

**LYME REGIS TOWN COUNCIL**

**TOURISM, COMMUNITY AND PUBLICITY COMMITTEE**

**MINUTES OF THE MEETING HELD ON WEDNESDAY 3 JULY 2019**

**Present**

**Chairman:** Cllr J. Scowen

**Members:** Cllr B. Bawden, Cllr J. Broom, Cllr R. Doney, Cllr Miss K. Ellis, Cllr Mrs M. Ellis, Cllr L. Howe, Cllr B. Larcombe, Cllr D. Sarson, Cllr G. Turner, Cllr S. Williams

**Officers:** Mr M. Green (deputy town clerk), Mrs A. Mullins (administrative officer)

**19/01/TCP Election of Chairman and Vice-Chairman**

The mayor, Cllr B. Larcombe opened the meeting.

Cllr S. Williams proposed Cllr J. Scowen as chairman of the Tourism, Community and Publicity Committee, seconded by Cllr G. Turner.

There being no other nominations, Cllr J. Scowen was duly **ELECTED** as chairman of the Tourism, Community and Publicity Committee.

Cllr J. Scowen nominated Cllr Ms B. Bawden as the vice-chairman of the Tourism, Community and Publicity Committee, seconded by Cllr S. Williams.

Cllr J. Broom nominated Cllr Miss K. Ellis as vice-chairman of the Tourism, Community and Publicity Committee, seconded by Cllr Mrs M. Ellis.

Cllr Miss K. Ellis was duly **ELECTED** as vice-chairman of the Tourism, Community and Publicity Committee.

**19/02/TCP Terms of Reference**

The committee **RECEIVED** its terms of reference.

**19/03/TCP Public Forum**

There were no members of the public who wished to speak.

**19/04/TCP Apologies**

Cllr D. Ruffle – personal commitment

Cllr Ms G. Stammers – personal commitment

**19/05/TCP Minutes**

Proposed by Cllr B. Larcombe and seconded by Cllr J. Broom, the minutes of the meeting held on 17 April 2019 were **ADOPTED**.

**19/06/TCP Disclosable Pecuniary Interests**

There were none.

**19/07/TCP Dispensations**

There was no grant of dispensations made by the town clerk in relation to the business of this meeting.

**19/08/TCP Matters arising from the minutes of the previous meeting held on 17 April 2019**

**Grant agreement review, LymeArts Community Trust**

Cllr Mrs M. Ellis asked if LymeArts Community Trust's (LACT) position with regards to grant funding had been clarified by officers. She asked if LACT was likely to come to the council to ask for further funding.

Cllr J. Scowen, the council's representative on LACT, said they had a new finance manager who was producing figures and this information would be provided to the council regularly. He said his advice to LACT was not to ask the council for more money before the next round of grants.

The administrative officer said she understood a report would be brought to the council in September with further information about LACT's financial position.

**Event management deposit scheme**

Cllr B. Larcombe asked if the council could ensure the review of the events' management plan could include a stipulation that gazebos should not be on the front edge of the parade and that benches should not be moved to accommodate them.

*Cllr R. Doney left the meeting at 7.16pm.*

**19/09/TCP Update Report**

**Working with Visit Dorset**

Cllr J. Scowen asked for the costs associated with working with Visit Dorset.

The administrative officer said this information could be provided to members outside of the meeting.

As an indication, the deputy town clerk said the marketing budget was £34k, the majority of which was spent on the town guide.

## 19/10/TCP Lyme Regis Guide 2020

Cllr B. Larcombe believed there was no longer a place for a free printed guide and the council should stop producing one.

It was proposed by Cllr B. Larcombe and seconded by Cllr S. Williams not to produce a printed Lyme Regis guide in 2020.

This motion was not voted on.

Cllr Mrs M. Ellis said she believed the council should continue to produce a guide, as not everyone had internet access, but to gradually reduce the numbers. She said the way in which they were dispatched needed to be reviewed as this was the most expensive element.

Cllr Ms B. Bawden said there needed to be some form of publication, but she wasn't keen on the current guide as there were too many adverts and the copy needed updating. She said there needed to be something useful to visitors with a map, events and pictures.

Cllr J. Scowen agreed with this and said he had an idea which would cost a fraction of the current guide, which he would like the opportunity to present to this committee at its September meeting. He said it was an A2 map which folded down, with photos, events and information on one side, and adverts on the other. He asked members to postpone a decision on the guide until he had had the opportunity to present his idea.

The deputy town clerk advised against deferring a decision because if members decided at the September meeting to continue with the guide, it wouldn't allow enough time to produce it within the normal timescale for 2020.

Members discussed what the difference was between a guide and brochure and acknowledged the current publication was intended to attract people to Lyme Regis, while Cllr J. Scowen's idea was intended to be used by people already in the town.

The administrative officer advised members to agree at this meeting that quotes for producing a guide in 2020 should be obtained, rather than deferring a decision, as the quotes could be considered alongside Cllr J. Scowen's idea at the September meeting.

Cllr J. Broom said he would also like to see quotes based on 12,500 copies.

Proposed by Cllr J. Broom and seconded by Cllr J. Scowen, members agreed to **RECOMMEND TO FULL COUNCIL** to instruct officers to obtain quotes for producing the 2020 Lyme Regis guide based on 12,500, 15,000, 17,500 and 20,000 copies.

## 19/11/TCP Sculpture Trail in Lister and Langmoor Gardens

Cllr B. Larcombe said the council should not give any further financial support to the trail as it already provided free exhibition space and had installed the plinths to put the sculptures on.

Cllr Mrs M. Ellis agreed and said it had been suggested in the past that local schools might like to display artwork on the plinths but this had not happened. She suggested the request for funding was made when the council considered annual grants.

The deputy town clerk said there was only funding in place for the sculptures to remain where they were until the autumn; beyond that, the sculptures were likely to be removed unless further funding was found as they were on loan.

Several members said they saw the value in the sculptures, residents and visitors enjoyed them, and they were of benefit to the council and the town.

Cllr Mrs M. Ellis said there was no budget for this and the council should be cautious of drawing money down from the reserves.

The deputy town clerk said there was no specific provision in the 2019/20 budget but £9k of match funding was available for 'seafront initiatives', which were things that benefitted residents and visitors on the seafront.

Cllr Ms B. Bawden said any funding should come with a condition that The Arts Development Company did community outreach work with schools.

It was proposed by Cllr B. Larcombe and seconded by Cllr S. Williams that Lyme Regis Town Council continues to show its support for the sculpture trail and encouragement of the sculptures in the gardens without giving financial support, but to continue to provide free exhibition space and maintain the exhibition sites free-of-charge.

This motion was not carried.

Cllr Mrs M. Ellis said any financial support should be on the basis match funding is provided to the same amount and on approval of the three to five-year management and business plan referred to by The Arts Development Company in its proposal.

Proposed by Cllr J. Broom and seconded by Cllr J. Scowen, members agreed to **RECOMMEND TO FULL COUNCIL** to provide funding of £5,000 in 2019/20 towards the continued development of the sculpture trail in Lister and Langmoor Gardens, providing there is match funding for this amount, on the condition the company does community outreach work with schools and on approval of the three to five-year management and business plan referred to by The Arts Development Company in its proposal.

The deputy town clerk said it was possible the business and management plan would be available for the council to see at the next meeting of this committee.

**19/12/TCP Managing Consultation Exercises**

Members noted the report.

*The meeting closed at 8.09pm.*