

**LYME REGIS TOWN COUNCIL**

**TOURISM & ADVERTISING SUB-COMMITTEE MEETING**

**MINUTES OF THE MEETING HELD ON WEDNESDAY 23<sup>RD</sup> SEPTEMBER 2009**

**Present**

**Chairman:** Cllr D. Cozens

**Councillors:** K. Hitchcock, K. Whetlor, P. Williams and S. Williams

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

**Guests:** Ms. I. Benson (LymeNet), Mr. D. Milligan (LymeNet), Ms. S. Simpson (Artavia) and Ms. J. Squires (Artavia)

**09/34/T Public Forum**

There were no items raised for discussion.

**09/35/T Apologies**

Apologies for absence were received from Cllr Mrs. L. Jenkin, Cllr K. Meech, Mr. R. Brooker (DoubleDesign), Mr. T. Hedger (WDDC) and Mr. D. Parker (Hotels & Restaurants Association).

**09/36/T Minutes**

The minutes of the previous meeting held on the 4<sup>th</sup> August 2009, having previously been circulated, were signed by the Chairman as a correct record.

Proposed by Cllr K. Whetlor and seconded by Cllr S. Williams, the minutes were **ADOPTED**.

**09/40/T Declarations of Interest**

There were no declarations of interest made.

**09/41/T Matters arising from the minutes of the previous meeting held on the 4<sup>th</sup> August 2009**

**(a) Minute No. 09/22/T – Public Forum**

The Town Clerk gave details of the content of a letter from the Hotels & Restaurants Association together with three others from guest accommodation providers in the town regarding the resolution to allow uninspected accommodation providers to advertise on the tourism website.

Deeming it a lowering of standards fears were expressed about the move to allow non-inspected establishments to advertise on the website viewing this as a retrograde step with concerns as to how complaints were to be addressed in the absence of an inspecting body to fulfil this role.

The Chairman, Cllr D. Cozens reminded members that the arrangement was for trial period and mechanisms had been put in place to handle any complaints regarding guest accommodation.

**09/42/T To be notified of the purchase and registration of the new domain name [www.lymeregis.org](http://www.lymeregis.org) to replace [www.lymeregistourism.co.uk](http://www.lymeregistourism.co.uk)**

The Town Clerk advised members that the purchase and registration had taken place and was managed by LymeNet. [www.lymeregis.org](http://www.lymeregis.org) was now the official tourism website address and was to be used in all promotional material.

**09/43/T To note that LymeNet is hosting the telephone line for the webcam at no cost to the Town Council**

This item was **NOTED** with appreciation.

**09/44/T To consider proposals for the 2010 media campaign**

Ms. J. Squires and Ms. S. Simpson introduced the proposals for the 2010 media campaign. They informed members that the proposal centred on 'brand awareness', promotion of the tourism website and generating requests for the town brochure through the following outlets:

Take a Break in the UK

This direct mailing was Artavia's flagship UK destination feature and was sent to 150,000 households. This had featured as part of the 2009 media campaign and had generated 2,086 requests for the town brochure. The cost per request for 2009 had been 93p.

Planning a holiday

This direct mailing was sent to 200,000 households and had been part of the 2009 media campaign generating 1,503 requests for the town brochure. The cost per request for 2009 had been £1.83.

Email Marketing

This would be a new direction for the Town Council media campaign. The package consisted of three emails sent in January, March and May to different databases of around 100,000 email addresses each.

Consumer Information Centre Magazine

This was another direct mailing and was sent in the Spring to 2,000,000 addresses. Artavia estimated that this could generate 5,000 brochure requests at an estimated cost per request of 35p.

[www.travelbrochures.co.uk](http://www.travelbrochures.co.uk)

This website was promoted through [www.telegraph.co.uk](http://www.telegraph.co.uk), e-newsletters and 'button' and 'banner' advertising online. The advertisement would link to the Town Council tourism website.

Holiday Guide Finder

500,000 copies of this brochure were distributed through Tourist Information Centres, libraries, 'WALK' magazine, the Daily Telegraph newspaper and direct mailing. Reader responses in 2009 had increased by 30%. The estimated cost per request was £1.

Regional press project with West Dorset District Council

In 2009 this had concentrated on Kent but had not generated a large number of brochure requests. However readers may have chosen to visit the tourism website instead of requesting a brochure. Artavia suggested that the 2010 media campaign could focus on the Surrey and Hampshire areas through advertising in the 'Farnham Herald' series of newspapers. This would include a double page spread in the centre pages of the tabloid leisure supplement in December 2009 or spring 2010.

In 2009, 15% of brochure requests had been received from Kent, 15% from Essex, 13% from Surrey, 10% from Hampshire, 8% from Hertfordshire and then 7% each from the West Midlands, Somerset, Derbyshire, Devon and Lancashire.

#### 'Pay Per Click' online marketing

'Pay Per Click' (PPC) marketing involved online advertisements where you paid every time a visitor 'clicked' on the advertisement to be taken to the tourism website. The position of the advertisement on the page was in relation to the amount that you were willing to pay 'per click'. Artavia suggested this method of marketing as a tool to 'fill in the gaps' for demographics not covered by the other proposed advertisements. It was a flexible method of marketing which could be ceased at any time and Artavia provided a team who monitored the PPC advertisements. This would help with internet searches where Lyme Regis was not featuring on the first page of results. One website that sold PPC advertisements was 'Google' which included the facility to limit the advertisement to only show on computers that were searching within a set geographic area.

Artavia suggested that £2,000 could result in a substantial trial for this method of promotion.

#### Additional solutions

Finally, Artavia suggested that the latest edition of the brochure could be available to download from the tourism website. The brochure could be separated into relevant sections (i.e. B&Bs, Hotels, What's On etc.) and then visitors could download the relevant pages to them. A 'button' on the homepage could take visitors directly to the brochure download page.

#### Cost Breakdown

Artavia proposed that the Town Council marketing budget be spent across the following campaigns:

<u>Artavia Features</u>	Take a Break in the UK Planning a holiday Email marketing Consumer Information Centre magazine	59%
<u>Misc. Lead Generation</u>	travelbrochures.co.uk Holiday Guide Finder	18%
<u>Regional Press</u>	Farnham Herald newspapers	7%
<u>Pay Per Click marketing</u>		13%
<u>Contingency</u>		3%

The contingency amount allowed for any late space advertising, linking with any relevant editorial and adapting to the 2010 climate.

Ms. I. Benson queried the success of PPC marketing as she believed that the majority of website users did not click on these adverts. Ms. S. Simpson advised that she could forward case studies of where this approach had been successful.

Members **AGREED** to study the details of the proposal and to reconvene in October 2009 to discuss.

09/45/T

**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**

The Town Clerk reported that he had, accompanied by the Mayor, attended a meeting at Dorchester to discuss the future of the tourism service in Lyme Regis. The Tourism Scrutiny report had suggested that savings could be made with the Tourist Information Centres in West Dorset. However, WDDC were unwilling to build on Holmbush, Charmouth Road or Cobb Gate Car Parks, but amongst other options were considering renting space in the redeveloped Marine Parade Shelters. The Town Clerk would report further developments to the next meeting.

09/46/T

**To consider further proposals for the promotion of the [www.lymeregis.org](http://www.lymeregis.org) website**

Ms. I. Benson reported that the further proposals related to increasing awareness of the new website within the town. The suggested promotional materials would include the new website address and most would have images of the town also. The proposals were as follows:

Photographic Banners                      1m x 3.5m                      £150 (exc. VAT) each

Ms. I. Benson suggested that four different banners could be produced. She suggested that the banners could be displayed at the two park & ride sites, the Bell Cliff wall and the railings outside of Travis Perkins.

The Town Clerk advised that planning permission would need to be sought for these banners as they were not promoting charitable or local fund raising events for which WDDC does not take enforcement action. But even in these cases the banners should be less than 1.5 sq.m. in area and displayed for not more than four weeks at a time.

Photographic Car Stickers                      7cm x 26cm                      £1,000 (exc. VAT) for 2,800

These would be distributed to promote the website address.

Business Stickers                                      7cm x 26cm                      £300 (exc. VAT) for 400

These would be given to businesses that advertised on the website for display in their business properties.

Bookmarks    7cm x 26cm                      £370 (exc. VAT) for 3,000

These would be given to businesses to give to their customers.

Leaflet    A5 folded                      £200 (exc. VAT) for 3,000

The leaflets would feature the new website address and details of the information available online in addition to essential information, and would be distributed to households in the town.

Vehicle decals    18cm x 67cm                      £200 (exc. VAT) for 10

These would be displayed on the Sovereign park & ride vehicles and the Town Council vehicles.

Ms. I. Benson also suggested that a second website launch could be held at the Inn Plaice, Bridge Street. She felt that it would be useful to have the promotional materials and launch arrangements in place before the October school half term holiday. Most of the materials would be produced by Creative Design, Lyme Regis at a total cost (exc. VAT) of £2,670. The previous launch had cost around £300/£400.

The Town Clerk reminded members that they would need to wait until the extent of the income from advertisers in the brochure and on the website had been received before the budget available for additional promotion was known.

Proposed by Cllr K. Whetlor and seconded by Cllr S. Williams, members **AGREED** that they were in favour of the proposals subject to the necessary funds being available.

Ms. I. Benson informed members that since May 2009, DoubleDesign had spent over 120 hours a month developing and promotion [www.lymeregis.org](http://www.lymeregis.org). She suggested that funding could be allocated for additional work on 'Search Engine Optimisation' and the development of the events section of the website for the next six months.

Cllr S. Williams asked if the organisers of local events would be willing to allow the Town Council to add details of event timings to the [www.lymeregis.org](http://www.lymeregis.org) website as these were only usually found in the event programmes which were only available within the town. This meant that visitors from outside of the local area were not able to find timings for activities such as the Red Arrows display. Mr. D. Milligan reported that the event organisers were considering this.

**09/47/T 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 advised that these had been requested previously but had not been considered suitable. However, Dorset County Council had recently suggested approved signage to direct visitors to the Cobb and Harbour which was similar to the current signage on the A35 road.

Proposed by Cllr D. Cozens and seconded by Cllr K. Hitchcock, members agreed to **RECOMMEND TO THE POLICY COMMITTEE** that the signs be funded by the Town Council but also that West Dorset District Council be approached with a view to sharing the cost.

**09/48/T To note any published material from travel writers etc. or approaches from film/television**

Members were shown articles recently published in 'The Telegraph' newspaper and an article from the Sunday Times culture section which were **NOTED**.