

reported that the Waverley and Balmoral steamers had been unable to visit Swanage in 2006 because of the condition of the pier, but reaffirmed the company's commitment to including Swanage in the paddle steamers' itineraries in the future.

Mr Johnson, chairman of the Pier Trust, noted that the inability of the steamers to call at the pier was a result of the damage sustained to the dolphins during a previous visit, and that this was the subject of an ongoing insurance claim.

Members expressed general support for the steamer visits and their economic importance to the town was highlighted. The possibility of attaining external funding to repair the pier dolphins was raised, but it was acknowledged that this was a matter for the Pier Trust. Mr McMillan stressed his determination to secure future visits to the town and Mr Johnson also stated his hope that the steamers may again be able to visit in 2008.

5) **Signage**

a) **Seagull Signage**

Further to comments made at a recent meeting of the Beach Management Sub-Committee, a briefing note had been circulated to members relating to the potential need for signs warning of the nuisances arising from the feeding of seagulls. Support was given to the principle of the signs, but concern was expressed over the proliferation of notices and signboards within the town.

It was Proposed by Councillor Bright, seconded by Councillor Mrs Marsh and RESOLVED

UNANIMOUSLY:

That the Tourist Information Centre Manager explore further the introduction of seagull warning signs and the potential for incorporation with other signage in the vicinity.

b) **'No Dogs on Beach' Sign at Ulwell Stream**

The lack of signs stating 'No Dogs on Beach' facing northwards at the Ulwell Stream outlet was highlighted, further to Minute 2 of the Beach Management Sub Committee. It was proposed by Councillor Bright, seconded by Councillor Hadley and RESOLVED UNANIMOUSLY:

That this Committee recommends to the Town Council the erection of a 'No Dogs on Beach' sign facing northwards at the Ulwell Stream outlet.

6) **Location of Recycling Bin – Pier Head/Monkey Beach Area**

It was reported that an additional recycling bin had been funded by Purbeck District Council, and Councillors were invited to suggest a suitable location. It was suggested that the bin be sited near the Pier Entrance, so that it could also serve Prince Albert Gardens.

It was proposed by Councillor Bright, seconded by Councillor Hadley and RESOLVED UNANIMOUSLY:

That, subject to approval by Dorset County Council, the recycling bin be sited at an appropriate location, near to the Pier Entrance.

7) **Well at Work Campaign – Shore Road**

Reference was made to a Briefing Note, previously circulated to Members, setting out a proposal for signage to be installed along Swanage seafront advising the public of the distance walked and recommended time to complete it. It was noted that the Health Centre has been considering such a scheme around the perimeter of King George's Playing Field. Following careful consideration it was proposed by Councillor Bright, seconded by Councillor Hadley and RESOLVED UNANIMOUSLY:

That support be given to the introduction of signage along Swanage seafront in principle, but that prior to action the concept be further investigated, including consultation with the Health Centre.

8) **Banners in Town Square**

A possible design for replacement banners to be hung in the Town Square was discussed. It was proposed by Councillor Hadley, seconded by Councillor Bright and RESOLVED UNANIMOUSLY:

That consideration be given to an invitation to local artists to design the banners, but that the matter be deferred for a future meeting of the Tourism, Marketing and Branding Working Group.

9) **Appointment of Members to Sandpit Field Users Sub-Committee**

Further to Minute 9) of the Special Meeting of the Council held on 9th March 2007, consideration was given to the appointment of members to a sub-committee to meet with representatives of Sandpit Field user groups. It was proposed by Councillor Mrs Farrow, seconded by Councillor Mrs Bartlett and AGREED:

That Councillor Bright be nominated, together with Councillors Mrs Bartlett and Mrs Turner, to form the Sandpit Field users sub-committee.

10) **Preparations for 2012 Olympics**

Following discussion at a recent meeting of the Pier Trust, members were invited to suggest ways in which the Town Council can ensure that the town makes best use of the opportunities presented by the 2012 Olympics. Ideas raised included the formation of an 'Olympics sub-committee' and the provision of a large screen at Broad Road Car Park to show the sailing events live from Weymouth. It was proposed by Councillor Bright, seconded by Councillor Mrs Marsh and RESOLVED UNANIMOUSLY:

That an action plan for preparations for the 2012 Olympics be developed by the full Council.

Ms Elston reported that the Destination Management Organisation was fully informed of Olympics-related tourism issues, and the sailing events at Weymouth would have an impact that would be much greater long-term significance than the Olympics themselves.

11) **Tourism Reports**

In the absence of the Tourist Information Centre Manager, the Assistant Town Clerk read the following report:-

a) **Holiday Guides**

9,000 holiday guides have been sent out since January.

b) **Blues Festival**

The Blues Festival brought over 500 people into the Tourist Information Centre, compared to an average of 150 on an average March weekend.

c) **Destination Management System**

The Tourist Information Centre Staff have now received training in the Destination Management System and more information is being inputted into the system.

d) **National Express**

The sale of National Express tickets continues to attract new people into the Tourist Information Centre. It is now also possible to book ferry crossings on the Condor as well as day trips, and it is hoped that a competition will soon be run in the Advertiser to promote this.

e) **Shore Road Bungalows and Spa**

Shore Road beach bungalows are now fully booked for the summer holidays, but there is remaining availability at the Spa.

Ms Elston reported on the following matters:-

a) Destination Management Organisation

The appointed consultants are in the process of researching and consulting on the Management and Business Plans, which will set out the priorities and proposed best structure for delivery of tourism management across Dorset.

b) Destination Management System

All staff have now undergone basic training and the system is now available. All accommodation providers are being sent forms which will be used to upgrade the system in order to have the best possible information available to both staff and customers.

Commercial Recycling

Purbeck District Council is working in partnership with the Swanage and Purbeck Holiday Accommodation Association, the Swanage and Isle of Purbeck Chamber of Trade and Commerce, and the Licensed Victuallers Association to arrange commercial recycling across the town.

12) Reports from Outside Organisations

Swanage Railway

Mr Brown reported that 2006 had been a very successful year for Swanage Railway and that it was now the third busiest steam railway in the country. Work on the embankments had taken place over the winter as part of a programme of long-term investment.

Swanage & Purbeck Holiday Accommodation Association

Ms Cole, Vice Chairman of the Association, reported that the recent A.G.M. held at Swanage Bay View Holiday Park had been extremely successful, with every member present. The Association's website is being updated and members are being encouraged to link to the tourism website.

The Association is promoting sustainability by encouraging the use of Fair Trade products and increasing levels of recycling. Such matters are of increasing importance to visitors. It was noted that the number of bed spaces in Swanage appear to be increasing for the first time in very many years.

Swanage Pier

Mr Johnson reported that footfall figures were up on the pier this winter, with divers visiting throughout the year. As a result of Health and Safety concerns an area is now to be marked 'Divers only No Fishing'. Improvements are continuing to be made to the structure of the pier.

13) Items of Information and Matters for Forthcoming Agendas

Further to the above report of the Holiday Accommodation Association's efforts to promote sustainability, it was proposed by Councillor Hadley, seconded by Councillor Mrs Farrow and RESOLVED UNANIMOUSLY:

That the Town Council discuss the introduction of a sustainability policy at a future Policy and Resources Meeting.

It was reported that SITA are to issue a duty of care notice to legitimise the glass recycling facilities, near to the Swanage Household Waste Site off Panorama Road. There is also the possibility of extending the facility to collect cardboard, wood, newspaper etc. The gate may have to be widened to increase ease of access for service vehicles.

Members were also informed of the siting of a new bin store in Main Beach Car Park, in the recessed area adjacent to the main entrance to King George's Field commemorative gates. This will result in the loss of one car parking space.

It was reported that Dorset County Council have reinstated the sales facility at the Swanage Household Waste Site in Panorama Road.

14) **Date of Next Meeting**

It was noted that the date of the next meeting is 25th June 2007.

As this was the last meeting of the Committee prior to the election of a new Council in May the Chairman expressed her thanks to all the outside representatives who had contributed over the preceding four years.

The Meeting closed at 11.50 a.m.
