

**Item 5) – Tourism Marketing Plan for 2021-22 – update**

Since the last Tourism Committee an additional number of interviews have been held with a range of local businesses by the Marketing Working Group. The results of this will help to inform a strategy for the future. It is anticipated that the following areas will be considered within the strategy:

- How to increase visitor numbers during the off peak season
- Which areas or activities the Town Council should focus its marketing budget on
- What type of branding should be developed for the town
- What technological solutions should be developed to enhance the visitor experience
- What other initiatives, activities and actions should be developed to enhance the quality of the destination and the visitor experience throughout the year

A draft plan will be developed during the autumn by the Working Group and presented to the November 2021 Tourism Committee.

**Item 6) – Events – update**

The list of approved events on Town Council operated property is detailed in Appendix 1.

Culvin Milmer

Visitor Services Manager

July 2021

**Appendix 1 – Event list for 2021 on Swanage Town Council operated property**

Please note that dates are for ‘venue bookings’ rather than public event dates.

Event	Date Booked –		Organiser	Detail	Venue	Notes	Recommendation
	From	To					
Dorset Tea Caravan	11-Jul-21	11-Jul-21	Gottobe Marketing	Tea Caravan	PAG	As 2019	Approved
SISATA	24-Jul-21	26-Jul-21	Sisata	‘Folk-Gypsy’ musical	PAG	As 2019	Approved
Swanage Town Band	7-Aug-21	7-Aug-21	Swanage Town Band	Bandstand music event	Bandstand	As 2019	Approved
Rotary Fete	10 Aug 21	23 Aug 21	Rotary	Traditional Fete	Sandpit Field	As 2019	Approved
Lifeboat Week	13-Aug-21	22-Aug-21	RNLI	Various activities	PAG	As 2019	Approved
M.U.S.I.C.	17-Aug-21	17-Aug-21	Andrew Canning	Bandstand music event	Bandstand	New	Approved
Swanage Town Band	21-Aug-21	21-Aug-21	Swanage Town Band	Bandstand music event	Bandstand	As 2019	Approved
Inflatable Theme Park for under-12s	22-Aug-21	24-Aug-21	South West Inflatable Theme Parks	Inflatable theme park on Sandpit Field	Sandpit Field	New – Charged at £250 a day	Approved
Dorset Tea Caravan	30 Aug 21	30 Aug 21	Gottobe Marketing	Tea Caravan	PAG	As 2019	Approved
Farnham Brass Band	04-Sep-21	04-Sep-21	Farnham Brass Band	Music	Bandstand	New	Approved
Henry Searle Memorial Concert	4-Sep-21	4-Sep-21	Vicki Searle	Music and refreshments in memory of a local man, Henry Searle	PAG	New	Approved
Swanage Folk Festival	08-Sep-21	13-Sep-21	Folk Festival	Community Folk Festival based on Sandpit Field and venues around the town with music concerts, workshops and dance demonstration.	Various	As 2019	Approved

The Purbeck Outdoor Weekend	16-Sep-21	19-Sep-21	T-POW	Sporting events over a 3 day w/e. Running, Walking, Cycling.	Sandpit / PAG / Downs	As 2019	Approved
The Purbeck Festival	20-Sep-21	26-Sep-21	Planet Purbeck	Range of activities supporting the environment	PAG	New	Approved
Swanage Sea Rowing Club Supervets Regatta	16-Oct-21	16-Oct-21	SSRC	Veterans Sea Rowing competition	Beach, Hardstanding, North Beach	As 2019	Approved
Running Event	4-Nov-21	4-Nov-21	Endurance Life	Half Marathon	North Beach	New	Approved



### **Seafront Management 2021**

For 2021, several changes have been seen across the way the seafront is managed and supported by Swanage Town Council. This document provides a brief overview.

#### **Multi Agency Control Centre (MACC)**

Swanage Town Council is now part of the Dorset Council led MACC. Every Friday to Sunday, the Town Council provides a very short, twice daily update regarding any issues around the town related to such areas as waste, crime, traffic, or visitor numbers. This is reported to the MACC and reviewed by the key agencies around the County, thus enabling resources to be allocated effectively.

#### **Seafront Advisors**

In a normal year, the Town Council operates up to 4 Seafront Advisors, working on a part time basis to patrol the beach and seafront areas and support the boat park for 7 days a week.

For 2021 their role changed slightly to include a wider range of ‘maintenance’ tasks to help support the work of the Council’s Operations Team around the seafront. This now includes tasks such as painting, minor repairs, and cleaning. A key task they have undertaken this year is regular cleaning of the litter bins and signs and other street furniture.

In addition, a single Seafront Advisor, has been employed for 12 months to help support the town across the year.

As part of their Covid support, Dorset Council has provided additional funding for Seafront Advisors for this summer. In practice this has enabled the Town Council to make some of the current staff full time, and to recruit an additional member of staff, thus providing a greater presence on the seafront for 2021.

#### **Volunteer Ambassadors**

Dorset Council has set up a programme to provide volunteer ambassadors to the various towns around Dorset. It is anticipated that they will generally patrol the town, Shore Road and the car parks to welcome visitors. These are now in place at Weymouth. Unfortunately, recruitment has been a particular issue for Swanage but we remain hopeful that we will see some of these volunteers shortly.

#### **Waste Management**

The Council employ two beach cleaners over 7 days a week, who are supported by the wider Operations Team and Seafront Advisors when necessary. In addition, the volunteer ‘Beach Buddies’ undertake beach cleans every Sunday and Tuesday.

The Town Council continue to support, where possible, Dorset Council Waste Services. In early June, Dorset Council replaced their wheeled litter bins with traditional litter bins which have caused several issues. These issues are being followed up with Dorset Council and our staff are working very closely with the waste crews to minimise the impact on the town of the increase in waste volumes this year.

**Seaweed clearance**

Clearance continues to be undertaken on a 'as required' basis taking into account a range of factors.

**Swanage Information Centre**

The Centre is fully open and acts as a first port of call for seafront issues.

**Signage**

A review of signage along the seafront was undertaken in the early part of 2021 which has seen new and improved signs including beach safety signs and dog control measures.

**Water incidents**

The Town Council have signed up with an Environment Agency scheme whereby it is notified daily regarding pollution risks. These automated messages advise when appropriate signage is required to be displayed.

Culvin Milmer

Visitor Services Manager

July 2021

## Swanage Friday Market – update

A Market Working Group meeting was held on 30<sup>th</sup> June 2021 and the following was proposed:

1. To continue not to offer ‘exclusivity’ for market traders, thus allowing similar stalls to operate at the market
2. It was agreed not to expand the range of stalls at the current time but to produce a ‘Vision’ for the future market incorporating how it could be developed into more of an attraction for the town. This would be considered at a future meeting of this group and be presented to the November Tourism Committee
3. The winter charges were proposed for recommendation to Council as detailed below:

<b>Winter Market Fees - 2021/22</b>									
* 25% reduction on all fees for a BH19 business address									
**Charity and community groups at no cost									
Electric charged at £5 pr day									
Weeks	Charge				Equiv. Charge per week				
	Small	Standard	Large	Very large	Small	Standard	Large	Very large	
1	13.00	16.00	24.00	44.00	13.00	16.00	24.00	44.00	
2	25.50	31.50	47.00	86.00	12.75	15.75	23.50	43.00	
3	37.50	46.50	69.00	126.00	12.50	15.50	23.00	42.00	
4	49.00	61.00	90.00	164.00	12.25	15.25	22.50	41.00	
5	60.00	75.00	105.00	200.00	12.00	15.00	21.00	40.00	
6	70.50	88.50	123.00	234.00	11.75	14.75	20.50	39.00	
7	80.50	101.50	140.00	266.00	11.50	14.50	20.00	38.00	
8	90.00	114.00	156.00	296.00	11.25	14.25	19.50	37.00	
9	99.00	126.00	171.00	324.00	11.00	14.00	19.00	36.00	
10	107.50	137.50	185.00	350.00	10.75	13.75	18.50	35.00	
11	115.50	148.50	198.00	374.00	10.50	13.50	18.00	34.00	
12	123.00	159.00	210.00	396.00	10.25	13.25	17.50	33.00	
13	130.00	169.00	208.00	416.00	10.00	13.00	16.00	32.00	
14	136.50	178.50	217.00	434.00	9.75	12.75	15.50	31.00	
15	142.50	187.50	225.00	450.00	9.50	12.50	15.00	30.00	
16	148.00	196.00	232.00	464.00	9.25	12.25	14.50	29.00	
17	153.00	204.00	238.00	476.00	9.00	12.00	14.00	28.00	
18	157.50	211.50	243.00	486.00	8.75	11.75	13.50	27.00	
19	161.50	218.50	247.00	494.00	8.50	11.50	13.00	26.00	
20	165.00	225.00	250.00	500.00	8.25	11.25	12.50	25.00	
21	168.00	231.00	252.00	504.00	8.00	11.00	12.00	24.00	

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 Visitor Services Manager  
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