

Minutes of the Meeting of the **TOURISM COMMITTEE** held at the Town Hall on **Monday 7th November 2011 at 10.00 a.m.**

Chairman: -
Councillor Mrs A Patrick Swanage Town Council

Present: -
Councillor Mrs Bartlett Swanage Town Council
Councillor M Bonfield Swanage Town Council
Councillor W S Trite (Town Mayor) Swanage Town Council
Councillor M Whitwam Swanage Town Council
Councillor A Wiggins Swanage Town Council

Outside Representatives:-
Mrs K Delahay STRATA
Mr R Johnson Swanage Pier and Boat Park Users Group
 Representative
Mr A Lander Swanage Fishermen's Association
Mr J Maughan Swanage & Purbeck Hospitality Association

Also Present: -
Mrs C Anstey Administration Assistant
Dr M Ayres Town Clerk
Mrs C Hooper Tourist Information Centre Supervisor
Ms H Lagden Purbeck Tourism Officer
Ms R Shefford Purbeck District Council's Countryside
 Officer

Public Participation Time

There were no members of the public present.

- 1) **Apologies**
Apologies for their inability to attend the Meeting were received from Councillor Brown, Ms K Black (Durlston Country Park) and Mr M Payne (Swanage Railway Co. Ltd.).
- 2) **Market Matters**
 - a) **Operations Report from Ensors**
In the absence of a representative from Ensors, there was nothing to report.
 - b) **Transfer of Monitoring to Finance and Performance Management Committee**
It was proposed by the Chairman, seconded by Councillor Bonfield and
RESOLVED UNANIMOUSLY:
That market matters be transferred for discussion at Finance & Performance Management Meetings in the future.
- 3) **Boat Park Matters**
It was reported that new tarmac had been laid in the boat park. It was noted that the financial performance of the boat park would be reviewed by the Finance &

Performance Management Committee as part of the budget setting process for 2012/13.

4) Matters arising from Minutes of the Tourism Committee Meeting held on 13th June 2011

Further to minute 2)a) it was noted that a meeting would be convened between the Chairman, Town Clerk and representatives of Ensors.

Further to minute 3) it was noted that a meeting would take place with the Mayor, Deputy Mayor, Councillor Wiggins and representatives of the Angling Club to discuss concerns with security at the boat park.

5) Beach Management

a) Report from the Sub-Committee Meeting held on 28th October 2011

i. Designated Bathing Zone

It was reported that a meeting is due to be held on 28th November 2011 with the Town Council's Operations Manager, Councillor Bonfield, representatives of the Fishermen's Association and the R.N.L.I to discuss the placing and retrieving of the buoys for the safe bathing zone.

ii. New Beach Wardens' Hut

An update was provided in respect of estimates of the cost of a replacement hut, which was estimated to be between £1500 and £2000. The offer of sponsorship from the Swanage & Purbeck Hospitality Association was discussed, in return for advertising on the hut and a logo on the beach wardens' t-shirts. Thanks were expressed to Councillor Brown for moving the matter forward.

iii. Flag Poles/Windsock

Consideration was given to the possibility of installing flags and a windsock on the sea front to warn bathers of wind conditions. Concerns were expressed regarding the peculiarities of the wind flow in the bay and it was noted that the positioning of the flag must be given careful consideration. It was AGREED:

That prior to any action being taken a meeting be convened between Councillors Brown, Bonfield and the Sailing Club to discuss the wind movement in the bay, and to identify a suitable location to site a windsock.

iv. Shower Facilities On/Near to Beach

It was reported that the Operations Manager is liaising with the District Engineer with regard to costings, to install showers on the beach. It was highlighted that offering this facility would enhance the appeal of using the beach in Swanage. A suggestion to install a single shower on the beach and monitor the usage was put forward. It was also noted that plans for the seafront enhancement scheme had included an upgrade of Shore Road conveniences which also included showers. After a brief discussion it was AGREED:

That Councillor Wiggins meet with the Town Council's Operations Manager and the public convenience working party to discuss the options for installing showers on/near the beach.

b) Consideration of application for Blue Flag and/or Quality Coast Status 2012

It was highlighted that achieving Blue Flag/Quality Coast status was important for Swanage as a tourist destination. It was noted that Swanage was the only beach along the Jurassic Coast to achieve both Blue Flag and Quality Coast awards in 2011. It was proposed by Councillor Mrs Patrick, seconded by Councillor Bonfield and RESOLVED UNANIMOUSLY:

That the Town Council apply for both the Blue Flag and Quality Coast awards in 2012.

Concerns were raised regarding the recent reporting on the front page of the Swanage & Wareham Advertiser of sewage that had been found on a Purbeck beach. It was felt that the report was not clear in stating on which beach the incident had occurred and could have been mistaken for Swanage. The incidences of sewage being discharged in the Ulwell stream were discussed. It was highlighted that this was not a regular occurrence, but in very heavy rainfall, if levels are too high, then a dilute amount of sewage is dispersed into the stream. A representative of Wessex Water had attended the Beach Management Sub-Committee Meeting at which the potential for adverse publicity arising from this practice to damage the reputation of Swanage as a family friendly resort had been asserted. It was proposed by Councillor Trite, seconded by Councillor Mrs Patrick and RESOLVED UNANIMOUSLY:

That the Town Council, together with Swanage and Purbeck Hospitality Association, approach Wessex Water, to request that action be taken to improve the sewage outfall system in this area.

It was further RESOLVED:

That the Town Council write to the Swanage & Wareham Advertiser to request that future reports of this nature are clear in which beach is being discussed.

6) Scale of Charges 2012/13 – Recommendation to Estimates Meeting

It was proposed by Councillor Bonfield, seconded by Councillor Mrs Bartlett and RESOLVED UNANIMOUSLY:

That the following scale of charges be taken forward to the Finance & Performance Management Committee Meeting on 14th December 2011 to be considered further during the budget setting for the 2012/13 financial year.

**Proposed Fees
2012/13
(including
VAT @ 20%
where
applicable)**

CAR & BOAT PARKS

Peveril Boat Park Per Grid (Trailer Included)

Boats and trailers

Up to 13 ft

Summer - 1 May - 31 October	
Season	260.00
Weekly	108.00
Winter - 1 November - 30 April	108.00

Up to 22 ft

Summer - 1 May - 31 October	
Season	500.00
Weekly	160.00
Winter - 1 November - 30 April	206.00

Up to 29 ft

Summer - 1 May - 31 October	
Season	695.00
Weekly	180.00
Winter - 1 November - 30 April	304.00

10% discount on annual ticket if purchased before 30th April

Daily Launch Fees - Throughout the year

Boats	24.00
Jet Skis	24.00

25% Discount Residents Permit Holders

Daily Launch Fees (Boat only - removal of Trailer)

Boats	17.50
Jet Skis	17.50

BEACH GARDENS

Tennis

Singles/Doubles Hourly (hourly per court)	7.90
With Club Member	4.80
Schools (per court)	5.40
Children (under 16 years)	2.85
Racket Hire	0.95
Tennis Ball Hire	0.75

Bowls

Club Season - Adults	140.00
Club Season - Juniors (under 16)	34.00
New Member - (Introductory Season only)	70.00
New Member - (Introductory Season only) 1st August onwards	23.35
Hourly (per person)	3.70
Hourly (under 16 accompanied by an adult)	1.65
Hire of Slips (per pair per game)	2.75
Hire of Woods (per set of 4 per game)	2.75

Putting

Per Round - Adults	2.90
Per Round - Children (under 16)	1.30
Family (2 Adults + 2 Children)	7.00

Pavilion

(Charges include heating, lighting and use of kitchen and equipment)

Per Session (1 section)	19.00
Morning, Afternoon or Evening (2 sections)	27.00

BEACH BUNGALOWS**SEASON CHARGES - 2012 SEASON (For Existing holders only)**

Stroke Club (Annual rental) 1st April-30th September	820.00
Private Sites	325.00

TOURIST INFORMATION CENTRE

Advertising Board 3ft x 4ft (Annual)	402.00
Advertising 'A' Boards	211.00
Accommodation Service - Serviced	10%
Accommodation Service - Self-catering	5%

7) Proposal to Improve Pedestrian Signage Around Swanage and Consideration of Joint Funding with Purbeck District Council

Consideration was given to a report on an audit undertaken by Purbeck District Council's Countryside Officer, on suggested improvements to the fingerpost signs around Swanage. It was reported that many of the existing signs are not in a good condition or are missing and that this creates a poor impression of the town for visitors, especially during the Olympic year. It was highlighted that attractions could be approached for a contribution towards signage. It was estimated that to replace the signage, costs would be in the region of £10,000, (excluding possible contributions from outside parties). It was proposed by Councillor Mrs Bartlett, seconded by Councillor Mrs Patrick and **RESOLVED UNANIMOUSLY:**

That the Town Council liaise with Purbeck District Council, and take the matter forward to the Monthly Council Meeting due to be held on 5th December 2011.

8) Request for Support for 'Welcome to the Isle of Purbeck' Signage

Consideration was given to a letter raising concerns that the identity of the Isle of Purbeck was being forgotten. It highlighted the lack of signage indicating when visitors are entering the Isle of Purbeck. It was noted that this had also been discussed at a recent Purbeck District Council Transport Meeting. It was **AGREED:**

That Councillor Mrs Patrick liaise with Purbeck District's Planning Policy Manager to take this matter forward.

9) Review of Summer Events 2011 and Feedback from Committee Members

The Committee were invited to comment on the many successful events held during 2011 prior to a meeting with event organisers, due to be held before Christmas.

10) Tourism Reports

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

(a) Beach Clean

Following last year's successful beach clean in conjunction with St Mark's School in May last year, local schools would be approached to take part in 2012.

(b) National Express Concession

The concessionary fare for the over 60's has now been withdrawn. Discounted fares are only available with the purchase of a senior persons coach card, which can be purchased from the Tourist Information Centre.

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

(a) Visit-Dorset Website

The Visit-Dorset website figures have almost doubled since last year. The site is set for a revamp during November 2011 bringing further improvements.

(b) Purbeck Information and Heritage Centre

The move to the library in Wareham has been approved by Purbeck District Council. The move is planned for February 2012 and is hoped to be operational for Easter 2012.

(c) Swanage & Purbeck Holiday Guide

The guide has now gone to press and will be available from the first week in December. The guide has continued to be popular with an increase shown in brochure requests from the internet.

11) Olympics 2012 – Update

It was reported that the Olympic Torch would be carried through Swanage on the 13th July 2012. The actual route would not be announced until two weeks before the start of the Olympics. The Chairman recorded her thanks to Mrs Judi Taylor for organising entertainment to celebrate this event over the weekend of 14th/15th July 2012.

12) Swanage and Purbeck Hospitality Association – Update

The Hospitality Association representative reported that:

- The comedy festival had proved to be successful, with tickets to all but one venue sold out.
- The Michaelmas Festival that was being planned for Shore Road would no longer be going ahead.

Thanks were expressed to the Swanage and Purbeck Hospitality Association for their contributions and hard work for promoting tourism in Swanage.

13) Items of Information and Matters for Forthcoming Agendas

- a) It was reported that Andrew Fleming had been appointed as the official Town Crier of Swanage.

- b) The Christmas Market would take place in Station Road on 3rd December 2011, including a visit from Father Christmas.
- c) It was reported that the Rotary Club and Switch on Swanage hoped to organise events to celebrate the Queens Diamond Jubilee in 2012.
- d) It was noted that the Caravan & Camping leaflet would be once again available at the T.I.C.
- e) It was noted that filming in conjunction with the Arts Council, due to take place at Prince Albert Gardens had been cancelled. Another date would be arranged.

14) Date of Next Meeting

It was noted that the date of the next meeting had been scheduled for Monday 6th February 2012.

The Meeting closed at 11.40 a.m.