

It was reported that the Marketing working party had met recently and discussed promotional campaigns for the town, with the intention of increasing visitor numbers during the off-peak season. Three campaign topics had been suggested: 'Swanage Events,' 'Christmas in Swanage' and, the larger of the campaigns, 'Walking in Swanage'. It was envisaged that the 'Walking in Swanage' campaign would focus on the period between January and April 2023 and would encourage the involvement of other local organisations/businesses to increase winter trade. A suggestion was made for national walking/outdoor activity publications to be contacted to assist with out of area promotion. It was noted that this campaign encompassed other council aspirations such as sustainable travel and tourism. An update would be provided to a future meeting.

6) Tourism Reports

a) Visitor Services Manager & Business Development Officer

A verbal update was provided which included:

- **Recruitment** – it was reported there remained vacancies for a Visitor Services Assistant, Seafront Advisor and Boat Park attendant.
- **Information Centre** – Staffing proposal to open seven days per week year-round but not confirmed.
- **Beach Huts** – Busy with early bookings.
- **Beach Gardens** – Saturday 2nd April open day, free putting, and tennis events.
- **Boat Park** – In demand with 42 applicants on the waiting list.
- **Market** – Good facility, reports of a slow winter trade but additional stalls in April.

b) Tourism Manager

The information provided by the Tourism Manager, prior to the meeting, was noted. This included links to the Visit Dorset annual report, sustainable tourism business support and the English Tourism Week launch news report.

A discussion ensued around the possibility of producing a 'Children's guide to Swanage,' the production of up to date 'tear away' maps for visitors and the effective use of social media. It was reported that the suggestions would be referred to the working party for further discussion.

7) Updates from Partner Organisations

Swanage Railway

- It was reported that the 90-day trial service to Wareham would not operate this year as planned. It was noted this was due to the current commercial environment, including Covid recovery, uncertain passenger numbers, and a significant increase in the cost of coal. It was hoped that this service would be implemented in 2023.
- The focus would remain on the Heritage service, dining car and a number of special events running throughout the year which included the Diesel Gala, Roads and Rail event and 'Beastly times on the Swanage line'.

Durlston Country Park

- It was reported that the car parks had been close to full over the Mothering Sunday weekend.
- The Purbeck Parkrun had started at Durlston on Saturday 26th March and had been well attended. It was noted as the second hilliest Parkrun in the country.
- A Queens's Platinum Jubilee Beacon Lighting Event would be held in Durlston Country Park on Thursday 2nd June.
- Additional signage had been installed in a nearby caravan park to direct walkers.
- It was currently unlikely that the Durlston Bus service would operate this season due to a £5,000 shortfall in funding. The deadline for the application to the bus

company was 14th April, and the VSM and representatives of Durlston Country Park would liaise prior to that date.

- It was suggested that a meeting of the Community Bus Working Party be scheduled to discuss wider options.

Swanage Pier

- Improvement works were continuing on the Pier.
- The sailing season had been delayed until 9th April.
- City Cruises would return to provide a service to Poole Quay.
- A bird watching boat service would operate from May to June, and on 1st July.
- The Paddle Steamer Waverley would operate during September/October.

8) Items of information and matters for forthcoming agendas

a) To note dates of Beach Management Advisory Committee meetings - 27th April 2022 and 8th June 2022

The dates for the Beach Management Advisory Committee Meetings were noted.

b) To note a new website for Purbeck Heaths

Attendees were encouraged to visit the new website and to review the Sustainable Tourism Strategy.

9) Date of next meeting

The date of the next meeting had provisionally been scheduled for 5th July 2022 at 10.00 a.m., but would be confirmed at the Annual Council Meeting in May 2022.

The Chair thanked everyone present for their attendance.

The meeting closed at 11.00 a.m.

Tourism & Local Economy Committee Draft Terms of Reference

Main Objective/Remit: To promote sustainable tourism and consider measures to support the local economy.

Reports to: Full Council

Outside Representatives: Durlston Country Park, Swanage & District Chamber of Trade and Commerce (up to three members to represent retailers, hospitality and licensed premises), Swanage Railway, Swanage Fishermen's Association, Swanage Pier Trust, Visit Dorset, National Trust, RNLI, Swanage Museum & Heritage Centre

Frequency of Meetings: Three scheduled meetings per year, otherwise as and when required.

Member Training requirements: None.

Sub-Committees/Advisory Committees: To receive recommendations from the Beach Management Advisory Committee.

Working Parties/Panels: The following working parties will report to the Committee (or to full Council), and can also be instructed to examine specific matters by the Committee:

- Car Parks
- Communications Strategy
- Events
- Market
- Seafront Masterplan

Other Matters:

The public shall be excluded from any matter that is confidential in nature. This may include non-voting committee members.

Delegated Matters:

- 1.1 To oversee the management, within agreed budgets, of the following Town Council services: beach management, Beach Huts, boat park, car parks, events, festive lights, fishermen's huts, market, publicity & promotion, seafront infrastructure, Swanage Information Centre and town centre improvements.
- 1.2 To determine the allocation of existing budgets where the relevant manager requires clarification or wishes to bring forward an alternative allocation of funds. N.B. Where a formal virement is required it must be dealt with in accordance with the Council's Financial Regulations.
- 1.3 To consider recommendations relevant to the Committee's remit from the Beach Management Advisory Committee.
- 1.4 To agree minor amendments to relevant Council policy documents.
- 1.4 To consider any other matters delegated to the Committee by full Council.

Other functions:

- 2.1 To consider project proposals from partner organisations and other third parties relating to events, the promotion of Swanage, tourism and the local economy.
- 2.2 To refer matters for detailed consideration to a relevant working party.
- 2.3 To make recommendations to full Council regarding matters requiring the allocation of unbudgeted expenditure or significant changes to policy.
- 2.4 To consider relevant capital and revenue budget proposals as part of the annual budget setting process and make recommendations to the Finance & Governance Committee.
- 2.5 To consider relevant sections from the Council's scale of fees and charges as part of the annual budget setting process and make recommendations to the Finance & Governance Committee.
- 2.6 To consider any other matters relating to tourism and the local economy.

Draft Minutes of a Meeting of the **BEACH MANAGEMENT ADVISORY COMMITTEE** held at the Town Hall, Swanage, on **WEDNESDAY 19th OCTOBER 2022** at **2.15 p.m.**

In Attendance: Councillor M Bonfield – Chairman
Councillor C Finch

Mr B Compton – Ocean Bay Watersports
Mr J Deare – North Beach Representative
Mr E Fox – RNLI Lifeguard Supervisor
Mr S Hill - Swanage Boat Hire
Mr P Loudoun – Seaweed Removal Contractor
Mr S MacMillan Pratt - Swanage NCI
Mr P Palmer - Pierhead Watersports
Mr H Potter – Swanage Pier Trust
Mr G Richardson – RNLI Community Safety Officer
Mr J Roberts - Land and Wave
Mr A Smith – Swanage Sea Rowing Club

Councillor C Moreton
Councillor M Whitwam
Mrs E Evans – Democratic Services Officer
Mr C Milmer – Visitor Services Manager

There were two members of the local press present at the meeting.

Public Participation Time

There were no matters raised.

1) Apologies

Apologies for their inability to attend the meeting were received from Mr R Acornley (Environment Agency), Mr D Bennett (Swanage Sea Rowing Club), Mr I Brown (Coastguard Station Officer), Ms N Canning (St Mark's Primary School), Mr T Greasty (Designated Bathing Zone Representative), Mr R Marsh (Stone Quay Representative), Mr J Mitchell (Dorset Coast Forum), Mr D Roper (Swanage Angling Club), Mr K Sheppard (RNLI Lead Lifeguard Supervisor, East Dorset), Mr E Taylor (Wessex Water), Mr D Turnbull (Swanage Lifeboat), Mr C Wiggins (Beach Concessions Representative) and Ms E Wright (National Trust).

2) Matters arising from the Minutes of the Meeting of the Beach Management Advisory Committee held on 27th April 2022

There were no matters raised.

3) Swanage Seafront Masterplan a presentation from James Mitchell, Dorset Coast Forum Project Officer

Further to apologies received from James Mitchell, the Visitor Services and Business Development Manager (VSBDM) provided an update regarding the progress of the Swanage Seafront Masterplan and included information about upcoming community engagement events:

- Swanage Seafront – Past, Present and Future on 17th November 2022 @ The Mowlem, 6 p.m. - 9 p.m. – an opportunity to find out more about the plans and to provide input into the ideas board.

- Creative event on 29th November 2022 5.30 p.m. – 7 p.m. @ Herston Village Hall - an opportunity for people with creative skills to take part in a workshop.
- Business Workshop on 1st December 2022 @ The Loft, Commercial Lane, 5.30 p.m. – 7 p.m. – an opportunity for business owners to comment and provide input into the seafront plans.
- The VSBDM encouraged attendees to take part in the survey.

Further to the update, a question was asked regarding the geographical area covered by the seafront survey. In response it was stated that the area referred to in the Seafront Masterplan was from the Pier to the Ulwell Steam at Ocean Bay, and the land adjoining the seafront owned by the Town Council such as Prince Albert Gardens and Sandpit Field.

Clarification was provided around three projects/proposals currently being considered: Swanage Town Centre Flood Defence Scheme, Dorset Council's Shore Road experimental traffic order and Dorset Coast Forum's Seafront Masterplan. It was acknowledged that the three projects may overlap depending on results of the consultations, and an update would be provided to a future meeting.

4) Terms of Reference and Representation of Outside Bodies

Consideration was given to the draft Terms of Reference document circulated prior to the meeting. A discussion ensued around the inclusion of cliff stability within the remit of the Advisory Committee, however, it was noted that the ownership of North Beach and most of Durlston Bay did not rest with the Town Council, and the objectives of the advisory committee would be best met with focus on Swanage Bay and the Town Council owned beach.

Further to a brief discussion it was suggested that the Swanage Moorings Association and Planet Purbeck be included in the list of outside representatives, prior to presentation at the Tourism and Local Economy Committee for consideration.

It was therefore proposed by Councillor Finch, seconded by Mr P Loudoun and AGREED:-

That the draft Terms of Reference be amended to include Swanage Moorings Association and Planet Purbeck and be presented to the Tourism and Local Economy Committee for consideration.

5) Update from the Visitor Services and Business Development Manager

An update was provided by the VSBDM and included:

- **Beach Huts** – it was reported that it had been a busy year for beach hut bookings with occupancy year-round. Beach hut income had seen a 20% increase from 2019 with people remaining in the UK for vacations.
- **Artisans on the Beach** – it was noted that the Artisans would return to Shore Road beach huts from 26th November and would continue every weekend until 1st January.
- **Events** – it was reported that Lewis Manning would hold an event on 10th December: 'Candles on the Beach' to provide residents with an opportunity to place a candle on the beach in memory of a loved one and the 'Boxing Day Dip' would be organised by #Willdoes.
- **Boat Park** – it was noted that the new staff member allocated to the boat park had made a positive improvement to customer service and operation of the boat park.
- **Tourist Information Centre** – a seven day a week opening schedule throughout winter would be trialled. It was envisaged that this would help to support local businesses in attracting visitors out of season.

Further to the update a question was raised around the accessibility matting

situated on the beach during the high season. It was noted that seaweed removal was more time consuming due to the need to ensure the matting was not in-situ prior to the use of the tractor. Further to a brief discussion it was noted that a thicker version of the matting may be available and that the Seaweed Removal contractor would be involved in future discussions.

6) Updates from representatives/organisations

The following updates were provided:

- **RNLI Lifeguards** – it was reported that the Lifeguard hut had been removed and the lifeguard season had finished. The hot weather had contributed to a busy summer. The lifeguards had dealt with weever fish stings but had not had any major incidents.
- **Seaweed Removal** – the season had been good with no large shingle banks and good quality sand.
- **Swanage Pier Trust** – a busy summer was reported, that had seen the return of the Waverley paddle steamer. The second stage of works were underway but the Pier would be fully re-open in December for ‘Lighting up Lives’ and Christmas events.
- **RNLI Lifeboat** – Lifeboat Week had been successful, raising approximately £25,000. The dates for next year were noted as 11th-20th August 2023. It had been a busy year with 27 lifeboat call outs and 37 all weather boat call outs. The Swanage team had starred in several episodes of the BBC Saving Lives at Sea programme. A request for improved signage to encourage visitors to the boathouse was made and improved signage to keep the far end of Broad Road carpark clear for emergency services. It was also queried whether the lifejacket lockers situated on the Banjo Pier could remain all year round to provide storage for all weather swimmers. In response it was stated that a sign audit would be commenced when the new Business Development Officer was in post, and the request regarding the lockers would be raised with the Assets and Compliance Manager.
- **Ocean Bay Watersports** – a good season was reported with high footfall of visitors, although jet ski hire was down on the previous year. Lifeguards had assisted and approached jet ski users displaying inappropriate behaviour, although overall it was considered that behaviour had improved.
- **Land and Wave** – 4,000 school pupils have been taken on excursions this year. More staff had undertaken lifeguard qualifications which would enable more availability for watersport sessions including paddleboarding.
- **North Beach representative** – it had been a busy season on the beach due to the good weather. Many dogs had been seen. A request was made to review the opening times of the public conveniences to accommodate school trips which primarily visit during the autumn and winter. In response, the comments were noted and would be raised at a future working party/committee meeting. It was also suggested that comments could be made through the Swanage Seafront Masterplan survey.
- **Swanage NCI** – it was reported that the recently installed cameras had proved beneficial in the search and rescue of vessels or people at sea. It was noted that the camera situated on top of the Coastwatch building was a public camera and could be accessed via the Coastwatch website. It was stated that the Swanage NCI can be contacted anytime should there be concerns of safety at sea. The ‘Respect the Water’ campaign would be relaunched in 2023.
- **Swanage Boat Hire** – it had been a good season, although takings were down on the previous year, possibly due to visitors’ financial constraints. A query was raised regarding the provision of waste and fresh water at the Stone Quay and it was stated this would be referred to a future committee meeting for discussion.

- **Bay Safety Patrol** – it was reported that there had been fewer incidents this season, although over one weekend in the summer several incidents had occurred involving violent and threatening behaviour from people who, it was understood, were members of the travelling community. In response, it was noted that the police would be made aware of the impact on businesses of such behaviour.
- **Pierhead Watersports** – the season had been busy but it was noted that during carnival week there had been a ‘no fly zone’ imposed at short notice which had impacted business.
- **Sailing Club** – it was reported that the footpath had eroded and pipes had become visible. It was noted that this would be referred to the Dorset Council footpath officer for their information.

In addition to the updates, comments were again made regarding the positioning of the 5 knot buoys, and in response it was stated this would be referred to the Swanage and Studland Water Safety team for their information.

7) **Items of information and matters for forthcoming agendas**

The following items were noted for a future agenda.

- a) Swanage Town Centre Flood Defences

8) **Date of next meeting**

The next meeting would be held on Wednesday 8th February 2023.

The meeting closed at 3.55 p.m.

Tourism and Local Economy Committee –16th November 2022 Agenda Item 5 b)

Beach Management Advisory Committee Draft Terms of Reference

Main Objective/Remit: To advise the Council on measures required to provide a safe, clean and well-maintained beach facility, compliant with the European Blue Flag criteria. Also to provide a forum for stakeholders to discuss matters relating more widely to the management of Swanage Bay.

Reports to: Tourism & Local Economy Committee and Environment Committee.

Councillor Membership: Three councillors to be appointed at the Annual Council Meeting each May, one of which will be elected as Chairman of the Advisory Committee.

Outside Representatives: Swanage Lifeboat Crew, MCA, Coastwatch, Dorset Council, Dorset Police, National Trust, Environment Agency, Swanage Pier, Swanage Sailing Club, Swanage Fishermen's Association, Swanage Angling Club, Private Beach Hut Sites Hut Owners' Group, North Beach Representative, Swanage Sea Rowing Club, local divers, Ocean Bay businesses, Seaweed removal contractor, Pierhead Watersports and Byelaw Enforcement, Durlston Country Park, Designated Bathing Zone Operator, Quay Operators, Deckchair/pedalo concessionaire, Wessex Water, and Natural England, RNLI Lifeguard team, Beach Buddies, Swanage Moorings Association, Planet Purbeck and local outdoor adventure companies.

Frequency of Meetings: Three times a year, in February, May, and October.

Member Training requirements: None.

Other Matters: This committee has no delegated decision making powers. Any issue requiring Town Council expenditure or amendment to Town Council policy will be the subject of a recommendation to either the Tourism and Local Economy Committee or Environment Committee, which may in turn be referred to a meeting of the Town Council. The committee can provide guidance to officers to assist them in taking forward minor matters that do not require referral to a committee.

Functions:

- 1.1 To consider proposals, and make recommendations as appropriate, in respect of the following matters relating to the beach and Swanage Bay:
 - beach and water safety
 - environmental management and education
 - signage
 - events
 - accessibility
 - moorings and boat launching/landing facilities
 - management of personal watercraft
 - commercial proposals relating to the Main Beach (Mowlem to Ulwell Stream).
- 1.2 To advise on amendments to the beach rules and regulations.
- 1.3 To advise on amendments to Dorset Council's Public Pleasure Boats Byelaws.
- 1.4 To receive reports regarding sea defence works, flood prevention and beach replenishment schemes from the Environment Agency and Dorset Council.
- 1.5 To receive reports regarding water quality from Wessex Water.
- 1.6 To consider any matter referred to it by the Town Council or another council committee.

To consider proposal for a Seafront Mural on the Hardstanding

Further to the installation of the new Jubilee mural on Swanage Seafront in July 2022, the Council has received a request from Dawn Clark, Sunshine Ceramics, regarding the installation of a new mural.

Designs for the new mural are not yet finalised however the theme will be the natural environment. It is proposed this would be installed in summer 2023 and replace the existing dinosaur mural.

As was the case previously, the design and development of the mural would be undertaken by Swanage school children and would comprise paint, ceramics and mosaic. This project would be supported by the Purbeck Art Weeks Festival with the Council providing the location. It is proposed consultation and approval regarding the removal of the existing mural and fixing of the new one is delegated to the Assets and Compliance Manager.

Decision required

To consider providing approval for the installation of a new seafront mural at the hardstanding in Shore Road, Swanage subject to consultation with and approval of the Council's Assets and Compliance Manager regarding the method of removal of the existing mural and fixing of the new mural.

Gail Percival
Assets and Compliance Manager

November 2022