

provide the Town Council with a full breakdown of the operating costs for the Bridport TIC.

Members discussed the importance of the TIC in Bridport and expressed their concern at the level of the reported savings from the review. The Town Council had looked at the service review programme and had identified the TIC review as a priority to be considered further. It was agreed that this matter could also be looked at initially by this Sub Committee's Working Group, once the operating figures had been provided.

The Head of Tourism and Events also updated on other tourism issues including Destination Dorset and the Visit Dorset web site.

The Head of Tourism and Events was thanked for attending the meeting.

RECOMMEND: that the options for TIC service provision be considered initially by the Sub Committee Working Group prior to being reported back to the Town Council.

6. ONGOING ISSUES – REPORT BACK FROM SUB COMMITTEE WORKING GROUP

The Town Clerk reported that the Working Group had met three times and it had discussed the Town Guide and car park signage. A draft of the Guide would be available at the next meeting of the Working Group and the proposed car park signage could also be discussed further at that meeting.

The Sub Committee confirmed the membership of the Working Group as one representative from:

Town Council
Chamber of Trade and Commerce
Bridport & District Tourism Association
BLAP
Market Traders

Other representatives could be invited to meetings for specific issues and representation from the local arts community could also be considered.

RECOMMEND:

(1) that the issues raised above be noted and the Sub Committee Working Group meet again on Friday 1 August at 10am.

(2) that the membership of the Working Group be agreed as above.

7. MARKET OPERATION

The latest reports on the market performance, ENCL:2848, were noted.

The Town Surveyor reported that the Park and Ride Service had started and been well used on its first Saturday, 19 July. He also said that he was to speak about Bridport market at the national conference of the National Association of British Market Authorities, to be held in London in September.

RESOLVED: that the update be noted.

8. MARKET TRADERS

Roy Gregory, on behalf of market traders, said that he was to meet the Town Surveyor to discuss current market issues.

The update was noted.

9. CHAMBER OF TRADE AND COMMERCE

Maxine Knight, on behalf of the Chamber, said that the Chamber would be attending all meetings of the Sub Committee and its Working Group.

The update was noted.

10. BRIDPORT & DISTRICT TOURISM ASSOCIATION

Scott Condliffe, on behalf of the Association updated on the following issues:

- Hopefully, this summer seemed to be looking good for tourism and there was a feeling that more visitors were in the area with more money to spend.
- The value of tourism to the local area was very important and did appear to be increasing. (The Head of Tourism and Events said that he was hoping to have the regional economic spend data broken down to show its value to Bridport and West Bay).
- Brown tourism signage, on both ends of the coast road, was now in place and referred to the "Jurassic Coast Road". There had been a very positive response from the County Council to the requests for this new signage.

The update was noted and the Sub Committee discussed the importance of tourism to the area and the need not to be complacent and to keep issues moving forward.

It was stated that the Town Council was hoping to arrange a meeting with Dorset County Council, to discuss bus services in the area, and representatives were asked to let the Town Council know, if they had any experience or knowledge of the impact of the recent service reductions.

11. FUTURE MEETINGS AND WORKING ARRANGEMENTS

The Sub Committee Working Group was to meet on 1 August at 10am.

The meeting closed at 11:10 am.

The next meeting of the Sub Committee will be held on 21 October 2014 at 10am