

Item 6) – Tourism Marketing Plan for 2021-22 – update

The Marketing Working Party has begun a series of interviews with a range of local tourism businesses in order to develop an enhanced understanding of the marketing barriers, and opportunities, that exist for these businesses. To date three interviews have been undertaken and it is envisaged that over the next few months a total of some twenty interviews will be completed with managers from a wide range of different business sectors.

It would be premature to provide feedback at this stage, other than to say that the Working Party have found the interviews beneficial and interesting. The intention is that the results from the interviews will be compiled during the summer and a proposal for a future Marketing Plan provided to the November Tourism Committee for approval. This will ensure that any potential budget implications will be fully considered for 2021-22.

Item 7) – Sustainable Tourism Vision – update

The Town Council's Environmental Action Plan calls for the creation of a Sustainable Tourism Vision by the end of March 2021. This deadline has proven a challenge to meet, although many other environmental actions have been developed. The Town Council is working with a range of stakeholders, including Planet Purbeck, to develop a Vision. Councillors and Officers attended the 'Low Impact Tourism' meeting held by Planet Purbeck on 16th March 2021, which generated a wide range of ideas and suggestions. These will be considered within a Vision. In addition, the following tourism environmental actions have been undertaken over recent months:

- Drinking Water – We are installing improved signs for drinking water taps around the seafront and have applied for a grant towards a town water refill station
- From November 2021, all events on Council maintained property will be required to be single use plastic free
- From this year, all events must complete a 'Environment Assessment Form' as part of their application process, which will help to identify negative, and positive, environmental impacts
- We are currently undertaking a tender for a bike hire concession, including electric bikes, to operate out of one of our car parks
- This summer we are developing leaflets, and a webpage, providing examples of car free days in Swanage
- We have recently undertaken an energy use audit, and review of potential renewable energy solutions, for the Information Centre, public toilets and beach huts
- The Marketing work currently being undertaken is anticipated to lead to emphasis on positive environmental branding

Recommendation – That the Committee identify ways to take forward the creation of a Sustainable Tourism Vision.

Item 8) – Events

At the Council meeting held on 15th March 2021, the following was agreed:

Step	Earliest Date	Government Restrictions	Council Approach
1	29 th March	Rule of 6 or two households applies.	No events permitted
2	12 th April	No change to above, with exception that weddings can be up to 15.	No events permitted
3	17 th May	Rule of up to 30 applies outdoors, rule of 6 indoors. Additionally, it appears that outdoor events can be operated but must be at 50% or no more than 1,000.	No events permitted except where the organiser can demonstrate controlled access and subject to the decision of the Events Working Group
4	21 st June	All social distancing restrictions are due to be lifted and no limits on groups or events are envisaged.	All events permitted

Events approved for Step 3 (17th May to 20th June) are:

- Swanage Classic (Angler's competition) – 22nd May
- Jurassic Coast Challenge (Running/walking event based at Days Park) – 22nd to 23rd May
- Swanage Food Market (Sandpit Field) – 28th to 31st May

Most events will not be permitted until 21st June 2021.

Item 9) – Swanage Friday Market - update

- The summer market will start on 2nd April, although non-essential traders will not be permitted until 16th April.
- The first monthly 'Artisans at the Market' event takes place on 7th May with seven stallholders to date.
- The recent refurbishment of the Main Beach Car Park included the installation of electric points for traders, and yellow bay markings, to indicate the area where the market is generally held.

Item 10) – Bay Enforcement – update

A new partnership has recently been formed, led by Dorset Council, and including the Town Council, National Trust, Dorset Coast Forum, Police, Coastguard and other associations, including a local open water swimmer, and those representing personal watercraft. More details can be found in the notes from the recent Beach Management Advisory Committee; however the key outputs are as follows:

- Design and production of new signage to go at boat access points – April
- Design and production of new leaflets to advise those using personal watercraft about the bylaws and expected behaviour while using their craft – April
- Additional buoys to be added to the 5-knot buoy line to increase its visibility – May

- Town Council funding of a boat to provide advice to water users as to the safe operation within the bay – May to September
- Centralised Marine Police incident recording form
- Restrictions placed on the Parish Slipway to discourage the use of vehicle based trailers

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March 2021