

LYME REGIS TOWN COUNCIL

TOURISM & ADVERTISING SUB-COMMITTEE

MINUTES OF THE MEETING HELD ON TUESDAY 18TH NOVEMBER 2008

Present

Chairman: Cllr D. Cozens

Councillors: Ms. S. Holman (Mayor), Mrs. L. Jenkin, K. Meech and K. Whetlor

Officers: Mr. M. Lewis (Town Clerk) and Miss V. Stickler (Admin. Officer)

Guests: Mrs. L. Knowles (Lyme Regis T.I.C.) and Mr. Colin Willis (Lyme Regis Traders' Organisation)

08/37/T Public Forum

There were no items raised for discussion.

08/38/T Apologies

Apologies for absence were received from Cllr Mrs. B. Austin, Cllr O. Lovell and Mr. D. Parker (Hotels & Restaurants Association).

08/39/T Minutes

The minutes of the previous meeting held on the 14th October 2008 having been circulated were signed by the Chairman as a correct record.

Proposed by Cllr K. Whetlor and seconded by the Mayor, Cllr Ms. S. Holman, the minutes were ADOPTED.

08/40/T Declarations of Interest

Cllr K. Meech declared a personal interest in the tender from BreakingWave and Nigel Clarke Publications as Mr. N. Clarke was formerly a Lyme Regis Town Councillor.

The Mayor, Cllr Ms. S. Holman declared a personal interest in the tender from BreakingWave and Nigel Clarke Publications as Mr. N. Clarke was formerly a Lyme Regis Town Councillor and she knew Mr. I. Wallace through the Lyme Regis Sailing Club.

Cllr K. Whetlor declared a personal interest in the tender from DoubleDesign as he knew DoubleDesign staff members.

Similarly, Cllr Mrs. L. Jenkin declared a personal interest in the tender from DoubleDesign as she knew DoubleDesign staff members.

08/41/T Matters arising from the minutes of the previous meeting held on the 14th October 2008

There were no items raised for discussion.

08/42/T To consider the three tenders for the redevelopment of the tourism website

The Mayor, Cllr Ms. S. Holman left the meeting during this item.

Cllr Mrs. L. Jenkin began by showing members an example of a blog and explaining that it was similar to a diary which could be updated and members of the public could add comments. These comments would need to be moderated to ensure that they were suitable before they were published on the internet.

The Chairman explained that item “Adm-27 – Coding for the site to be held under an escrow account” on the tender document referred to a scheme whereby the source coding for the website is held by an independent company meaning that if the website design company were to no longer be trading, LRTC would still be able to use the website coding to pass to another company.

Members discussed the level to which Town Council staff would be involved in the administration of the tourism website. The Administrative Officer advised that at present, the staff were not involved in the tourism website, so therefore any administration work for it would be additional to existing workloads.

Members discussed the three tenders which were as follows:

	Design Fee	Monthly Management Fee
Artavia Advertising	£7,500	£150
BreakingWave & Nigel Clarke Publications	£2,200	£200 a month for first year then £50 a month plus £72 yearly hosting fee
DoubleDesign	£7,500	£150

Of the three tenders, only Artavia Advertising would not manage the sale of advertising space on the website.

Members AGREED to offer DoubleDesign the opportunity to submit a best and final offer for consideration by the working group. The Chairman, the Town Clerk, Cllr Mrs. L. Jenkin and Mr. C. Willis were to attend a meeting with DoubleDesign to discuss this.

08/43/T To note any published material from travel writers etc. or approaches from film/television companies

The Administrative Officer reported that the Town Council had been approached by Channel 4 television programme A Place in the Sun: Home or Away, to film on Marine Parade on Thursday 20th November 2008 for a future programme where a family would look at properties on the Jurassic Coast and abroad.

Mr. C. Willis reported that he had been contacted by a reporter from the Western Daily Press newspaper in Bristol who was writing an article on Lyme Regis to encourage people to visit.