

Minutes of the Meeting of the **TOURISM
COMMITTEE** held at the Town Hall on
Monday 8th November 2010 at 10.00 a.m.

Chairman: -

Councillor W Trite

Swanage Town Council

Present: -

Councillor L Gloyn-Cox

Swanage Town Council

Councillor M Hadley

Swanage Town Council

Councillor A Wiggins

Swanage Town Council

Outside Representatives:-

Ms K Delahay

STRATA

Mr B George

Ensors

(Until 10.20a.m.)

Ms S Searle

Swanage and Purbeck Hospitality
Association

Mr B Wallbridge

Durlston Country Park

Mr M Whitwam

Swanage Railway Co. Ltd

Mr G Willey

Swanage and District Licensed
Victuallers Association

Also Present: -

Mrs C Anstey

Administration Assistant

Dr M Ayres

Town Clerk

Mr G Brookes

Operations Manager

Mrs C Hooper

Tourist Information Centre Supervisor

Ms H Lagden

Purbeck Tourism Officer

Mr M Whitwam

Swanage Railway Co. Ltd

Public Participation Time

In addition to Members and Officers there were seven members of the public present.

MR T DIAPER expressed grave concern regarding recent thefts from the boat park. He referred to a letter received from the Town Council in 2005 that assured him that improvements to the boat park would be carried out. He made enquires as to when improvements to the security at the boat park would be implemented. It was noted that this matter would be discussed under Agenda Item No. 3a.

MS E CLARK spoke of the sadness felt by many in the town regarding the loss of 'Swanage In Bloom'. She noted that the town had received awards in previous years and requested that the revival of 'Swanage In Bloom' be considered.

MS P KEELING endorsed the above comments but highlighted the need for more community involvement. It was noted that a list of names and contact details had been started for anyone wishing to become involved with 'Swanage In Bloom'.

MS C BARROW requested that Purbeck Aware Week 2011 be celebrated by planting wildflowers on the Downs and suggested that local schoolchildren could be approached to be involved with planting. It was reported that only species local to the area would be used. It was noted that this would be discussed at the next Meeting of General Operations Committee due to be held on 10th November 2010.

MR G MOLES spoke as President of the local Horticultural Society regarding the judging of 'Swanage In Bloom'. He reported that it was hoped to draw judges from a wider field and encourage sponsorship from large companies as he understood the financial constraints the Council were under at the present time.

MR B BARKER spoke on behalf of the Chamber of Trade in favour of reinstating 'Swanage In Bloom'. He also requested that consideration be given to the advertising on the reverse of the Council's car park tickets, to explore the possibility of permitting traders to give a small discount in local shops. It was reported that the Chamber of Trade would liaise with Weymouth and Portland Borough Council regarding the 2012 Olympic Legacy. Attention was drawn to the Queen's Jubilee in 2012, and Mr Barker reported that the Chamber of Trade would be willing to support a gift to the children of Swanage to commemorate the event.

1) **Election of Chairman**

In the absence of the Chairman of the Committee it was proposed by Councillor Gloyn-Cox, seconded by Councillor Wiggins and **RESOLVED UNANIMOUSLY:**

That Councillor Trite assume the Chair.

2) **Apologies**

Apologies for their inability to attend the Meeting were received from Councillors Mrs Marsh and Mrs A Patrick, Mr T Buck (Swanage Bowling Club), Mr A Lander (Swanage Fishermen's Association), Mr M Payne (Swanage Railway Co. Ltd) and Revd J Wood (Churches Together in Swanage).

3) **Market Matters**

a) **Operations Report from Ensors**

It was reported that market takings had been £40,360 which was slightly down on last year. However, with the downturn in the economic climate this was still encouraging. It was noted that the starting date for the market in 2011 had yet to be established.

4) **Boat Park Matters**

a) **Security matters – Report on meeting with police advisors**

It was reported that a site visit had taken place with representatives from the Police and Swanage Town Council. Discussions had taken place regarding preventative measures to deter theft from the Boat Park. It was noted that the Police favoured marking of property with UV sensitive pens rather than using CCTV, statistics showed that the method helped identify stolen property and enabled to the Police to return items to the rightful owner. The possibility of the Town Council buying marking kits in bulk to enable boat owners to purchase the kits at discounted prices was discussed. It was

also highlighted that Swanage Sailing Club may be interested in the benefits of the marking kits.

The meeting was suspended under Standing Order 69 to allow Mr Diaper to speak.

It was requested that the assurances, with regard to improvements at the boat park, given in a letter from the then Town Clerk in 2005 be given priority. It was stated that boat park users and Swanage Fishermen's Association were disappointed that promised improvements, including CCTV had not materialised.

It was proposed by Councillor Gloyn-Cox, seconded by Councillor Wiggins and RESOLVED UNANIMOUSLY:

That discussions be held with Swanage Fishermen's Association and Swanage Angling Club to explore options in respect of the future management of the boat park.

It was further RESOLVED:

That if no satisfactory conclusion is reached as a result of the above discussions, then lighting be installed at the boat park subject to clarification of costs by the Council's Operations Manager.

5) Swanage In Bloom – Proposed Revival

Further to representations during public participation time, thanks were extended to those involved in seeking to revive 'Swanage In Bloom'. It was noted that the Town Council would be fully supportive of the event although due to the current financial restraints it would be unable to take a prominent role. It was proposed by Councillor Hadley, seconded by Councillor Trite and RESOLVED UNANIMOUSLY:

That Swanage Town Council support the volunteer committee in reviving 'Swanage In Bloom'.

6) Matters arising from Minutes of the Tourism Committee Meeting held on 14th June 2010

Further to item 10), concern was expressed that suggestions with regard to the 2012 Olympic Legacy had yet to materialise. It was agreed that the Town Council should work to ensure that the public facilities were at their best for summer 2012.

Further to item 12)d) it was noted that a sum of money had been allocated in the Council's budget for signage and all car park signage and lighting was currently under review.

Further to item 12)e) consideration was again given to signage in the Town Council's public conveniences. After a brief discussion it was proposed by Councillor Hadley, and seconded by Councillor Wiggins:

That Swanage Town Council be recognised for providing clean facilities for the benefit of all

users on any future signage erected in the public conveniences.

Upon being put to the meeting TWO Members voted IN FAVOUR of the Proposition and NONE AGAINST whereupon the Proposition was declared carried.

7) Beach Management Sub-Committee

a) Matters Arising from the Minutes of the Meeting held on 23rd July 2010

Further to item 6) it was noted that the 5 knot rule applied to all craft in the bay.

b) Matters Arising from the Minutes of the Meeting held on 29th October 2010

Further to item 4) of the minutes of the Beach Management Sub Committee held on 29th October 2010, consideration was given to the Sub-Committee's recommendations regarding increasing the speed limit in restricted areas in Swanage Bay for seafaring vessels. It was proposed by Councillor Gloyn-Cox, seconded by Councillor Hadley and RESOLVED UNANIMOUSLY:

TO RECOMMEND:

That the speed in the restricted area in Swanage Bay be increased from 5 knots to 8 knots, in line with other resorts in the area.

It was further RESOLVED:

That the Town Council, together with Dorset County Council, carry out a formal health & safety assessment regarding launching from the Parish slipway.

Further to item 7a) clarification was requested regarding the berry marker. It was reported that for safety reasons, it was necessary to ensure that this area off Peveril Point was clearly marked to alert visitors to a potential hazard. It was noted that this matter be investigated and actioned.

Reference was made to the RNLI report under item 6) and it was noted that thanks be given to the Town Council's Operations Department for their role in the clearance of debris from the stranded yacht off Peveril Point.

8) Scale of Charges 2011/12 – Recommendation to Estimates Meeting

a) Boat Park Scale of Charges 2011/12

In setting the scale of charges for 2011/12 consideration was given to the forthcoming increase in VAT and it was noted that comparisons with charges at other boat parks/launch sites had been made. It was proposed by Councillor Gloyn-Cox, seconded by Councillor Hadley and RESOLVED UNANIMOUSLY:

TO RECOMMEND:

That the following scale of charges be considered further during the budget setting for the 2011/12 financial year.

	Proposed Fees 2011/12 (Including VAT @ 20%) £/p	Proposed Fees 2011/12 (Excluding VAT) £/p
<u>CAR & BOAT PARKS</u>		
Peveril Boat Park Per Grid (Trailer Included)		
Boats and trailers		
Up to 13 ft		
Summer - 1 May - 31 October		
Season	250.00	208.33
Weekly	105.00	87.50
Winter - 1 November - 30 April	105.00	87.50
Up to 22 ft		
Summer - 1 May - 31 October		
Season	485.00	404.17
Weekly	155.00	129.17
Winter - 1 November - 30 April	200.00	166.67
Up to 29 ft		
Summer - 1 May - 31 October		
Season	675.00	562.50
Weekly	175.00	145.83
Winter - 1 November - 30 April	295.00	245.83
10% discount on annual ticket if purchased before 30th April		
Daily Launch Fees - Throughout the year		
Boats	23.00	19.17
Jet Skis	23.00	19.17
25% Discount Residents Permit Holders Daily Launch Fees (Boat only - removal of Trailer)		
Boats	17.00	14.17
Jet Skis	17.00	14.17
25% Discount Residents Permit Holders		

b) Beach Gardens Scale of Charges 2011/12

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

TO RECOMMEND:

**That the following scale of charges be
considered further during the budget
setting for the 2011/12 financial year.**

	Proposed Fees 2011/12 (Including VAT @20%) £/p	Proposed Fees 2011/12 (Excluding VAT) £/p
2. <u>BEACH GARDENS</u>		
Tennis		
Singles/Doubles Hourly (hourly per court)	7.70	6.42
With Club Member	4.70	3.92
Club - Adult (Year)	125.00	104.17
Club - Junior & Students (Year)	38.00	31.67
Club - Adult (Summer)	85.00	70.83
Club - Junior & Students (Summer)	28.00	23.33
Club - Adult (Winter)	46.00	38.33
Club - Junior & Students (Winter)	14.20	11.83
Schools (per court)	5.20	4.33
Children (under 16 years 12-2 pm.)	2.75	2.29
Family Membership (Husband & wife plus up to 2 children * in Junior/Senior Club)		
- Year **	195.00	162.50
- Summer	180.00	150.00
- Winter	86.00	71.67
* Charge for each additional child	25.00	20.83
Racket Hire	0.90	0.75
Tennis Ball Hire	0.70	0.58
*£9.00 to be retained by the Tennis Club for the Junior Development Programme as agreed in Minute No.2 of the Policy & Resources Meeting held 22/01/01		
**decreased from £200 as agreed in Minute 3. of the Planning Meeting held 08/04/04		
Bowls		
Club Season - Adults	136.00	136.00
Club Season - Juniors (under 16)	33.00	33.00
New Member - (Introductory Season only)	68.00	68.00
Hourly (per person)	3.60	3.00
Hourly (under 16 accompanied by an adult)	1.60	1.33
Hire of Slips (per pair per game)	2.65	2.21
Hire of Woods (per set of 4 per game)	2.65	2.21
# Junior membership decreased from £32.00 to £30.00		
Putting		
Per Round - Adults	2.80	2.33
Per Round - Children (under 16)	1.25	1.04
Family (2 Adults + 2 Children)	6.90	5.75
Pavilion		
(Charges include heating, lighting and use of kitchen and equipment)		
Per Session (1 section)	18.50	15.42
Morning, Afternoon or Evening (2 sections)	26.00	21.67

Upon being put to the meeting TWO Members voted IN FAVOUR of the Proposition and there was ONE ABSTENTION whereupon the Proposition was declared carried.

c) Beach Bungalow Season Charges and TIC Scale of Charges 2011/12

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

TO RECOMMEND:

That the following scale of charges be considered further during the budget setting for the 2011/12 financial year.

	Proposed Fees 2011/12 (Including VAT @20%)	Proposed Fees 2011/12 (Excluding VAT)
<u>BEACH BUNGALOWS</u>		
<u>SEASON CHARGES - 2011 SEASON (For Existing holders only)</u>		
1st April-30th September		
Stroke Club (Annual rental)	795.00	662.50
Private Sites	315.00	262.50
	Proposed Fees 2011/12 (Including VAT @ 20%)	Proposed Fees 2011/12 (Excluding VAT)
<u>TOURIST INFORMATION CENTRE</u>		
Advertising Board 3ft x 4ft (Annual)	380.00	316.67
Advertising 'A' Boards	200.00	166.67
Accommodation Service - Serviced		10%
Accommodation Service - Self-catering		5%

9) Tourism Reports

Ms H Lagden, Purbeck District Council's Tourism Officer, reported on the following matters:

a) Visit Dorset Website

The Visit Dorset website is now more advanced and Purbeck District Council is hoping to transfer the tourism section of their website in January. It was noted that the new website will offer a wider variety of information for the public to access.

b) Purbeck Information and Heritage Centre

It was reported that the footfall had been good through the summer and July and September saw the highest for approximately ten years. It was noted that October had seen a surprising dip. A Gold award had been achieved in the Green Tourism Business scheme.

c) Swanage Museum and Heritage Centre

A meeting was due to be held at Purbeck District Council to determine whether the running of the centre should be transferred to Swanage Museum to make savings.

d) Dorset Approved Accreditation Scheme

The scheme has been well accepted since its launch in July as an alternative to having a star rating. It ensures that accommodation has all the correct safety measures in place.

e) Destination Dorset

It was noted that Destination Dorset would be launching a new guide for 2011. It will include highlights of Dorset and will be aimed at people who wish to find out more about Dorset before booking a holiday. The guide will not feature accommodation so there will not be a conflict of interest with the Purbeck guide.

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

a) Events

Event applications for 2011 are now being taken. It was noted that the amount raised on the seafront area for charities in 2010 was approximately £4,580. Events held in 2010 had been successful and new events may also be introduced for 2011.

b) Charity Christmas Cards

It was noted that the Charity Christmas cards were now on sale at the Tourist Information Centre and would be on sale at the Christmas Market on 4th December.

c) Award

It was announced that Swanage Tourist Information Centre had been nominated for the Visit England 'Mystery Shopper Award' and would be attending the presentation evening in Torquay on the 15th November.

10) Swanage and Purbeck Hospitality Association - Update

It was reported that the Comedy Festival had been a success and it was hoped that it would become a regular event. It was also noted that due to the success of the walking festival held this year, a second would be organised from 30th April 2011 to 8th May 2011 with an extended programme.

11) Durlston Project - Update

The representative from Durlston Country Park thanked the Town Council for its support with the Durlston Shuttle service that had proved to be a resounding success. Up to 10,000 people had used the service, many of these being residents of the town. It was noted that the service may be offered in 2011. Thanks were also extended to the Town Council's Operations Department for their role in assisting with the beach cleaning projects that had been held in 2010.

It was reported that Durlston Country Park had achieved second place for being Britain's Best Park. It was noted that the opening for Durlston Castle was on target for opening in July/August 2011.

12) Items of Information and Matters for Forthcoming Agendas

a) Street Scape

A request was made that the matter of 'A Boards' and wheelie bins be put on a forthcoming agenda. It was noted that these came under the jurisdiction of Dorset County Council and Purbeck District Council but the Town Council would continue to highlight any complaints and difficulties arising from these items to the relevant authority.

b) Dorset Coast Forum

It was noted that Dorset Coast Forum website would be grateful for any photographs to add to their collection.

c) Signalling

It was reported that the signalling for Swanage Railway was on target for completion in 2013.

13) Date of Next Meeting

It was noted that the next meeting of the Committee was scheduled for 10 a.m. on Monday 7th February 2011.

The Meeting closed at 12.30 p.m.