

Minutes of the Meeting of the **TOURISM COMMITTEE** held at the Town Hall on **Monday 6<sup>th</sup> July 2009 at 9.30 a.m.**

Chairman: -

Councillor Mrs A Patrick

Swanage Town Council

Present: -

Councillor B Audley

Swanage Town Council

Councillor Mrs C Gainsborough

Swanage Town Council

Councillor L Gloyn-Cox

Swanage Town Council

Councillor Mrs G Marsh

Swanage Town Council

Councillor W Trite

Swanage Town Council

Also Present: -

Dr M Ayres

Deputy Town Clerk

Mrs C Hooper

Tourist Information Centre Supervisor

Ms C Barrow

STRATA

Mr R Johnson

Swanage Pier

Ms H Lagden

Tourism Officer, Purbeck District Council

Mr A Lander

Swanage Fishermen's Association

Mr M Payne

Swanage Railway

Mrs L Robinson

Ensor's (until 9.40 a.m.)

Mr G Willey

Swanage and District Licensed Victuallers Association

**Public Participation Time**

There were no members of the public in attendance.

**1) Apologies**

Apologies for their inability to attend the Meeting were received from Councillors Hadley and Pratt (Town Mayor), and from Revd Wood.

**2) Market Matters**

**a) Operations Report**

It was reported that market income was 3.6% lower than last year and that trading conditions were difficult, although the market continued to be a popular attraction.

**b) Request for Market Stall for Churches Together in Swanage**

Councillor Mrs Marsh declared a personal interest in this item under the Model Code of Conduct, by reason of being a member of a Church in Swanage.

Consideration was given to a request from Churches Together in Swanage to hold a stall at Swanage Market during August and early September at a reduced fee. It was proposed by Councillor Mrs Gainsborough, seconded by the Chairman and **RESOLVED UNANIMOUSLY:**

That a charge be made in line with Ensor's existing policy.

3) **Boat Park Matters**

It was reported that occupancy rates remained high at the Boat Park. The process of leasing out the park was ongoing.

4) **Matters arising from Minutes of the Meeting of the Tourism Committee held on 9<sup>th</sup> March 2009**

Further to item 14)c) it was reported that repairs to the Pier were being undertaken to enable the paddle steamers to return to Swanage.

In respect of item 11)e) it was noted that the Purbeck Tourism Fair, held on 20<sup>th</sup> March 2009, had been largely organised by the Tourism Department of Purbeck District Council. This attracted 33 stall holders and is likely to become an annual event.

5) **Beach Management Sub-Committee**

a) **Matters arising from Minutes of the Beach Management Sub-Committee held on 1<sup>st</sup> May 2009**

Further to item 6) of the minutes of the Beach Management Sub-Committee held on 1<sup>st</sup> May 2009, consideration was given to the Sub-Committee's recommendations regarding the future locations of the 5-knot marker buoys. It was proposed by the Chairman, seconded by Councillor Gloyn-Cox and RESOLVED UNANIMOUSLY:

**TO RECOMMEND:**

**That the locations of the 5-knot buoys opposite the Victoria Avenue jetty and at the north-eastern edge of the small craft moorings be agreed.**

Consideration was then given to the Sub-Committee's recommendation regarding the location of the northern boundary of the 5-knot zone. It was proposed by the Chairman and seconded by Councillor Trite:

**TO RECOMMEND:**

That the northernmost boundary of the 5-knot zone be moved to the south, as agreed by the Tourism Committee on 5<sup>th</sup> November 2007.

Upon being put to the meeting ONE Member voted IN FAVOUR of the proposition and FIVE AGAINST, whereupon the Proposition was declared NOT CARRIED. It was noted that as a consequence of this the northernmost boundary of the 5-knot zone was likely to remain unchanged.

b) **Appointment of Beach Management Sub-Committee 2009/10**

It was RESOLVED:

That the membership of the Beach Management Sub-Committee for 2009/10 remain unchanged: viz. Councillors Gloyn-Cox, Mrs Patrick, Mrs Marsh and Trite.

6) **Seasonal Rubbish Collection – Report following meeting with Purbeck District Council Waste Management Team**

Further to minute 7) of the Tourism Committee held on 9<sup>th</sup> March 2009 a summary was provided of action points arising from a meeting of the waste management working party. Subjects discussed included the provision of additional Eurobins to collect rubbish from the Parade and Town Square, and attempts to raise awareness of responsibilities in respect of waste management with relevant business operators in the town centre and at Burlington Chine.

7) **Future Operation of Weather Station**

Councillor Mrs Patrick declared a personal interest in this item under the Model Code of Conduct by reason of a business association with the current contractor, and as this was a prejudicial interest left the room during the debate.

Councillor Trite, Deputy Town Mayor, assumed the chair.

Consideration was given to a lengthy briefing note, explaining the outcome of a review of the operation of the weather station. Considerable interest in the monthly meteorological readings was highlighted and attention was drawn to the importance to the Met Office of maintaining the 82-year-long data set. Although two other potential sites had been considered it was reported that neither currently met the British Standard requirements. It was noted that as a result of the review savings equivalent to approximately £900 per annum had been made. However, concerns continued to be raised regarding the ongoing cost of providing this service and it was proposed by Councillor Mrs Marsh, seconded by Councillor Mrs Gainsborough and RESOLVED UNANIMOUSLY:

That the Operations Manager continue negotiations with the current contractor to explore whether further savings were possible.

Councillor Mrs Patrick re-assumed the chair.

8) **2012 Olympic Legacy**

The Purbeck District Council Tourism Officer presented a number of potential projects relating to the 2012 Olympics. Considerable interest was expressed by those present and it was RESOLVED:

That the District Tourism Officer liaise with the Chairman of the Town Council's Tourism Committee, the Tourist Information Centre Supervisor and Mr Andy Burnett, who had previously expressed an interest in helping to develop Olympic-related projects in Swanage.

9) **Tourism Reports**

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

a) **Beach Awareness Week**

Beach Awareness Week would this year commence on 20<sup>th</sup> July, including the Slip Slap Slop campaign to promote safer sunbathing.

b) **Beach Hut Bookings**

Beach Hut occupancy was now full until the end of August.

**c) Purbeck Holiday Guide**

Significantly increased demand for the Purbeck Holiday Guide had been experienced this year.

**d) Filming in Swanage**

Former political correspondent John Sergeant would soon be filming scenes for a new television series on walking in the UK.

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

**a) Purbeck Holiday Guide**

A substantial increase in demand for the Purbeck Holiday Guide had also been recorded by Purbeck District Council. It was noted that the guide will continue to be produced for the foreseeable future.

**b) Swanage and Purbeck Hospitality Association**

Attention was drawn to a number of projects being organised by the Hospitality Association, including proposals for a Dinosaur Festival in 2010.

**c) Tourist Promotion**

The successful co-operation between the District Tourism Officers and the Swanage Tourist Information Centre Supervisor in promoting Purbeck to visitors arriving on the recent mainline trains to Swanage was noted.

**10) Durlston Project Update**

A written 'Durlston Project Update' from Mr Hamish Murray, Dorset County Council Countryside Services' Head Ranger, was received and its contents were noted.

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

**a) A-Boards**

Concern was expressed at A-boards being placed along Shore Road and it was noted that advice was being taken from the County Council in this respect. Councillor Trite agreed to follow this matter up as the town's County Councillor.

**b) Swanage Bay Management**

The need to consider the possibility of greater involvement in managing Swanage Bay was highlighted. It was noted that this was a forthcoming agenda item for the Beach Management Sub-Committee.

**c) Swanage Railway**

Attention was drawn to the fact that next year would mark the 125<sup>th</sup> anniversary of the railway arriving in Swanage. It was hoped that the whole town might become involved in a celebratory Victorian weekend to be held in May 2010.

**12) Date of Next Meeting**

It was noted that the next meeting of the Committee was scheduled for 9.30 a.m. on Monday 12<sup>th</sup> October 2009.

The Meeting closed at 11.00 a.m.

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