

## FINANCE AND GENERAL PURPOSES COMMITTEE

Minutes of the meeting of the MARKET AND BUSINESS LIAISON SUB COMMITTEE held at Mountfield, Bridport on Tuesday, 22 October 2013 at 10.00 a.m.

PRESENT: Cllr: G.J. Ackerman (Chairman from item 2 onwards)

Cllrs: Miss S.A. Brown      D.G. Rickard  
Mrs M.J. Ray                Ms S.J. Williams

Also in attendance: Cllr C.M. Ray, Ray McLaren (Market Superintendent), Roy Gregory (Market Traders' Association), Scott Condliffe (Bridport and District Tourism Association) and Richard Smith (Chamber of Trade and Commerce).

### **PUBLIC FORUM**

There were no speakers in the Public Forum.

#### **1. ELECTION OF CHAIRMAN**

RESOLVED that Cllr: G.J. Ackerman be elected Chairman of the Sub Committee for the ensuing municipal year 2013/2014.

#### **2. APOLOGIES**

There were no apologies for absence.

#### **3. MINUTES**

The minutes of the meeting held on 19 February 2013, which had been previously circulated, were confirmed as a correct record and signed by the Chairman.

#### **4. DECLARATIONS OF INTEREST**

There were no declarations of interest.

#### **5. SUB COMMITTEE WORKING ARRANGEMENTS, REVISED REMIT AND ADDITIONAL CO-OPTEES**

The Chairman welcomed everyone to the meeting.

The Town Clerk reported that the Town Council hoped this Sub Committee could widen its remit, to allow closer working with the Chamber of Trade and Commerce, the Bridport and District Tourism Association, as well as the Market Traders' Federation. It was proposed that the Sub Committee meet four times a year and the Town Council was keen to look at how it could best support tourism and the promotion of the Bridport area.

Members indicated that the timings of the meetings were fine and it was noted that there would now be four meetings a year.

The update was noted.

## **6. TOURISM AND BRIDPORT PROMOTION**

Following on from the previous item, the Town Clerk reported on the current promotional activities undertaken by the Town Council. This included: the Town Guide, support for Spirit of Bridport, community web site (BridportandWestBay), specific promotion of the market through Resort magazine, coach operators publications and a market leaflet and support for town events.

It was hoped, through this Sub Committee and working with the representative bodies on the Sub Committee, to review how best the Town Council can use its resources to promote the town. Other towns had introduced town centre managers/town centre steering groups etc and been successful in attracting funding through establishing a Business Improvement District. These were issues that the Sub Committee could look at and also consider whether a new body (such as a town centre management group) might be the best way to take them forward.

In discussion, the following issues were raised:

- web site – need to review town sites and sites need to be designed with the user groups in mind. Need to think about the right site for different groups. BridportandWestBay was the community site, maintained by the Town Council and this could be the portal through which other sites were reached.
- Need to look at mobile technology, to ensure that web sites were compatible with mobile devices.
- Social media (twitter and facebook) was becoming increasingly popular.
- It was recognised that electronic media needed a lot of maintenance, but this was something that should be looked at through this Sub Committee.
- May be a need for promotional work to be taken forward by a separate body, on which the Town Council and other representative agencies would be involved.
- Examples of town centre partnerships should be looked at and reported back. It was important to avoid duplication and that, as stated at the July workshop, groups worked collaboratively to take these issues forward. The Town Council could be the best body to facilitate this approach.

In addition to the general issues above, other matters raised included promotional signage on the A35 at Asker Meadows and additionally possibly at Morrisons' car park and at the bus station. Also the friendly map could be resurrected.

RECOMMEND: that the issues raised be noted and the Town Clerk report back to this Sub Committee on options to take these issues forward.

**7. ON STREET PARKING - LATEST POSITION**

The outcome of the Dorset County Council's Scrutiny meeting was reported. The draft minutes of the meeting stated:

"That given the current circumstances locally and nationally, the Cabinet be asked to review the policy relating to On Street Pay and Display across the whole county and how this should be applied and that subject to the Cabinet considering that the review of the policy was necessary, a Policy Development Panel be established in this regard."

It was agreed that the opposition of the Chamber of Trade and Commerce, the Tourism Association, the Market Traders' Federation and the Town Council (including the representations made at the Scrutiny Committee) had helped to put the roll out of pay and display on hold. However, It was important to keep the local petition going and it was hoped that there would an opportunity for the Town Council and the local community to be involved in the review.

RESOLVED: that the update be noted.

**8. MARKET OPERATION**

The latest reports on the market performance were noted and the Town Surveyor reported a note received from a local trader, thanking Ray McLaren, the Market Superintendent, for his work.

RESOLVED: that the update be noted.

**9. MARKET TRADERS**

Roy Gregory, the recently elected Chairman of the local branch of the National Market Traders' Federation, raised the following issues:

The traders were very grateful for the support received from the Town Council. The market was successful and a lot of this was due to the hard work of the Town Surveyor and the Market Superintendent. However, it was important to consider how to build on that success and continue to take the market forward.

It was mentioned that there was a feeling amongst some traders that the market was becoming more centred on South Street. The Town Surveyor emphasised that core traders were located in East and West Street and were very much a key part of the market.

A number of other issues had been raised by traders, which the Town Surveyor said he would be happy to discuss with the Association.

RESOLVED: that the issues raised by the National Market Traders' Federation be noted, with the comments above.

**10. BRIDPORT CHAMBER OF TRADE AND COMMERCE**

It was reported that the Chamber was restructuring and looking to allocate responsibility for actions, following the meeting held in July. The Chamber had objected to the pay and display proposals and had also recently discussed tourism signage and branding. A number of other issues had been raised and where they can take them forward they will, otherwise they would support other appropriate groups.

The Chamber was looking at how it engaged with businesses and looking to build its membership, including involving people from the industrial estates around the town.

The update was noted.

**11. BRIDPORT & DISTRICT TOURISM ASSOCIATION**

The Association had three main aims – to network, lobby and market the area. It covered a wide area, stretching from Charmouth to Beaminster and Abbotsbury. Issues being discussed at the moment included: the coast road and signage, safety on the coast road, town events (which the Association would like to support, in anyway it could), a possible busking festival, superfast broadband and the use of radio advertising.

It was suggested and generally agreed that, if feasible, it might be useful for representatives of the Sub Committee to meet monthly, to monitor issues in between meetings of the Sub Committee.

The update was noted and it was:

RESOLVED: that the Town Clerk seek to facilitate monthly meetings of representatives, if possible, ahead of the next meeting of this Sub Committee.

**12. CHRISTMAS FESTIVAL**

The Town Surveyor updated on the arrangements and planning for the Festival, to be held on Wednesday 4 December 2013.

The update was noted.

**The meeting closed at 11:50 am.**

**The next meeting of the Market and Business Liaison Sub Committee will be held on 18 February 2014**