

Minutes of the Meeting of the **TOURISM COMMITTEE** held at the Town Hall on **MONDAY 4th MARCH at 10.00 a.m.**

Chairman: -

Councillor I Brown

Swanage Town Council

Present: -

Councillor Mrs C Bartlett

Swanage Town Council

Councillor M Bonfield

Swanage Town Council

Councillor Mrs G Marsh

Swanage Town Council

Councillor Mrs A Patrick

Swanage Town Council

Councillor M Whitwam

Swanage Town Council

Outside Representatives:-

Ms K Black

Durlston Country Park

Ms K Delahay

S.T.R.A.T.A.

Mr A Lander

Swanage Fishermen's Association

Mr P Sykes

Swanage Railway

Also Present: -

Dr M Ayres

Town Clerk

Mrs C Anstey

Administration Assistant

Mrs C Hooper

Tourist Information Centre Supervisor

Public Participation Time

There was one member of the public present.

The following matter was raised during Public Participation Time:-

- Proposal for the town to host a continental market.

1) **Apologies**

Apologies for their inability to attend the Meeting were received from Councillor Wiggins, Ms H Lagden (Purbeck District Council) and Mr B Barker (Swanage & District Chamber of Trade & Commerce).

2) **Matters arising from Minutes of the Tourism Committee Meeting held on 5th November 2012**

There were no matters raised.

3) **Report from the Beach Management Sub-Committee Meeting held on 25th February 2013**

A brief update was given in respect of matters discussed at the meeting, including concerns regarding seagulls targeting members of the public and an update from Wessex Water regarding the potential improvement of the outfall at Ocean Bay. It was noted that a new safety leaflet under the Blue Flag requirements would be available for the summer season. Thanks were given to the Council and its contractor for the swift response in returning the beach to its former state following the heavy rainfall.

4) **Update Regarding Burlington Chine Cliff Falls**

Concern was expressed at the need for clear signage to be displayed at Burlington Chine to deter members of the public venturing onto the mud slide. Although signage

was already in place, it was hoped that pictorial signage may be a better method of highlighting the possible dangers. It was reported that local authorities and other agencies intended to issue regular bulletins to keep the public updated on the current state of the landslide. Attention was drawn to the positive nature of the natural occurrence, in that schools had shown an interest in coming to Swanage as part of their geographical studies.

5) **Tourism Report**

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

a) **Blues Festival**

The weekend of the 1st March brought plenty of visitors to the town for another successful Blues Festival. The wrist band system is now widely accepted and staff at the TIC were kept busy with the sale of these and programmes highlighting the events for the weekend.

b) **Volley Ball Event**

A local school has raised the possibility of holding a volley ball event in Swanage to promote the beach as a natural playground for sports activities. It is hoped that the Team G.B. volleyball players would be approached to attend and promote the event.

c) **Blue Flag**

The Blue Flag application has been submitted and it is hoped that Swanage would be successful in its bid again this year. It was reported that the first planned event under the Blue Flag initiative would be the Annual Beach Clean, held in conjunction with St. Georges School, Langton, Dorset Wildlife Trust, Durlston Volunteers and the Alnatt Centre. The Litter Free Beach Team will provide a display together with activities.

d) **Beach Hut – Fancy Dress Competition**

Following the success of last year's competition for the 'best dressed' hut, another is planned for this year's Carnival Week. The theme is to be 'Hollywood'. It was reported that a person to judge this event is required, and a willing volunteer would be much appreciated!

6) **Updates from Outside Representatives**

Swanage Railway

A representative of Swanage Railway reported on the following:-

Project Wareham

Network Rail's latest estimate for completion of their re-signalling works between Poole and Wool had been further delayed from May 2013 to December 2013.

Dorset Residents' Week

Swanage Railway would once again be participating in this event after a break of many years. It is scheduled to run between the 22nd and 28th April and vouchers would appear in the next edition of 'Your Dorset'.

Station Works

Work on the station canopy is going to schedule without encountering too many problems and should be completed in time for the start of the main season.

A full listing of Swanage Railway's events can be found on their website

www.swanagerailway.co.uk

Durlston Country Park/Castle

It was reported that there had been a good response to a call for photographs depicting Durlston over the last 100 years for a forthcoming exhibition. It is hoped that the

popular bus service taking passengers to and from the town to Durlston Country Park would be operational again this summer. It was noted that the actual route had yet to be confirmed.

Swanage Hospitality Association

It was noted that the A.G.M. is due to take place on the 28th March 2013, with guest speakers on the subject of 'A Strategy for Tourism'.

7) Items of Information and Matters for Forthcoming Agendas

a) It was noted that a meeting is due to take place on the 7th March 2013 where matters regarding the current list of boat inspectors would be discussed.

b) It was reported that Swanage Town Council is committed to replacing the bandstand in some form and are investigating different options for design and siting. It was noted that information boards are due to be placed at the site of the old bandstand to keep the public informed of any future plans.

8) Date of Next Meeting

It was noted that the date of the next meeting had been scheduled for Monday 17th June 2013.

The Meeting closed at 10.35 a.m.