

## Promoting Sustainable Tourism and Supporting the Local Economy

The Town Council will promote sustainable tourism and support the local economy by:

- Encouraging visitors to the town outside the main summer season;
- Ensuring Swanage is a high-quality visitor destination;
- Exploring opportunities to improve access from the sea;
- Providing an environment in which businesses can thrive, particularly providing employment opportunities for young people;
- Supporting 'Green Tourism' initiatives, such as car-free travel.

In support of tourism and the local economy the Town Council...

- Operates a range of Visitor Services, including its award-winning Information Centre on Shore Road, Peveril Boat Park and 74 beach huts.
- Maintains the Beach to Blue Flag standards and employs RNLI lifeguards.
- Operates a number of long-stay and short-stay car parks, providing low-cost residents' parking.
- Operates Swanage market.
- Co-ordinates a programme of events throughout the year in its parks and open spaces.
- Funds the town centre and seafront Festive Lights, organises a 'Switch-On' event and the Artisans on the Beach each Christmas.

Between 2023 and 2025 the Town Council will:

- Make a significant capital investment to enhance the Spa, Weather Station Field and Sandpit Field;
- Work with local businesses and accommodation providers to develop a marketing strategy for the town;
- Develop a Sustainable Tourism Vision;
- Improve the Town Council's website to provide a more interactive online presence;
- Develop an enhanced programme of events to attract visitors year-round;
- Undertake public consultation and publish a Seafront Masterplan to guide future development;
- Consider proposals to improve access from the sea.



Peveril Point and the Downs Local Nature Reserve



Swanage's award-winning Main Beach



Swanage Information Centre, Shore Road

**Events – Consideration of new event applications**

The Event Working Party met on 25<sup>th</sup> June to consider a number of event requests to be held on Swanage Town Council premises.

The Event Working Party uses an ‘event matrix’ approach to determine at what level an event needs to be approved, either by officers alone, by officers in consultation with the Working Party or by Committee. Each event is scored according to size, disruption and impact.

**1. One event was approved by officers in consultation with the Working Party**

Women’s Institute Picnic in Days Park – 6<sup>th</sup> August 2024

**2. The Working Party has asked that the following two events are considered by the Tourism and Local Economy Committee**

**2.1 Junior Championship Sea Rowing Regatta – 6<sup>th</sup> October 2024**

Swanage Sea Rowing Club would like to extend their 5<sup>th</sup> October Veterans Sea Rowing Regatta to 6<sup>th</sup> October, to make this a two-day event incorporating the Junior Championships. This will cause some disruption to the town, as it is also the week of the Blues Festival, but as the 5<sup>th</sup> October event has already been approved by the Town Council, this is not considered to be a significant issue. Recommend approval.

**2.2 Alzheimer’s Charity Event – 7<sup>th</sup> June 2025 (next year).**

The Working Party discussed the application from Gladiator Events for an event on 7<sup>th</sup> June 2025, next year. Usually, the Town Council does not provide provisional approval for events until the autumn, however this company explained that their client, the Alzheimer’s Charity, likes to provide a programme of events for the following year well in advance as this provides time for those taking part to raise the necessary charity funds.

This particular date is one that the Swanage Sea Rowing Club has used for a number of years but as the request is for Forres Field, this is not expected to cause an issue.

More detail about the event can be found in Appendix 1 but in overview, they would like to use Forres Field as the start and end point of a 26 mile trek, and include facilities such as basic catering, water, toilets and registration tents etc. They have also asked for a private area for parking as they would like the parking fee to be included within the original registration fee. This would mean that we would charge a fee for the site and include parking within this fee

The Working Party would like to recommend approval and delegate the negotiation and approval of an appropriate fee to officers, in consultation with the Events Working Party.

### **3. The Working Party requested more information from the following event**

#### **3.1 Polar Express Christmas Market, Main Beach Car Park**

The company that runs the Christmas Polar Express event at Swanage Railway, known as 'Polar Productions', have submitted an application to operate a five-week Christmas Market from mid November 2024 to just before Christmas. The market will be placed on Main Beach Car Park for the duration and will be open from approx. 12.00pm to 7.00pm during train operating days. The market will not be themed as Polar Express and will be open to all visitors to Swanage. It is likely that the event will be based in a large marquee and will be free to enter. Stalls will be a range of artisan and culinary offers, including some entertainment, all with a Christmas theme.

It is acknowledged that having a well promoted and operated Christmas Market in Swanage will bring a good number of additional visitors to Swanage in what is generally a relatively quiet period, however this does potentially pose a range of issues that may need to be considered and understood before any agreement is made.

Therefore, the Working Party have asked that Polar Productions submits a detailed business proposal by the middle of July. This will allow time for officers to engage with the Swanage Chamber of Trade before being submitted to the next Full Council meeting on 22<sup>nd</sup> July 2024 for consideration.

### **4. Revised application process for 2025**

It is proposed that event applications are considered for two years in advance, rather than the current one year. This will enable the Town Council to better meet the needs of events such as the Alzheimer's event that would like to book well in advance. It is proposed that the application process, which is due to be released in August 2024, will include the request for dates for 2025 and 2026, where an event is able to do this. The general assumption that events use the same weekend each year will remain, where possible. Event requests will go to the 21<sup>st</sup> October 2024 Full Council meeting as the Tourism and Local Economy Committee meeting is rather late in the year for many event approvals.

### **5. Decisions required**

1. Approve the Junior Championship Sea Rowing Regatta on 6<sup>th</sup> October 2024
2. Approve the Alzheimer's Chairty Event on 7<sup>th</sup> June 2025 to include Forres Field and a section of King Georges Field for parking.
3. Delegate the negotiation and approval of an appropriate fee for the Alzheimer's Charity Event to officers, in consultation with the Events Working Party.
4. That the next round of event application forms allow events to book for both 2025 and 2026.

Culvin Milmer, Visitor Services and Business Development Manager  
July 2024

## Appendix 1:

### Email from Sarah Kenny, Gladiator Events re: Alzheimer's Charity Event 2025

Dear Culvin,

I hope you are well.

We spoke last year as we were keen to bring a new Alzheimer's Society event to the area.

We weren't quite ready to launch this for 2024 but we are very keen to go ahead with running the event in 2025.

Our preferred date would be 7<sup>th</sup> June 2025 and we would ideally be looking to use King George's Playing field/Forres Field, as I believe it was the most suitable option for space and sufficient car parking.

Below is an outline of the event:

- **Event Name:** [Trek26](#) for Alzheimer's Society
- **Description:** A 26 mile and 13 mile trek for supporters of the Alzheimer's Society, raising funds for the charity. The trek is fully supported, with an event hub area with gazebos and catering facilities, and three rest stops along the route for water refills and snacks.
- **About Us:** Gladiator Events works with Alzheimer's Society to plan and deliver the operations of the event and manages the event on the day. Alzheimer's Society take all income from ticket sales and fundraising. We currently operate the event in 10 different locations across the UK and would be happy to put you in touch with any of our other venues for a reference.
- **What we need:**
  - A large open grassed area for our event hub, which will contain approximately 10 gazebos, a starting arch, a catering stand and some flags and signage.
  - An adjoining grassed or hard standing area for participant parking. Ideally suitable for 500+ cars. This would be a private area for the event rather than a public car parking area.

Many thanks and kind regards,

**Sarah Kenny**

Director

Gladiator Events Ltd.

No.	Charity/Community Group name	Organisation Type	Requested dates	How will you use the beach hut?	Recommendation
1	Jurassic Care	Business (care)	April/May 2024	Bring clients for lunch and enjoy the sea views	1 day trial - subject to availability, outside school holidays
2	H & H Care	Business (care)	Any day Monday to Thursday	To enjoy the day at the seaside and use it as a base	1 day trial - subject to availability, outside school holidays
3	Little Birds Preschool	Business (preschool)	Monday the 8th July - Friday 12th July	A safe secure space/base to enable extended periods of time on the beach with our children	1 day trial - subject to availability, outside school holidays
4	Allsorted	Not for profit organisation	Open to any opportunities/dates available	To develop access to seaside leisure activities in Swanage and for some clients with autism provide a safe space when in sensory overload; To provide families of people with Learning disabilities respite/recharging time	1 day trial - subject to availability, outside school holidays
5	Swanage Linking Lives	Community Group	Fridays in June or early July - e.g. 21/6 & 28/6	To provide a place of welcome for lonely and isolated members of the community for a day or two by the beach. We will provide light refreshments, an opportunity to socialize and meet up for our existing and any new clients and befrienders.	1 day trial - subject to availability, outside school holidays
6	#Willdoes	Charity	Anytime	Provide a space for young people to meet up	1 day trial - subject to availability, outside school holidays
7	Swanage Women's Institute	Charity	Saturday 20 and Sunday 21 July 2024	Our annual fundraiser will take place on Sunday, 21 July 2024. We have booked the hard standing on the sea front. We would like to use the beach hut as a base for our members to meet, be able to use the hut during breaks and for providing refreshments to our volunteers.	1 day trial - subject to availability, outside school holidays
8	Volunteer Centre Dorset - Project - Community Credit Scheme	Charity	Two beach huts on 22nd May.	Invite Ferndown and Dorchester groups over and their carers. To meet and chat.	1 day trial - subject to availability, outside school holidays
9	Lewis Manning Hospice Care	Charity	5th and 12th July- 2nd and 9th August	For patients, families, carers and bereaved	5th and 12th July

10	Dementia Friendly Purbeck	Community group	Mon 13th May-Fri 17th May or Mon 24th June-Fri 28th June	To promote our charity by offering relaxation and social time for those living with dementia.	13th to 17th May
11	Swanage 999 Services	Informal Local Group	Swanage Carnival Week	For Swanage Ambulance staff and their families along with Police, Coastguard and other 999 responders to have access to a seafront lower level beach hut during carnival week, ensuring our local first responders can relax and unwind while still being available to assist locally if required.	Swanage Carnival Week
12	Mental Health Swims	Peer support community	One day a month	We will use the beach hut for getting changed in private. Making hot drinks to warm everyone and to gather socially before and after a swim.	Monthly but not school holidays, subject to availability
13	Swanage Disabled Club	Community Group	3 August to 9 August	Social purposes	3 August to 9 August
14	Purbeck Youth and Community Foundation	Charity	April 2024 - July 2024	During our 1 to 1 sessions with young people and walk and talk sessions	Approve - Officers to contact all Swanage schools to see if they are able to share a hut outside school holidays
15	Swanage Primary School	School	Any dates in school time	Children to go there who are going through or have been through problems deaths anxiety cancer etc a place to talk watch the sea and give them a break for a few hours with a teacher or a Elsa support person	Approve - Officers to contact all Swanage schools to see if they are able to share a hut outside school holidays

	<b>DECLINED</b>				
16	Lewis Manning Hospice Care	Charity	24th June to 28th June	To allow staff to have some downtime	Declined
17	Swanage Jazz Festival	Business (event)	12-14 July 2024	We would like to hire the beach hut for the duration of this year's Jazz Festival (12-14 July), and we anticipate it could be used for various purposes such as an information point for festival goers, a quiet space for volunteers and committee members to have a break or place for musicians to stow their instruments whilst they wander around the Festival.	Declined
18	Isle of Purbeck Arts Club	Community group	4th June 2024 - 7th May 2024	As a base for our activities	Declined

## **Beach Hut Fees and Charges for 2025-26**

### **Introduction**

The current beach hut fee structure and booking procedure was last reviewed in 2019. The Council generally tries to set the fees for beach huts in the summer for the following financial year as this allows the beach huts to be promoted and enables any systems and procedures to be established ready for the booking release which takes place during October.

The Beach Hut Working Party met on 11<sup>th</sup> and 25<sup>th</sup> June to review the fees and booking procedures and considered a range of issues. This report provides a proposal for a future structure for beach hut fees, with a recommendation that a full list of fees and charges are further developed, based on these proposals, and considered at the next Full Council meeting.

### **Current Issues**

Since 2019, beach hut demand has increased significantly, and the following changes have taken place that should be considered when setting revised fees and charges.

- Huts are now fully occupied over the summer and generally relatively high use is also made of them during the winter period.
- The total occupancy rate of all huts is 80%, although it should be noted that the Shore upper huts are 88% compared to the lower ones having a rate of 73%.
- The previous fee structure provided a relatively wide range of period discounts in order to encourage out of season and upper-level bookings.
- The current booking procedures have led to a relatively high level of long lets at the expense of weekly bookings.
- The budgeted expenditure for beach huts will increase by 68% from 2024-25 to 2026-27, primarily due to the increase in business rates.
- Officers are keen to simplify the fee structure.

### **Outline Proposals – Fee Structure**

- Introduce revised price periods to better meet demand for huts over the year – see Appendix 1.
- Reduce Easter period fees to increase occupancy during this relatively quiet period.
- Simplify the current discount periods with only two new periods:
  - Full Year bookings - 25% discount.
  - Winter period (1<sup>st</sup> November to 28<sup>th</sup> March) bookings - 25% discount.
- Upper Huts to be priced at 70% of Lower Huts throughout year.
- Artisans to move from 29<sup>th</sup> November – 2<sup>nd</sup> January (5 weeks/6 weekends) to 22<sup>nd</sup> November to 14<sup>th</sup> December (3 weeks/4 weekends).



## Outline proposals – Booking Procedure

It is proposed to change the booking procedures in two ways. The first is to remove the current booking releases based on 10+ week bookings, 4+ weeks and 1+ weeks. This will be replaced by a 52-week booking period and 1+ week as indicated in the table below.

The second change will see a maximum number of huts being set aside for the 52-week booking period, this is currently suggested as 10 pre-designated huts.

This is slightly different for the Spa huts, partly as these are released for bookings in February as opening is dependent on the winter weather conditions, but also because the older Spa wooden huts are only open for the summer period, which is 32 weeks.

Day	Assumed release date	Period	Huts available
Day 1	8 <sup>th</sup> October 2024	52 weeks	Shore Road: 10 pre-designated huts (avoiding Artisans' huts except upper-level premium)
Day 2	10 <sup>th</sup> October 2024	1 week+	All Shore Road huts
Day 3	11 <sup>th</sup> February 2025	52 weeks	Spa Retreats only
Day 4	12 <sup>th</sup> February 2025	32 weeks	Spa and Spa Retreats
Day 5	13 <sup>th</sup> February 2025	1 week+	Spa and Spa Retreats

## Outline Proposals - Other considerations

To match budgeted expenditure, an increase in income of approx. 10% for 2025-26 and 6% for 2026-27 is required.

## Taking these proposals forward

The Committee are asked for their views with regards the overall direction of the proposals included in this report. These views will be considered further by the Beach Hut Working Party during July and a detailed proposal, including a full list of fees, will be presented to the next Council meeting.

## Decision required

To consider the proposals within this report.

Culvin Milmer

Visitor Services and Business Development Manager, June 2024

## Appendix 1: Analysis of periods

Period	Current (25-26 dates)	Proposed (25-26 dates)	Change in weeks
Easter	29 March to 9 May	29 March to 25 April	-2 weeks
Early Summer	10 May to 11 July	26 April to 11 July	+2 weeks
Peak Summer	12 July 29 August	12 July 29 August	No change
Late Summer	30 August to 19 September	30 August to 26 September	+1 week
October (new)	-	27 September to 31 October	+5 weeks
Winter	20 September to 28 March	1 November to 28 March	-6 weeks

### **Fishers' Huts Allocation – Review of Policy**

As an important part of the local economy, the Tourism & Local Economy Committee has oversight of the Council's Fishers' Huts at Peveril Point. Each of the 19 huts are occupied under annual licences and the fee is agreed each year through the Council's scale of fees and charges. It currently stands at £500.

The last thorough review of the allocations policy in respect of the fishers' huts was undertaken in 2004. The Boat Park Committee meeting, held on 12<sup>th</sup> July 2004, agreed that huts should be allocated according to the following priority.

That the following categories be implemented:

Category 1 - Fishermen who fulfil the above criteria and whose primary employment is fishing.

Category 2 – Fisherman who fulfil the above criteria but fishing is their secondary employment.

Category 3 – Commercial boat operators.

It was further agreed that in order to demonstrate eligibility under categories 1 and 2, each occupier would need to supply the following information:

1. All vessels must have a Certificate of British Registry from the Maritime and Coastguard Agency
2. Registered fishermen must have a current licence issued by DEFRA
3. Fishermen must have completed or applied to undertake the following four training courses approved by the Maritime and Coastguard Agency and the Sea Fish Industry Authority.
  - Basic Sea Survival
  - First Aid
  - Basic Fire Fighting and Prevention
  - Health & Safety
4. Fishermen should be registered with the Inland Revenue as a self-employed trader.

In practice a fourth category of 'other' was introduced following a meeting of the Boat Park Committee held on 8<sup>th</sup> December 2006 when it was agreed that the Council should not leave huts empty if there is a lack of applicants meeting the criteria for categories 1 – 3.

From time-to-time the question of allocating second huts to existing hut occupiers has been raised. In July 2004 it was agreed that there would be no automatic allocation of second huts and hence requests have been brought to the General Operations Committee for consideration on an ad-hoc basis. In September 2006 it was determined that a boat operator without a hut (category 3) would take precedence over a request for a second hut from an existing hut occupier in categories 1 and 2.

The question of hut allocations is being brought before the committee because there is now quite a lengthy waiting list. There are currently five people waiting for a first hut: two in categories 1 and 2, two in category 3 and one in category 4. There are also two requests for second huts from existing occupiers, one in category 1 or 2 and one in category 3.

The current hut occupiers are classified as follows: nine in categories 1 or 2 occupying 13 huts; two in category 3 and four in category 4. Consequently, if the current policy is applied all of the occupiers in category 4 should be given notice of termination and those four huts should be allocated to those in categories 1 and 2, and those in category 3 wanting a first hut who have been on the waiting list for the longest time.

One final note is that there is currently no restriction on the hut occupiers having to have a Swanage address. One of the current occupiers lives in Kimmeridge and one on the waiting list is from Worth Matravers.

### **Decision required**

Either:

To confirm that the occupation of fishers' huts should continue to be determined in order of priority in accordance with the four categories established in July 2004.

To determine whether requests from those in category 1, 2 or 3 for the allocation of a second hut should be treated in the same way as if they were on the waiting list for a first hut.

To determine whether current hut occupiers in category 4 should be given notice of termination in order for those huts to be reallocated to those on the waiting list with a higher priority.

Or:

To appoint a small working party of councillors to review this matter in detail and report further to the next meeting in November. If the matter were to be deferred then agreements would need to be issued to cover the current year, although these are subject to one month's notice.

Martin Ayres  
Town Clerk

June 2024

**Tourism Worksop**  
Wednesday 24<sup>th</sup> April 2024  
Town Hall, High Street, Swanage

**NOTES**

**In attendance**

Culvin Milmer (Visitor Services Manager), Chris Tomes (Chairman, Tourism Committee), Tina Foster (Town Mayor) – Swanage Town Council (STC), Peter Robertson – RSPB, Rachel Shefford – Visit Dorset, Tracey Churcher and Tom Clarke – National Trust (NT), Steve Clarke – Corfe Castle Parish Council, Maddie Sutton – Langton Matravers Parish Council

**Apologies**

Apologies were received from Cllr Carol Turner and Gale Pettifier (Deputy TC) - Wareham TC, Cllr Daryle Pearson – Langton Matravers Parish Council

**Update from participants further to meeting held in March 2023**

**Swanage TC:** The Visit Swanage website was launched on 23<sup>rd</sup> January and is now fully up and running. There is a section on the website open to all local businesses to advertise free of charge. This section is open to all businesses that contribute to tourism within the parishes of Corfe Castle, Kingston, Langton Matravers, Worth Matravers and Studland. Any local business who would like to be added to the website can do so by contacting the Swanage Information Centre.

**Visit Dorset:** New market research is being carried out to analyse visitor numbers by placing them into segments/demographic groups. Five segments have been identified ranging from older people looking for less active holidays, to families, beach goers and dog owners who are looking for more active holidays. The research looks at the market as a whole and places them into segments and identifies which markets they appeal to. This then goes one step further and breaks down into what type of accommodation and how to market new business to each segment. This highlights why this would be good for local businesses. The links to this information has bene included at the bottom.

**National Trust:** Corfe Caste has achieved silver in the Dorset Tourism Awards for accessibility which is excellent for a castle on a hill. The peregrines have returned again this year and they have “booted” the ravens out of their nest in the castle. There will be a big battle between peregrines and ravens and they are planning to stream this on webcams so people can get really involved. Country File will be covering the D-Day celebrations at Studland and its beaches. This will be excellent coverage for the Castle and Purbeck.

A meeting for consultation on the Studland Masterplan was held yesterday. The Committee is currently made up of statutory stakeholders before it is opened up to local people and businesses, the community and visitors. The NT and the local community need to work together. Attendees offering their support at yesterday’s meeting included Natural and Historic England, The Environment Agency and the Fire Service.

A group travel event was held in Bournemouth last week. The NT are looking to work better with other tourism providers to accommodate tourist groups. Group bookings are good for outside of the peak season. Active tourism groups could put packages together to benefit all businesses in the area of Purbeck. A co-ordinated response is needed to look into what people want which will make it good for businesses.

Due to a lack of funding, Bournemouth, Christchurch & Poole Council are reducing tourism services. A vote by accommodation providers in the towns will be held on 14<sup>th</sup> May to decide whether a tourist tax per person, per night should be charged to help fund a business economy partnership. This may have an impact on Purbeck. We need to think about how we set up a Local Visitor Economy Partnership (LVEP), and how we organise ourselves as a destination. An online meeting with Visit England would be really helpful to see how we can move forward with this.

The Jurassic Coast doesn't advertise itself as much as it could and this is the perfect opportunity to advertise ourselves more.

It was suggested that it would be a good idea to create a destination organisation within this group. A community lottery grant could be applied for to fund an employed post to get this project off the ground. A £40k grant would fund a 12 month fixed contract. It was suggested that the NT could offer a small figure towards this.

There is a whole generation of children growing up disconnected from nature, so the NT is looking to bring together all youth organisations and schools to improve this. The NT want to encourage schools to make trips into the landscape more frequently and provide families with more resources to get into the landscape. By investing in young people, they hope that this will help with future employment as youngsters learn to appreciate the great outdoors and harness it with sustainable tourism. They are also looking at how the whole of Purbeck can benefit from tourism apprenticeships. This needs vision and resources to pull together. Alex Brockleby is doing a lot of work with young people in Swanage. This would also be a good place to join this up.

**RSPB:** Along with the NT RSPB Arne have written a sustainable tourism plan for Purbeck Heaths Nature Reserve. This is now an active group of stakeholders meeting twice a year, however, they need an organisation to manage it in the longer term so the setting up of a destination organisation group would help in this.

The BBC Spring Watch team have been at Arne for a sub series which will be on the One Show in the autumn. They will also be back for Spring Watch in May for 3 weeks. The show is progressively moving out from Arne and covering more areas of Purbeck.

RSPB Arne are entering the tourism award that Corfe Castle won last year for accessibility and inclusivity. They have been working hard to make it more accessible and continue to do regular social media promoting Arne and Purbeck. A Guardian journalist is doing an article from a nature point of view and this will be published in the next few weeks.

This summer the shuttle bus from Wareham to Arne won't be running to the Norden Park and Ride as passenger numbers were disappointing last year, therefore they are only running a direct

shuttle bus service from Wareham. Work is underway with the Purbeck Community Rail Partnership to sustain the funding for this shuttle bus, which is important for reducing the number of cars that use the roads through Purbeck in general.

**Corfe Castle PC:** Highlighted that data is needed to make the right decisions. There is lots of data out there and he wants to find out if it is on line. We are data rich but don't necessarily use the data to improve and that is the issue.

Purbeck Park at Norden is suffering due to a lack of connectivity to the Castle mainly because busses don't stop there.

A view was expressed that the Visit Swanage website should be open to organisations and businesses from the whole of the Isle of Purbeck which would include the Purbeck Heaths Nature Reserve. It was also questioned whether Lulworth and Durdle Door should also be included in this?

The Castle was opened up to the Indian Rang Barse festival organised by BCP which was very successful but parking was a big issue. This was exacerbated by Swanage Railway also having an event running on the same day. There needs to be more communication to check that events don't clash. There are more events than ever this year, however, events clash because people don't look at what else is on the same date. Event organisers need to think more about this. An area on events on the new website could help with this. [Events and Festivals Calendar | Visit Swanage \(visit-dorset.com\)](#)

Covid has left a legacy of tourists visiting Purbeck, but we need to keep that momentum going.

It was suggested that it would be a good idea to invite Swanage Railway to this committee. If they were more involved it would help to pull some of the issues discussed today together. All felt this would be beneficial, and it was also suggested that invitations should also be extended to representatives for accommodation and activities too. Anyone active within the economy should be invited to this meeting.

**All agreed** that we should extend an invitation to the Swanage Railway, accommodation, activities and anyone active within the economy to future tourism workshop meetings.

**How to move forward?** In order to move forward with a successful committee, meetings should be held more frequently and smaller working groups that can work on actions and feed back to this main group should be formed. Need to think about how we link with other bodies, although caution should be exercised until we have a scope. Need to think carefully about the boundary line for the Visit Swanage website as Lulworth is one of the most visited places in the UK but the visitors don't necessarily visit anywhere else in Dorset. Durdle Door could be a good place to signpost visitors to the rest of Purbeck.

PURBECK DESTIANTION (MANAGEMENT) ORGANISATION is Visit Dorset

Things to consider:

- LVEP only granted if Dorset and BCP join up, this won't happen at the moment with current financial issues.

- Purbeck Heaths Sustainable Tourism Plan model would be good to use. [Sustainable Tourism - Purbeck Heaths](#)
- Hold an initial meeting to assess enthusiasm and send a questionnaire to parish councils to see what their needs are and if they would be interested. Need input from other organisations and stakeholders.
- Coastal Tourism Academy in Bournemouth have some excellent expertise they could help get this going.

#### ACTIONS:

- Rachel Shefford to provide Robin Tjolie's e-mail address.
- Invite Robin Tjolie from Visit England to a meeting where he can suggest how to get a successful group going.
- Culvin & Tracey to put together a questionnaire with the help of Visit Dorset's Amanda Park & Cheryl Staple.
- Send questionnaires out before next meeting
- Have a plan put together by October
- Invite Cumulus, Land and Wave, parish councils, Swanage Railway and Sandbanks Ferry Company to next meeting

Next meeting to be held at the Mowlem in the bar early July before school holidays.

Meeting closed 11.40am

Received subsequent to the meeting from Rachael Shefford.

- [Market Segmentation Research](#) - to help tourism businesses understand their existing customers better and break into new markets.
- The [latest tourism statistics for Swanage](#) (2022) are available on the Visit Dorset Industry Website.
- The [latest tourism statistics for Dorset](#) (2022), including a section on Purbeck, are available on the Visit Dorset Industry Website. The Purbeck data begins on page 57.
- VisitEngland has a huge amount of data and research for both domestic visitors and inbound visitors on their website: [UK Tourism Industry Statistics & Research | VisitBritain.org](#).

Read more about VisitEngland's [LVEP \(Local Visitor Economy Partnership\) programme](#)