

LYME REGIS TOWN COUNCIL

TOURISM & ADVERTISING SUB-COMMITTEE

MINUTES OF THE MEETING HELD ON 22ND SEPTEMBER 2008

Present

Chairman: Cllr D. Cozens

Councillors: K. Hitchcock, Ms. S. Holman, Mrs. L. Jenkin, K. Whetlor, P. Williams

Officers: Mr. M. Lewis (Town Clerk)

Guests: Ms. I. Benson (LymeNet), Mr. R. Brooker (LymeNet), Mrs. L. Knowles (Lyme Regis T.I.C.), Mr. L. Lawson (Double Design), Mr. L. Madill (Double Design), Mr. D. Parker (Hotels & Restaurants Association).

08/26/T Public Forum

No items were raised for discussion

08/27/T Apologies

Apologies for absence were received from the Vice-Chairman Cllr K. Meech, Cllr Mrs B. Austin, Cllr Miss L. Campbell, Cllr S. Williams and Mr. C. Willis (Lyme Regis Traders' Organisation).

08/28/T Minutes

The minutes of the previous meeting held on the 2nd September 2008 having been circulated were signed by the Chairman as a correct record.

Proposed by the Chairman seconded by Cllr K. Whetlor, the minutes were ADOPTED.

08/29/T Declarations of Interest

Upon reflection, and further to his declaration at the previous meeting, Cllr K. Whetlor declared a personal interest in agenda item 6(b) – To consider opportunities for enhancing the www.lymeregistourism.co.uk website and he would speak and vote in relation to this matter.

No other declarations of interest were made.

08/30/T Matters arising from the minutes of the previous meeting held on 2nd September 2008

There were no items raised for discussion.

08/31/T To consider opportunities for enhancing the www.lymeregistourism.co.uk website

Mr. G. Smith of Lyme Regis Radio

In Mr. Smith's absence this item was deferred.

Double Design/LymeNET

The Chairman welcomed Ms. I. Benson, Mr. R. Brooker, Mr. L. Madill and Mr. L. Lawson to the meeting.

Ms. Benson described the elements of the brief as follows:

- Website design and functionality
- Site maintenance and management
- The opportunities for revenue generation
- Pricing
- Development

She then introduced Mr. Brooker who had offered his design expertise to LymeNet on a voluntary basis.

Mr. Brooker believed the challenge was to offer a website that was visually stimulating and had a contemporary professional look that made people want to visit.

LymeNet wished to offer two designs one based closely on the style of the current Lyme Regis brochure maintaining a corporate identity over all forms of media but the alternative design would take a different approach.

Design

The task as perceived by LymeNet was to:

- Design a stylish, clean and easy to use website
- Produce a cost effective future proof design
- Use and develop local resources where possible
- Communicate with local businesses
- Provide maximum benefits for the town
- Ensure top position in web search engines

Functionality

- Site search
- Accommodation search
- Event search
- Calendar of events
- User subscription to newsletter
- Blog
- Accessibility – disabled

Mr. Madill dealt with the following aspects:

Site management

- Content management
- Administration updates
- Site changes
- Statistics gathering and reporting

Site maintenance

- Website hosting
- Technical support

Ms. Benson explained the detail of:

Revenue generation

- Site must be successful
- Selling advertising space
- Different offers for small and large businesses
- Introductory offer to initial advertisers

Pricing

An indication was given of the price to design and build the new site plus information on a separate monthly fee to manage and maintain the site. The percentage based on the selling of advertising space would have to be negotiated.

Development

Mr. Brooker advised:

- Delivery ten weeks from contract
- The whole process would be professionally project managed
- Phased approach adopted with review milestones
- Design made available online for review
- Stage payments to LymeNet

The Chairman thanked the representatives from LymeNet/Double Design for attending the meeting and advised that the sub-committee would shortly be concluding this process and therefore hoped to award a contract as soon as possible.

Once the guests had left the meeting members discussed the presentation which had been well received.

To comply with the Council's Financial Regulations the Chairman advised that a third presentation would be arranged following which a recommendation to Policy would be expedited.

08/32/T

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

The Chairman informed members that Cllr Mrs. Austin had given an interview to Radio 4 on the subject of John Fowles and the Museum.

Cllr Ms Holman was interviewed on the subject of the Wessex Way for walkers and this recording would be available in due course on compact disk.

Cllr P. Williams alerted members that Lyme Regis was featured in the July edition of Dorset County Magazine and as a photograph on the cover of the September publication.

Members were made aware of front page coverage in the Daily Mail of John Sergeant the television presenter, together with his dancing partner from the programme 'Strictly Come Dancing', photographed rehearsing their steps outside the Marine Theatre.