

LYME REGIS TOWN COUNCIL

TOURISM AND ADVERTISING SUB-COMMITTEE

MINUTES OF THE MEETING HELD ON 28TH JULY 2008

Present

Councillors: Mrs. B. Austin, Mrs. A. Bradbury, D. Cozens, K. Hitchcock, Ms. S. Holman, Mrs. L. Jenkin, K. Meech, K. Whetlor and P. Williams

Officers: Mr. M. Lewis (Town Clerk)

Guests: Mrs. T. Grinter (Hotels and Restaurants Association), Mr. C. Willis (Lyme Traders' Organisation), Mrs. L. Knowles (Lyme Regis TIC) and Mr. P. Tobutt (DCC Senior Trading Standards Enforcement Officer)

08/01/T Election of Chairman

Cllr Mrs. A. Bradbury proposed Cllr D. Cozens, seconded by Cllr K. Meech.
Cllr Mrs. L. Jenkin proposed Cllr K. Whetlor. There being no seconder or other nominations, Cllr D. Cozens was duly elected Chairman for the ensuing year.
In accepting the nomination he thanked members for the trust placed in him and paid tribute to the former Chairman, Cllr K. Whetlor, for his commitment to the role over many years.

08/02/T Election of Vice-Chairman

Cllr Ms. S. Holman proposed Cllr K. Meech, seconded by Cllr Mrs. B. Austin.
There being no further nominations, Cllr K. Meech was duly elected Vice-Chairman.

08/03/T Public Forum

There were no items raised for discussion.

08/04/T Apologies

Apologies for absence were received from Cllr S. Williams.

08/05/T Minutes

The minutes of the previous meeting held on the 8th May 2008 having previously been circulated were signed by the Chairman as a correct record.

08/06/T Declarations of Interest

Cllr. Mrs. A. Bradbury declared a personal interest in tourism matters generally as a member of the Hotels & Restaurants Association.

There were no other declarations of interest.

08/07/T Matters arising from the minutes of the previous meeting held on the 8th May 2008

(a) Min. No.07/68/T - Consider draft of proposed Bermuda page for the 2009 brochure

The Chairman advised that the text which had been agreed at the last meeting would be accompanied by a photograph of the signing of the twinning agreement in Bermuda featuring the then Mayor, Cllr Mrs. B. Austin.

08/08/T To review the “Terms of Reference”

The draft terms attached to the agenda included mostly minor presentational changes to the previous content. The Town Clerk asked members to consider whether the stated aims and objectives continued to reflect their understanding of the remit of the sub-committee.

Following brief discussion Cllr K. Whetlor proposed adoption of the draft Terms of Reference as presented, seconded by Cllr Mrs. A. Bradbury and AGREED.

08/09/T To open tenders for the production of the 2009 brochure and award the contract

The following five tenders were opened at the meeting:

1)	Blackmore, Shaftesbury	£11,600
2)	The Roman Group, Bournemouth	£13,450
3)	Chapter 2, Christchurch	£12,407
4)	Wilcox & Co, Christchurch	£12,050
5)	Artavia Advertising, Barnstaple	£14,614

(excluding VAT)

The Town Clerk advised that Blackmore had taken over Lookers the Poole company used by the Town Council to successfully produce the brochure for many years. Most of the Lookers team had been retained by the new company and it had been confirmed they would be overseeing production of the Lyme brochure. Following brief debate the Vice-Chairman, Cllr K. Meech, proposed the contract be awarded to Blackmore in the sum of £11,600 for the production of the 2009 brochure. Seconded by Cllr Mrs. B. Austin and AGREED.

08/10/T To receive a report from Mr. P. Tobutt, DCC Senior Trading Standards Enforcement Officer, concerning misleading advertisements under the Trades Descriptions Act

The Chairman welcomed Mr. P. Tobutt from the Trading Standards Department of Dorset County Council.

Mr. Tobutt explained the background to new legislation which had replaced the Trades Descriptions Act, plus other consumer protection statutes. This had implications for the Town Council as publishers of a consumer guide, as well as for brochure advertisers.

Offences classed as ‘misleading actions’ or ‘misleading omissions’ were explained for the benefit of members and the representatives of the business sector present.

The publisher’s disclaimer for the inaccuracies of third parties, which has featured in every Lyme Regis brochure, would not protect against post production errors coming to the attention of the town council.

In this eventuality it would be incumbent on the authority to issue amendment slips with every brochure in order to discharge its responsibility as a publisher of a consumer guide.

Also, there was a responsibility to ensure that proprietors of establishments produced evidence of inspection ratings and signed the necessary documentation confirming their inspection status.

Mr. Tobutt agreed to provide guidance notes on the legislation in time for this to be sent out with the invitations to advertisers to book space in the 2009 guide.

The Chairman thanked Mr. Tobutt for giving the time to explain the new legislation and its implications for both the council and its clients.

08/11/T To approve the text, prepared by Cllr D. Cozens, relating to the inclusion in the 2009 brochure of a reference to the traffic-free seafront promenade

The suggested text, as detailed on the agenda, was proposed for adoption by Cllr K. Meech, seconded by Cllr Mrs. B. Austin and AGREED.

08/12/T To approve 2009 brochure/website advertising charges

Following discussion, a 5% increase across the board in respect of advertising charges was proposed by Cllr Mrs. L. Jenkin, seconded by Cllr Mrs. B. Austin and AGREED.

08/13/T To consider enhancing the website

Members viewed the need for website improvements to be significant enough to require a special meeting to discuss proposed changes in some detail.

Cllr K. Whetlor firmly believed that professional advice was essential to enhance not only the design content of the website but also its web positioning amongst many sites purporting to represent Lyme Regis.

08/14/T To consider modifying the current policy whereby advertisers pay for entry in both the brochure and on the website to permit non-accommodation businesses to advertise solely on the website

The principle of modifying the policy which had for many years restricted advertising to joint entry in the brochure and on the website was discussed at length. The view of members being that it was perhaps time to move on and recognise the need to broaden the scope of the website but without compromising the all-inspected criteria applying to the accommodation sector.

Cllr K. Whetlor proposed that non-accommodation businesses be permitted to advertise on the website only, seconded Cllr Mrs. A. Bradbury. Appropriate charges would be discussed at a subsequent meeting.

08/15/T To consider renewal of the reciprocal advertising arrangement with Axe Valley Promotions

The Town Clerk outlined the arrangement that had existed for several years whereby links with those promoting the Axe Valley by reciprocal advertising at no cost to either organisation.

Space permitting in the 2009 brochure members agreed to continue with the arrangement.

08/16/T To note any published material from travel writers, approaches from film or television companies etc.

The Town Clerk drew attention to an approach from a national television company in Japan, with similar standing in that country to the BBC, requesting permission, which has been given, to film parts of the town and the Jurassic Coast in particular.

He also referred to a supplement in a recent edition of The Independent listing Lyme Regis and its coastline as seventh nationally in a survey of the best fifty destinations in Britain for a day out.

Cllr Mrs. L. Jenkin mentioned recent coverage in The Daily Telegraph.

08/17/T To consider media campaign proposals 2008/09 from Artavia Advertising

The Chairman suggested that in order to give members more time to consider the media schedule for the coming year this item be held over until the next meeting for which the consultants could be invited to present their proposals in more detail.