

Minutes of the Meeting of the **TOURISM  
COMMITTEE** held at the Town Hall on  
**MONDAY 5<sup>th</sup> NOVEMBER 2012 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 W S Trite (Town Mayor)

Swanage Town Council

Councillor M Whitwam

Swanage Town Council

Outside Representatives:-

Mr B Adeney

Swanage Pier

Ms K Black

Durlston Country Park

Mr A Lander

Swanage Fishermen's Association

Ms J Lane

Swanage 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 was one member of the public present.

The following matter was raised during Public Participation Time:-

- Regulations regarding the Designated Safe Bathing Zone

1) **Apologies**

Apologies for their inability to attend the Meeting were received from Councillor Patrick and Mr D Haysom (Swanage Museum).

2) **Matters arising from Minutes of the Tourism Committee Meeting held on 13<sup>th</sup> June 2012**

Further to minute 4)a) & 4)b) it was noted that both items were still under review.

3) **Report from the Beach Management Sub-Committee Meeting held on 31<sup>st</sup> October 2012**

A brief update was given in respect of matters discussed at the meeting, including concerns around the marking of the speed limit zone in the bay.

4) **Presentation from Purbeck Tourism Officer**

A short presentation was given by the Purbeck Tourism Officer outlining the services provided under the Purbeck District Council Tourism budget. Attention was drawn to the benefits to the local economy in light of the fact that Swanage Town Council makes an annual contribution to this budget.

## 5) **Budget Setting 2013/14**

### a) **Review of Tourism Budgets**

It was reported that the Shore Beach Bungalows and the Spa Beach Bungalows were now in need of replacement/refurbishment. It was noted that to carry out these works and address the land slippage in these areas, an investment of approximately £700,000 would be required. A scheme was currently being drawn up by a firm of architects.

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

It was proposed by the Chairman, seconded by Councillor Mrs Marsh and  
**RESOLVED UNANIMOUSLY:**

That the following scale of charges be taken forward to the Finance & Performance Management Committee Meeting due to be held on 12<sup>th</sup> December 2012 to be considered further during the budget setting for 2013/14.

### **Agreed Fees 2013/14**

#### 1. **CAR & BOAT PARKS**

##### **Peveril Boat Park Per Grid (Trailer Included)**

##### **Boats and trailers**

##### **Up to 13 ft**

Summer - 1 May - 31 October	
Season	270.00
Weekly	110.00
Winter - 1 November - 30 April	110.00
Annual 1st May -30 April	380.00

##### **Up to 22 ft**

Summer - 1 May - 31 October	
Season	515.00
Weekly	165.00
Winter - 1 November - 30 April	210.00
Annual 1st May -30 April	725.00

##### **Up to 29 ft**

Summer - 1 May - 31 October	
Season	715.00
Weekly	185.00
Winter - 1 November - 30 April	315.00
Annual 1st May -30 April	1,030.00

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

##### **Daily Launch Fees - Throughout the year**

Boats	25.00
Jet Skis	25.00

##### **Residents Permit Holders (25% Discount)**

18.75

##### **Daily Launch Fees (Boat only - removal of Trailer)**

Boats	18.00
Jet Skis	18.00

##### **Residents Permit Holders (25% Discount)**

13.50

##### **Trailer Only-per day**

6.70

#### 2. **BEACH GARDENS**

##### **Tennis**

Singles/Doubles Hourly	8.10
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(hourly per court)	
With Club Member	4.95
Schools (per court)	5.60
Children (under 16 years)	2.95
Racket Hire	1.00
Tennis Ball Hire	0.80

### **Bowls**

Club Season - Adults	145.00
Club Season - Juniors (under 16)	35.00
New Member - (Introductory Season only)	72.50
New Member - (Introductory Season only) 1st August onwards	24.00
Hourly (per person)	3.80
Hourly (under 16 accompanied by an adult)	1.70
Hire of Slips (per pair per game)	2.80
Hire of Woods (per set of 4 per game)	2.80

### **Putting**

Per Round - Adults	3.00
Per Round - Children (under 16)	1.40
Family (2 Adults + 2 Children)	7.20

### **Pavilion**

(Charges include heating, lighting and use of kitchen and equipment)	
Per Session (1 section)	20.00
Morning, Afternoon or Evening (2 sections)	28.00

## **3. BEACH BUNGALOWS**

### **SCALE OF FEES WEEKLY - 2013 SEASON (approved Minute 7 Policy & Planning 20/08/12)**

Sat 30th March- Friday 26th April	Shore	51.00
	Spa	26.00
Sat 27th April - Fri 5th July	Shore	88.00
	Spa	45.00
Sat 6th July - Fri 6th September	Shore	160.00
	Spa	113.00
Sat 7th September - Fri 27th September	Shore	88.00
	Spa	45.00
Sat 28th September - Fri 25th October	Shore	51.00
	Spa	26.00

### **SCALE OF FEES DAILY - 2013 SEASON (approved Minute 7 Policy & Planning 20/08/12)**

Sat 30th March- Friday 26th April	Shore	11.00
	Spa	6.00
Sat 27th April - Fri 5th July	Shore	15.25
	Spa	8.00
Sat 6th July - Fri 6th September	Shore	25.00
	Spa	17.50
Sat 7th September - Fri 27th September	Shore	15.25

Sat 28th September - Fri 25th October	Spa	8.00
	Shore	11.00
	Spa	6.00

**SEASON CHARGES - 2013 SEASON (For Existing holders only)**

Stroke Club (Annual rental) 1st April-30th September		845.00
Lions Club of Swanage 4th June - 15th July 2011		270.00
Private Sites		340.00
Spa Bungalows 12 to 27 - 40% discount		1,086.00

**4. TOURIST INFORMATION CENTRE**

Advertising Board 3ft x 4ft (Annual)		415.00
Advertising 'A' Boards		220.00
Accommodation Service - Serviced		10%
Accommodation Service - Self-catering		5%

It was reported that a letter had been received from Swanage Bowls Club with a request to have a reduction in the seasonal fees as new membership numbers were on the decline.

It was further RESOLVED:

That the request for a reduced seasonal fee for the Bowls Club be discussed in depth at a future meeting.

**6) Discussion re. Possibility of Introducing Specialist/Continental Markets on Former Shelter Site, Shore Road**

Consideration was given to a request to hold a specialist market on the former shelter site, Shore Road. It was acknowledged that it would be a valuable boost for tourism and could work together with future railway events. Following a brief discussion it was AGREED:

That the Chairman and Tourist Information Supervisor meet to explore the matter further.

**7) Tourism Reports**

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

**a) Quality Coast Award**

The Quality Coast Award will be superseded by the Seaside Award. Applications for this and the Blue Flag Award would be submitted in December.

**b) Beach Huts**

The Beach Hut booking system for 2013 is due to open in December, the number of requests received so far looks as if it will be a promising year in terms of bookings. Enquiries have increased in regard to the seasonal offer for the Spa Bungalows.

**c) Coach Parties**

It is hoped to compile 'coach packs' for Swanage and the surrounding areas. These will be sent out to coach companies with the aim of encouraging as many visitors as possible to the town.

**d) Boat Park**

Winter payments for the Boat Park are being paid with a number of requests for bookings in April 2013.

**8) Festivals and Events 2012 and Plans for 2013**

**a) Queen's Jubilee Celebrations**

Credit was given to the Rotary Club for making the celebrations for the Queen's Diamond Jubilee in the Lower High Street such a happy and successful event.

**b) Christmas Market**

It was noted that The Christmas Market and Christmas Lights switch on would take place on Saturday 1<sup>st</sup> December.

**c) Summer Fireworks**

It was reported that unfortunately, due to financial restraints, K's Amusements would be unable to fund the Saturday fireworks through August 2013.

**d) Offshore Power Boats**

A request had been received to re-instate offshore power boat races from Swanage. Possible dates given were the 17<sup>th</sup> and 18<sup>th</sup> August 2013.

**9) Olympics 2012 – Debrief and Overview**

It was reported that the anticipated volume of visitors to Weymouth for the Olympics had not materialised but that it was hoped that the television coverage that showcased the Jurassic Coast would encourage more visitors to the area in future.

**10) Updates from Outside Representatives**

**Swanage Railway**

Half term fun week had proved to be very successful this year. Bookings for the Santa Special for this year are up on 2011. A number of exciting events are planned for 2013, one being the arrival of 'Peppa Pig' over the Easter weekend. It was noted that the refurbishment of the Station canopy and Goods Shed roof would take place early in 2013. The platform would be closed during this period for Health & Safety reasons but alternative access to trains would be provided.

**Durlston Country Park/Castle**

Since Durlston Castle re-opened earlier this year, visitor feedback had been on a positive note. A number of successful events had been held at the castle and more planned for 2013. An off-road parking order had been obtained from Dorset County Council's Highway Authority for the prevention of dangerous parking. The Victorian Trail was now operational taking people on different routes to and from the town.

**Swanage Pier**

Adverse weather had made an impact on visitor numbers and divers to the area. Funding to repair the pier was being sought but if not successful, areas of the pier may have to be closed to the public.

**Swanage Hospitality Association**

The Association have upwards of 130 members but a membership drive is being initiated to encourage people to join. Different initiatives to draw visitors to the town would take place in 2013.

### **Switch On Swanage**

It was reported that the Christmas lights would be switched on at 4.30 p.m. on the 1<sup>st</sup> December. Thanks were given to Mike Dimarco and all the volunteers who hang and repair the lights prior to the switch on and ensure that the event goes smoothly.

### **Swanage Museum**

It had been a successful year for the museum with approximately 60,000 visitors, an increase on last year.

### **11) Items of Information and Matters for Forthcoming Agendas**

- a) It was noted that the annual Event Organisers Meeting would be held at the Conservative Club on 14<sup>th</sup> November 2012 at 7.00 p.m.
- b) Attention was drawn to a directive from the Ofcom Licensing Centre in regard to the compliance of vessels operating in the area with regulations for the prevention of marine pollution.

### **12) Date of Next Meeting**

It was noted that the date of the next meeting had been scheduled for Monday 4<sup>th</sup> March 2013.

The Meeting closed at 11.20 a.m.