



Michael Lewis
Town Clerk

Lyme Regis Town Council

Town Council Offices
Guildhall Cottage
Church Street
Lyme Regis
Dorset
DT7 3BS

Tel: 01297 445175

Fax: 01297 443773

email: townclerk@lymeregistowncouncil.gov.uk

Tourism & Advertising Sub-Committee

Core Membership: Cllr D. Cozens (Chairman), Cllr Ms S. Holman, Cllr L. Jenkin,
Cllr K. Meech, Cllr K. Whetlor (Vice-Chair), Cllr S. Williams.

Guests: Mr D. Parker (Hotels & Restaurants Association), Mr D. Milligan (Lyme Regis
Traders' Organisation), Mr N Thornley (WDDC Community Enabling Manager)

Notice is given of a meeting of the Tourism & Advertising Sub-Committee to be held in the Guildhall, Bridge Street, Lyme Regis, on Wednesday 23rd September 2009 commencing at 2.15pm when the following business is proposed to be transacted: -

M .LEWIS
Town Clerk
18.09.09

AGENDA

1. Public Forum

Fifteen minutes will be made available for public comment and response in relation to items on this agenda.

Individuals will be permitted a maximum of three minutes each to address the Sub-Committee.

2. Apologies

To receive and record any apologies for absence.

3. Minutes

To confirm the accuracy of the minutes of the meeting held on 4th August 2009 (attached).

4. Declarations of Interest

In accordance with the Code of Conduct, members to declare the existence and the nature of any personal or personal prejudicial interests in the following items as defined in the code and to indicate the action they will be taking when the item is considered.

Guidance Note

Members are reminded that under the Code of Conduct it is the responsibility of individual members to declare a personal or prejudicial interest. A member who declares a personal interest may take part in the meeting and vote. If the interest is prejudicial, as defined by the code, the member must leave the room. Members with a prejudicial interest can still participate if a dispensation has been granted by the Monitoring Officer of the District Council.

5. Matters arising from the minutes of the previous meeting held on 4th August 2009

- (a) Min. No. 09/22/T 'Public Forum' - Mr. D. Parker expressed concern at the decision to allow non-inspected accommodation establishments to advertise on the tourism website

The Town Clerk to read a letter from the 'Lyme Regis Charmouth and District Hotel and Restaurant Association' and another from Miss J. Raymond, the proprietor of a local guest house, both urging the Council to reconsider this decision.

6. **To be notified of the purchase and registration of the new domain name www.lymeregis.org to replace www.lymeregistourism.co.uk**

7. **To note that LymeNet is hosting the telephone line for the webcam at no cost to the Town Council**

8. **To consider proposals for the 2010 media campaign (Appendix)**

Representatives from Artavia the Council's advertising consultants will be in attendance to present their proposals

9. **To receive an interim report from the Town Clerk concerning a meeting at Dorchester with Cllr R. Gould Leader of WDDC and others in relation to a report by the Tourism Scrutiny Group on the future of tourism services in West Dorset**

10. **To consider further proposals for the promotion of the www.lymeregis.org website**

This to include the purchase and sale of car stickers, the display of larger stickers by the park & ride operator plus the purchase and display of large banners to be sited at prominent locations around the town such as Bell Cliff.

It is also to be proposed that Council vehicles display the larger stickers.

Examples will be produced for the meeting together with costs. Mrs. I. Benson and the Town Clerk to report.

11. **To consider a proposal to install brown tourism signs at several locations within the town directing visitors to the Cobb and Harbour**

Cllr P. Williams and Town Clerk to report

12. **To note any published material from travel writers etc. or approaches from film/television companies**