

**LYME REGIS TOWN COUNCIL**

**TOURISM, COMMUNITY AND PUBLICITY COMMITTEE**

**MINUTES OF THE MEETING HELD ON WEDNESDAY 8 MARCH 2023**

**Present**

**Chairman:** Cllr C. Reynolds

**Members:** Cllr C. Aldridge, Cllr M. Ellis, Cllr D. Ruffle, Cllr D. Sarson, Cllr R. Smith, Cllr G. Stammers

**Officers:** A. Mullins (support services manager), G. Rood (administrative and community engagement assistant), J. Wright (town clerk)

**Guests:** B. Houseago (Lyme Regis Museum)

**22/72/TCP      Public Forum**

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

**22/73/TCP      Apologies**

Cllr B. Larcombe  
Cllr G. Turner

The support services manager said Cllr B. Larcombe had resigned from the committee due to other council commitments and wished the committee well in its work.

**22/74/TCP      Minutes**

Proposed by Cllr D. Sarson and seconded by Cllr G. Stammers, the minutes of the meeting held on 18 January 2023 were **ADOPTED**.

**22/75/TCP      Disclosable Pecuniary Interests**

There were none.

**22/76/TCP      Dispensations**

There were none.

**22/77/TCP      Matters arising from the minutes of the previous meeting held on 18 January 2023**

**Uplyme Shoppers' Gateway Card**

The support services manager said 28 cards had been issued so far.

**22/78/TCP      Update Report**

## **Bands in the Marine Parade Shelters**

Cllr M. Ellis asked how many bands had expressed an interest in performing in the shelters and who would be choosing who performs. She said if the council was over-subscribed, it would be good to have a mixture of musical genres and some member input.

The support services manager said the admin assistant was dealing with this and she would update members through the briefing.

## **Tourism microsite**

The support services manager said there had been a good response to the beach hut competition, with over 1,100 entrants already and it had yet to be promoted via Visit Dorset's e-news, plus more social media posts planned. She said England's Coast, a tourism initiative promoting holidays on the coast, wanted to promote the competition in its newsletter but this wasn't due to go out until the end of March; as such, the closing date for the competition had been extended until 14 April 2023.

### **22/79/TCP      Tourism, Community and Publicity Committee – Objectives**

Members noted the committee's objectives for 2023-24.

### **22/80/TCP      To receive the minutes of the Coronation Working Group meetings on 27 January, 3 and 20 February 2023**

Cllr M. Ellis said there was reference in the minutes to the mayor liaising with the clergy at the parish church to arrange the civic service as part of the celebrations, but she hadn't been made aware of this.

The support services manager said Alan Vian had booked the service with the clergy and further details would be arranged via the mayor's secretary.

Proposed by Cllr D. Ruffle and seconded by Cllr D. Sarson, the minutes of the Coronation Working Group meetings on 27 January, 3 and 30 February 2023 were **RECEIVED**.

### **22/81/TCP      The Big Coronation Party**

The town clerk said there might be some movement in the budget for the event but the costings were almost firmed up as most of the preparations were done. He said an event planning meeting would take place, attended by the chairmen of this committee and the Town Management and Highways Committee.

The town clerk said he and the working group chairman were suggesting the council made a donation of £250 to the Regatta and Carnival Committee to help pay for entertainment at the May Fete because there would be some family activities at the coronation party which may overlap with events at the fete.

Proposed by Cllr G. Stammers and seconded by Cllr R. Smith, members agreed to **RECOMMEND TO FULL COUNCIL** to make a donation of £250 to the Regatta and Carnival Committee to help cover the costs of entertainment at the May Fete.

Members also supported the suggestion to plant a tree in the gardens to commemorate the coronation and noted the badge on the mayor's chains would need to be changed.

Cllr M. Ellis asked if there were enough volunteers for the day.

Cllr C. Reynolds said she had put an appeal out to the volunteers of Lyme Regis Community Support and would also put an appeal out to the wider community support group.

The support services manager said Alan Vian was largely co-ordinating the volunteers.

## **22/82/TCP Fossil Festival 2023**

Cllr D. Sarson said the fossil festival was one of the most important events of the year, attracting many people to Lyme Regis, including young children, schools would be involved and it was good for local hospitality, restaurants, accommodation and high street businesses. As such, he supported the request for funding and support.

Cllr G. Stammers asked if the Jubilee Pavilion could be used due to the water ingress issues. It was confirmed it could be used.

Cllr M. Ellis said she had no objection to the Jubilee Pavilion being used free of charge but she was concerned about funding the event as the council had a grants' system in place and this had not been allocated in the budget. She said the council had historically provided grants to Lyme Regis Development Trust to run the festival.

Cllr C. Aldridge said under the circumstances, she felt the event was important enough to the town and it wasn't something that could be taken through the grants' process.

The town clerk said he would normally advise members against unbudgeted expenditure but in setting the 2022-23 budget, some assumptions had been made. He said performance was better than officers reported before Christmas by around £40,000 so approving a £3,300 grant to the festival would not have a material impact on the 2023-24 budget.

The town clerk said in terms of providing support for the event, the council had staff working at weekends and in the past had supported events behind the scenes, such as providing vehicles and moving equipment. He said this helped events work and those events were considered beneficial to the town.

The town clerk said some discussions had taken place with the museum about the 2024 festival as this year would be a scaled back event. He said the museum would be driving the event but future council involvement would require proper consideration and an allocated budget. He said officers would bring a report to members to consider this and any budget allocation would take place in autumn 2023 when the 2024-5 budget was set.

Cllr R. Smith said he was in support of the council backing the festival this year as it kept the momentum going and stopped people going elsewhere, as well as providing the opportunity to create a new event in future. He said how that would work and how it was funded was outside the scope of this meeting but he envisaged a few years of the festival being incubated and then it would become self-sustaining.

The chairman invited B. Houseago, the museum director, to speak.

B. Houseago said the museum had always been a part of the fossil festival but not as the key organiser, although they had the contacts and understanding of the history of the festival to be able to take it forward. She said she was concerned if they didn't run the event this year, there was a good chance it would be picked up by someone else and this would be a loss to the town. Part of the museum's contribution was to open for free during the weekend, as well as putting on extra displays and free events and activities.

B. Houseago said they would like to see the festival grow and develop over the next three years and the aim was to work on a business plan to make it self-sustaining in the future. There were also plans for a legacy programme and ways to engage young people.

Proposed by Cllr D. Sarson and seconded by Cllr R. Smith, members agreed to **RECOMMEND TO FULL COUNCIL** to approve the request from Lyme Regis Museum:

- for a grant of £3,300 to support the 2023 Fossil Festival
- to provide the Jubilee Pavilion and adjacent area free of charge
- for help in kind by providing advice, assistance with co-ordination and logistical support, and support from staff on the ground over the weekend

## **22/83/TCP Request for Funding - Fireworks**

Cllr D. Sarson said as the RNLI had pulled out of funding the fireworks' display he was in favour of the council supporting the event as he felt it was a good opportunity for positive public relations and community engagement as it would be promoted as a joint venture with the council.

Cllr G. Stammers said she wasn't necessarily opposed to funding the fireworks but was concerned it might set a precedent.

Cllr M. Ellis said perhaps the council needed to stress to organisations if they believed they were going to have funding issues next year, they should think about submitting grant applications now so the money could be allocated in good time. She said it would be good to support the fireworks in a coronation year.

Proposed by Cllr D. Sarson and seconded by Cllr M. Ellis, members agreed to **RECOMMEND TO FULL COUNCIL** to approve a request from the Regatta and Carnival Committee to contribute up to £2,500 for the summer fireworks' display and note this would be unbudgeted expenditure.

## **22/84/TCP Dorset Council Free Parking Days**

Cllr D. Sarson said he wasn't sure if the day of the Big Coronation Party should be included as a free parking day as most people would park in the Dorset Council owned Charmouth Road car park.

The support services manager said the reasoning behind this was the event was free and parking would also be free, which would be great publicity for the party and the council. She said it was also a Bank Holiday weekend so other car parks would also be busy.

Cllr M. Ellis asked if arrangements had been made for when the park and ride would operate this year.

The town clerk said the arrangements were being finalised with the bus company and it was intended to bring a report to members in this cycle of meetings to agree the arrangements.

Proposed by Cllr M. Ellis and seconded by Cllr D. Ruffle, members agreed to **RECOMMEND TO FULL COUNCIL** to agree the non-charging dates in Lyme Regis car parks and instruct officers to liaise with Dorset Council Parking Services, as follows:

- Saturday 29 April – Fossil Festival
- Sunday 7 May – The Big Coronation Party
- Sunday 12 November – Remembrance Sunday parade and service
- Saturday 25 November – Christmas lights' switch-on
- Saturday 3 December – Small Business Saturday
- 23 December – Carols Round the Christmas Tree

## **22/85/TCP Visit Lyme Regis Membership Review**

Proposed by Cllr D. Ruffle and seconded by Cllr D. Sarson, members agreed to **RECOMMEND TO FULL COUNCIL** to approve the charging structure for the Visit Lyme Regis website as follows:

- Free landing page on Visit Lyme Regis website
- Enhanced for Things to Do or Accommodation businesses – £305 including VAT
- Enhanced for Food & Drink / Shopping / Transport – £175 including VAT

The rates if advertising on both websites with an enhanced listing would attract a further discount of 20%:

- Enhanced joint listing for Things to Do or Accommodation businesses – £568 or 10% off each Visit Dorset/Visit Lyme Regis level if choosing different levels
- Enhanced for Food & Drink/Shopping/Transport – £324
- 

## **22/86/TCP Community Grants and Bid Writing**

Cllr D. Sarson supported the idea of bid writing workshops as he felt it would be good for public relations and valuable community engagement.

The town clerk said officers were keen to use this as a platform to maximise investment into the town as there were various buildings that required investment, such as the council offices, the Hub, the museum, the Marine Theatre and the Town Mill, so there was an opportunity to work collectively to draw in funding. He said as the Coastal Communities Team was no longer in existence, there was a need to replace it.

Cllr G. Stammers suggested it might not be practical to rely on two people to help with bid writing in the long term and asked if there were plans to train people as bid writers from the community.

The town clerk said there were some people already identified who had the right experience but there was no reason that base couldn't be expanded in future.

The support services manager said officers were keen to deliver the bid writing support locally and face-to-face in the first instance; however, this could be expanded to online support in future if the demand was there.

Proposed by Cllr R. Smith and seconded by Cllr C. Aldridge, members agreed to **RECOMMEND TO FULL COUNCIL** to approve in principle funding bid writing sessions for local organisations and ask officers to obtain costings for this work to bring back to the Tourism, Community and Publicity Committee.

#### **22/87/TCP     Sculpture Trail**

The support services manager said as part of the project's participatory work with the local community, a painting workshop had been arranged for April in the Langmoor Room, which would be free for Gateway Card holders.

As Cllr B. Larcombe had resigned from the committee and was one of the members who had agreed to work with the deputy town clerk on the how the sculpture trail might be delivered in future, Cllr C. Reynolds said she would like to replace him.

Proposed by Cllr M. Ellis and seconded by Cllr G. Stammers, members agreed to **RECOMMEND TO FULL COUNCIL** that Cllr C. Reynolds joins the group of members working with the deputy town clerk to agree, in conjunction with the Arts Development Company, the precise basis of how the sculpture trail may be delivered in future.

#### **22/88/TCP     Axminster and Lyme Cancer Support Beach Hut**

Members noted how well the beach hut had been used and agreed it was a good use of the funding from the Ammonite film.

Cllr M. Ellis asked about the funding from Ammonite which had been awarded to the Mary Anning Legacy Fund; she felt if it hadn't been claimed by now, a line should be drawn under it.

The town clerk said the money had gone back into the council budget but if members wanted to identify something else against that funding, he could bring a report to the

relevant committee. He suggested it could be used for other educational purposes but to find another vehicle for it.

It was agreed a report would be taken to the relevant committee to allow members to consider the re-allocation of the unspent Ammonite funding.

**22/89/TCP      Grant Review, Axe Valley and West Dorset Ring and Ride**

Members noted the report.

**22/90/TCP      Grant Review, Bridport and District Citizens Advice**

Members noted the report.

**22/91/TCP      Grant Review, The Hub**

Members noted the report.

**22/92/TCP      Grant Review, Lyme Arts Community Trust**

Members noted the report.

**22/93/TCP      Grant Review, The Philpot Museum**

Members noted the report.

**22/94/TCP      Managing Consultation Exercises**

Members noted the report.

*The meeting ended at 8.06pm.*