

Minutes of an Inquorate Meeting of the **TOURISM COMMITTEE** held at the Town Hall on **MONDAY 4TH NOVEMBER 2013 at 10.00 a.m.**

Chairman: -

Councillor Mrs A Patrick

Swanage Town Council

Present: -

Councillor Mrs C Bartlett

Swanage Town Council

Councillor Mrs G Marsh

Swanage Town Council

Councillor M Whitwam

Swanage Town Council

Outside Representatives:-

Mrs K Delahay

Swanage & Purbeck Hospitality Association

Mrs C Finch

Swanage & District Chamber of Trade &

Commerce

Mr A Power

Swanage & Purbeck Hospitality 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

Ms H Lagden

Purbeck Tourism Officer

Public Participation Time

There were no members of the public present.

1) Election of Chairman

In the absence of the Chairman it was proposed by Councillor Whitwam, seconded by Councillor Mrs Bartlett and **RESOLVED UNANIMOUSLY:**

That Councillor Mrs Patrick be elected as
Chairman for this meeting.

2) Apologies

Apologies for their inability to attend the Meeting were received from Councillors Bonfield, Brown, Poultney and Wiggins.

3) Declarations Of Interest

Members were invited to declare their interest under the Code of Conduct as defined by regulations made under section 30 (3) of the Localism Act 2011.

There were no declarations to record on this occasion.

4) Matters arising from Minutes of the Tourism Committee Meeting held on 3rd June 2013

There were no matters raised.

5) Matters arising from Minutes of the Beach Management Sub-Committee Meeting held on 16th October 2013

There were no matters raised.

6) Budget Setting 2014/15

a) **Review of Tourism Budgets**

A brief update was given on the Tourism Budgets for 2014/15.

b) **Scale of Charges 2013/14 – Recommendations to Estimates Meeting**

i) **Provision of Beach Huts – Consideration of Charges for 2014/15**

Consideration was given to a briefing note outlining proposed beach hut charges on Shore Road for 2014/15 following the redevelopment of the site as part of the Seafront Stabilisation Scheme. It was proposed by the Chairman, seconded by Councillor Whitwham and **RESOLVED UNANIMOUSLY:-**

That the following scale of charges be taken forward to the Finance & Performance Management Committee Meeting due to be held on the 9th December 2013 to be considered further during the budget setting for 2014/15.

Shore Road

Period	Daily charge Shore	Weekly charge (Saturday to Friday) - Shore	Whole period - discounted
29 Mar to 23 May	£15.00	£55.00	£330.00
24 May to 18 Jul	£20.00	£97.50	£700.00
19 Jul to 5 Sep	£25.00	£200.00	£1,400.00
6 Sep to 19 Sep	£20.00	£97.50	£175.00

Period	Daily charge - Shore	Weekly charge (Saturday to Friday) - Shore	Whole period - discounted
20 Sep to 27 Mar	£5.00	£25.00	£500.00
1 Nov to 27 Mar	£5.00	£25.00	£400.00
29 Nov to 27 Mar	£5.00	£25.00	£320.00
20 Dec to 27 Mar	£5.00	£25.00	£250.00
31 Jan to 27 Mar	£5.00	£25.00	£150.00

Spa Bungalows

Period	Daily charge - Spa	Weekly charge (Saturday to Friday) - Spa
29 Mar to 25 Apr	£6.20	£26.50
26 Apr to 4 Jul	£8.25	£46.50
5 Jul to 5 Sep	£18.00	£116.50
6 Sep to 26 Sep	£8.25	£46.50
27 Sep to 31 Oct	£6.20	£26.50

ii) **Pricing Structure for Premium Huts**

The new Shore Road development contains 60 huts in total, with 54 standard and 6 larger premium huts. Members were asked to consider a pricing structure for the premium huts. It was proposed by Councillor Mrs Bartlett, seconded by the Chairman and **RESOLVED UNANIMOUSLY:-**

That a 75% uplift be applied to all charges for premium huts.

iii) Shore Road Contingency Charges for Shore Road for 2014

Consideration was given to contingency arrangements should the seafront enhancement scheme not go ahead. It was AGREED:

That if the existing beach huts along Shore Road remain in situ for the summer season 2014, the following charges would apply subject to approval by the Finance & Performance Committee to be held on the 9th December 2013:-

Period	Daily charge – Shore Road	Weekly charge (Saturday to Friday) – Shore Road
29 Mar to 25 Apr	£11.50	£52.50
26 Apr to 4 Jul	£15.70	£90.50
5 Jul to 5 Sep	£25.75	£165.00
6 Sep to 26 Sep	£15.70	£90.50
27 Sep to 31 Oct	£11.50	£52.50

iv) Scale of Charges 2014/15

Consideration was given to the scale of charges for 2014/15. It was suggested that a 50p returnable deposit be taken for golf balls and a £5 key deposit for the tennis courts at Beach Gardens. It was also noted that options for hiring a basketball for use on the basketball court would be considered.

It was proposed by the Chairman, seconded by Councillor Mrs Bartlett and RESOLVED UNANIMOUSLY:-

That the following scale of charges be taken forward to the Finance & Performance Management Committee Meeting due to be held on the 9th December 2013 to be considered further during the budget setting for 2014/15.

Proposed Scale of Fees & Charges - 2014/2015

**Proposed
Fees 2014/15
(including
VAT @ 20%)
£/p**

1. BOAT PARK

Peveril Boat Park Per Grid (Trailer Included)

Boats and trailers

Up to 13 ft

Summer - 1 May - 31 October	
Season	280.00
Weekly	112.00
Winter - 1 November - 30 April	115.00
Annual 1st May -30 April	395.00

Up to 22 ft	
Summer - 1 May - 31 October	
Season	530.00
Weekly	170.00
Winter - 1 November - 30 April	215.00
Annual 1st May -30 April	745.00
Up to 29 ft	
Summer - 1 May - 31 October	
Season	730.00
Weekly	190.00
Winter - 1 November - 30 April	325.00
Annual 1st May -30 April	1,055.00
10% discount on annual ticket if purchased before 30th April	
Daily Launch Fees - Throughout the year	
Boats	26.00
Jet Skis	26.00
Residents Permit Holders (25% Discount)	19.50
Daily Launch Fees (Boat only - removal of Trailer)	
Boats	19.00
Jet Skis	19.00
Residents Permit Holders (25% Discount)	14.25
Trailer Only-per day	6.90
2. <u>BEACH GARDENS</u>	
Tennis	
Singles/Doubles Hourly	8.20
(hourly per court)	
With Club Member	5.00
Schools (per court)	5.70
Children (under 16 years)	3.00
Racket Hire	1.05
Tennis Ball Hire	0.85
Bowls	
Club Season - Adults	150.00
Club Season - Juniors (under 16)	36.00
New Member - (Introductory Season only)	75.00
New Member - (Introductory Season only) 1st August onwards	25.00
Hourly (per person)	3.90
Hourly (under 16 accompanied by an adult)	1.75
Hire of Slips (per pair per game)	2.85
Hire of Woods (per set of 4 per game)	2.85
Putting	
Per Round - Adults	3.10
Per Round - Children (under 16)	1.45
Family (2 Adults + 2 Children)	7.45
Pavilion	
(Charges include heating, lighting and use of kitchen and equipment)	
Per Session (1 section)	22.00
Morning, Afternoon or Evening (2 sections)	30.00
3. <u>BEACH BUNGALOWS</u>	
Private Sites	350.00

4. **TOURIST INFORMATION CENTRE**

Advertising Board 3ft x 4ft (Annual)	425.00
Advertising 'A' Boards	225.00
Accommodation Service - Serviced	10%
Accommodation Service - Self-catering	5%

7) **Future of Swanage Market – Discussion of Future Options**

Consideration was given to the future viability of Swanage Market which is held on Tuesdays in Main Beach car park between April and October. It was noted that total tolls collected by the current market operator, Ensors, had fallen by more than 50% in three years. It is believed to have been due to fewer traders working local markets in the current economic climate. It was also suggested that the town centre was noticeably quieter whilst the market is in operation and it was felt that a site closer to the town would encourage visitors to browse the shops as well. Nevertheless widespread support for a Swanage Market was expressed by those present and the possibility of holding car boot sales was also raised. It was agreed that these comments would be considered by the Finance & Performance Committee when it next discussed this issue.

8) **Tourism Reports**

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

a) **BMX & Skate Festival**

This year saw the launch of a new BMX & Skate Festival for Swanage which proved to be very successful. The organisers have promised to have more trick bike artists for 2014 and it is hoped that this festival will continue to grow and be a popular event for young and old alike.

b) **Litter Free Coast & Sea**

The Tourist Information Centre have worked closely with Litter Free Coast & Sea. They have produced posters for next year's campaigns which can be interactive with the public's photographs. It is hoped this initiative will highlight their aims along the Dorset Coast.

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

a) **Award Ceremony**

A new award ceremony for the Dorset Tourism Industry was launched this year. The ceremony was held on the 5th October at the Tank Music and there were 60 entries in 12 different categories, with 7 Purbeck businesses including Discover Purbeck information centre winning awards. It was felt that the process of entering the award was worthwhile providing a good opportunity to look at plans for the coming year and for businesses to challenge themselves to make improvements.

b) **Swanage & Purbeck Holiday Guide**

The Swanage and Purbeck Holiday Guide has now gone to print and 50,000 copies have been produced. There were over 100 businesses opting to participate in the guide again this year.

c) **Visit-England Online**

Visit-England online will feature Swanage Railway, Corfe Castle and the Enid Blyton Connection under the section Coastal Family Holidays and Active Holidays in January 2014.

9) **Updates from Outside Representatives**

Swanage & Purbeck Hospitality Association

It was reported that accommodation providers had had a better year in general but that visitor numbers were still down approximately 10% on 2011. There had been a drive on association membership which had seen interest from over 200 businesses and it was intended that the Association would become more active on social media. It was noted that the A.G.M. would be held on 20th March 2014 at 11.00 a.m.

Swanage & District Chamber of Trade & Commerce

Following the recent appointment of the new Chairman the main focus had been on building relationships for the Chamber of Trade. It was noted that there are 28 outlets in Swanage that display art and it was suggested that it would be wonderful to promote Swanage and Purbeck as an area to visit for its art and culture.

Swanage Railway

Passenger numbers for the year have exceeded 191,000 for the first time since 2010. Events have proved successful this year and there are more to come in the run up to Christmas. Swanage Railway has received a 'Supporting Tourism in Poole' award as part of the 2013 Poole Sibbett Gregory Tourism Awards, in recognition of its excellence and contribution to the local economy. Work on the signalling system between Poole and Wool is due to take place which would enable tour trains to have a faster transit along the Swanage branch after commissioning; it would also remove the current limit of 12 main line passenger trains each year.

10) **Items of Information and Matters for Forthcoming Agendas**

- a) It was reported that armed forces day would be held on the 28th June 2014, celebrating the 30th anniversary of the link between the 11th Signals Regiment and the town.
- b) The town's Civic Service would be held on Sunday 29th June 2014.
- c) It was noted that Switch on Swanage would switch on the Christmas lights in the town on Saturday 30th November.

11) **Beach Gardens – Request for Permission to Erect Awning at Swanage Bowls Club**

In the absence of the Chairman it was agreed to defer the matter, to be discussed at the Policy and Planning Meeting due to be held on the 18th November 2013.

12) **Date of Next Meeting**

It was noted that the date of the next meeting had been scheduled for Monday 3rd March 2014.

The Meeting closed at 11.20 a.m.