the Town Council's proposals would easily match the necessary criteria. Some concern was also expressed over the impact of the Marine Bill currently before Parliament on the local fishing industry.

5) **Matters arising from the Minutes of the Tourism Committee Meeting held on 31st March 2008**

The minutes were noted as agreed.

6) **Beach Management Committee**

a) **Approval of Minutes of Meeting of the Beach Management Sub-Committee held on 25th April 2008**

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

That the Minutes of the Meeting of the Beach Management Sub-Committee held on 25th April 2008 be approved as a correct record.

b) **Representation on Committee for 2008/09**

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

That Councillors Mrs Marsh, Mrs Patrick and Trite be the representatives on the Beach Management Sub-Committee for 2008/09.

It was further RESOLVED:

That Councillor Gloyn-Cox be approached to enquire if he would also be a representative on the Beach Management Sub-Committee.

7) **Arts Project – Proposals for Information Boards**

Councillor Mrs Marsh declared a personal interest in this item by reason of being a Member of the Purbeck District Council Planning Board and did not vote on, or propose, or second the following propositions.

Further to discussion during public participation time at the Policy and Planning Meeting held on 23rd June 2008, Members considered proposals from STRATA for the erection of information boards illustrating paintings by renowned artists of various views of Swanage. It was noted that the project had attracted considerable financial support and that STRATA were not seeking funding from the Town Council. Assistance from the Town Council was required in ensuring that the boards attained planning approval.

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

That the Town Council endorses the project to erect information boards illustrating paintings by renowned artists of various views of Swanage.

It was further proposed by Councillor Pratt, seconded by the Chairman and
RESOLVED:

That delegated authority be granted to the Chairman, Town Mayor, Deputy Mayor and Town Clerk to investigate the

feasibility and cost implications for the Council to adopt and lead the project, reporting to the Finance and Performance Management Committee for consideration.

Mr M Wilkinson left the meeting at 10.25 a.m.

8) Beach Gardens Upgrade Proposals – Update

The importance of improving the sporting facilities at Beach Gardens was highlighted. The Tennis Club representative drew attention to the deteriorating condition of the tennis courts. The importance of establishing a sinking fund for repairs was noted.

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

That a letter received from representatives of both the Tennis and Bowling Clubs be forwarded to the Finance and Performance Management Committee for urgent consideration.

The Bowling Club representative expressed concern at the current poor condition of the pavilion. The future retirement of the green keeper was also noted.

Mr J Morley left the meeting at 10.45 a.m.

9) Beach and Bay Management – Future Proposals

Consideration was given to proposals to regularise payments made between the Town and District Councils in respect of the enforcement of the 5-knot speed limit in Swanage Bay and beach management. It was proposed by Councillor Pratt, seconded by Councillor Mrs Marsh and **RESOLVED UNANIMOUSLY:**

That the Town Clerk negotiate an outline service level agreement between the Town Council and Purbeck District Council in respect of the 5-knot speed limit enforcement and the costs of beach management.

Members then considered future management arrangements in respect of maintaining the marker buoys for the 5-knot and safe bathing zones. It was proposed by Councillor Pratt, seconded by the Chairman and **RESOLVED UNANIMOUSLY:**

That the Town Clerk obtain further detailed financial information in respect of the 5-knot and safe bathing zone marker buoys and liaise with the Beach Management Sub-Committee before referral to the Finance and Performance Management Committee.

10) Tourism Strategy Review

a) Swanage Town Council

Consideration was given to the extracts relevant to tourism from the Town Council's recently adopted Interim Corporate Performance Plan. A number of amendments were agreed. It was proposed by Councillor Pratt, seconded by Councillor Mrs Marsh and RESOLVED UNANIMOUSLY:

That, under Corporate Objective CO-01, a Strategic Objective be included stating that the Town Council seeks to encourage the development of arts and culture in Swanage.

The representative of Swanage Pier noted the need for additional toilet provision in the vicinity of Prince Albert Gardens, especially when events were being held. It was proposed by the Chairman, seconded by Councillor Pratt and RESOLVED UNANIMOUSLY:

That these comments be forwarded for consideration by the General Operations Committee.

Mrs M Carey left the meeting at 11.05 a.m.

Having examined the sections of the Interim Corporate Performance Plan relating to Beaches and Foreshore, Publicity and Tourist Information, Beach Huts and Bungalows, Beach Gardens and the Boat Park it was proposed by the Chairman, seconded by Councillor Mrs Marsh and RESOLVED UNANIMOUSLY:

That the performance indicators be revised and presented for consideration to a future meeting of the Finance and Performance Management Committee.

The importance of festivals and events to the promotion of tourism in Swanage was noted and it was proposed by the Chairman, seconded by Councillor Pratt and RESOLVED UNANIMOUSLY:

That a strategic objective be included within the Publicity and Tourist Information section of the Corporate Performance Plan, stating that the Town Council supports festivals, events and the arts as a means of encouraging visitors to Swanage.

b) Purbeck District Council

It was reported that the District Council is in the process of compiling a draft tourism strategy. Members stressed that the identity of Swanage should not be lost in such a document. It was noted that Swanage Pier should be included in a list of 'visitor icons' in Purbeck which was included in the background papers to the draft strategy.

11) Purbeck Heritage Committee and Heritage Strategy – Update

A brief update was given by the Chairman in relation to a recent workshop, the results of which would inform a revised Purbeck Heritage Strategy. It was noted that both the Chairman and Councillor Mrs Marsh were members of the Purbeck Heritage Committee, the meetings of which were well attended and dealt with a wide range of issues.

12) Purbeck Tourism Guide 2009 – Feedback on 2008 Guide

Members expressed some concern at the photographs used in the Swanage section of the Purbeck Tourism Guide for 2008. It was noted that if anyone had any appropriate photographs they should forward them to the Town Hall.

It was noted that the section on Durlston Country Park should be revised to note its prestigious new status as a National Nature Reserve. A discussion ensued on the use of the heading ‘Victorian Swanage’ and it was agreed that this should be retained, although the ‘Family Fun’ section should in future precede the ‘Victorian Swanage’ pages in the guide.

It was further noted that the list of ‘Swanage Events’ on page 7 of the guide should be titled ‘highlights’ or ‘main events’ to ensure that visitors did not think that these were the only events in the town’s calendar.

13) Tourism Report

Ms Lagden, Tourism Officer, reported on the following matters:

a) Ringing in the Olympics

On Sunday 24th August the Mayor of Beijing will hand the Olympic flame to the Mayor of London. It is intended that this moment should be marked by two minutes of noise which will be led by the ringing of church bells. It is hoped that this might also include the sounding of horns by ships at sea, choirs, clapping, the ringing of Purbeck stone or any of a number of other ideas. It was reported that anybody interested in organising an activity to mark this moment should contact the Tourism Officer at Purbeck District Council. It was reported that there was already interest in organising a youth event at Prince Albert Gardens.

b) Destination Management Organisation (Destination Dorset)

A launch event is planned for the Destination Management Partnership during October 2008. A business plan is being drawn up over the summer months and negotiations are continuing in respect of a joint website for Dorset.

c) Swanage and Purbeck Holiday Accommodation Association

The Association is promoting the Jurassic Coast Quality Business Scheme and hopes that local businesses will be the first to be recognised.

Mrs Hooper, the Tourist Information Centre Supervisor, reported on the following matters:

a) Tourist Information Centre

The current season had got off to a busy start and footfall during May was 15 per cent higher than last year.

b) Promotion of Public Transport

In light of the recent increases in fuel costs the Information Centre is promoting the use of public transport, including the issuing of walking leaflets with relevant information enclosed.

c) Events

Both the Veterans' Weekend and the Artsreach musical event in Prince Albert Gardens had been very successful. Band bookings at Swanage Bandstand are proving very popular this year and programmes are available from the Tourist Information Centre.

14) Durlston Project Update

Durlston Country Park was congratulated on the prestigious achievement of being the first National Nature Reserve to be designated by Natural England. An awards ceremony had been held on 6th June 2008.

15) Weather Station – Possible Relocation

Following discussion at the Monthly Council Meeting held on 26th November 2007 and the Tourism Committee Meeting held on 31st March 2008 consideration was given to the possible relocation of the weather station, due to concerns over it being overshadowed by St Aldhelm's Court. It was noted that the current location had been approved by the Met Office in 2004, when the weather station had been rated as 'good'. It was proposed by Councillor Mrs Gainsborough, seconded by Councillor Trite and RESOLVED:

That the weather station remain in its current location.

Further concern was expressed about the lack of publicity given to Swanage's meteorological readings. It was proposed by the Chairman, seconded by Councillor Pratt and RESOLVED:

That letters be sent to the producers of regional weather forecasts to ensure their inclusion of information regarding Swanage.

It was further RESOLVED:

That the phrase 'Sunny Swanage' be used in the marketing of the town.

16) Tourism Committee Priorities – Update

a) 2012 Olympics

Attention was drawn to the 'Cultural Olympiad' and it was reported that STRATA was working in that respect. The marine based Olympic Legacy Project was also referred to.

17) Items of Information and Matters for Forthcoming Agendas

a) Appointment of Culture and Events Officer

The possibility of appointing a Culture and Events Officer to oversee issues such as the legacy of the Olympics was raised. It was agreed that this should be referred to a future meeting of the Finance and Performance Management Committee.

b) Swanage Local Food and World Music Festival

It was noted that a proposal for a Swanage Local Food and World Music Festival would be placed on the agenda of the next Policy and Planning Meeting.

c) BBC 'Country File' Programme

The possibility of inviting the BBC's 'Country File' to film in Swanage was raised. It was agreed that the Purbeck Tourism Officer be requested to progress this idea.

d) Swanage in Bloom

It was reported that the regional judging of Swanage in Bloom would be held on Tuesday July 8th 2008.

18) Date of Next Meeting

It was noted that the next meeting of the Committee was scheduled for 9.30 a.m. on Monday 27th October 2008.

The Meeting closed at 12.30 p.m.
