



John Wright
Town Clerk

Lyme Regis Town Council

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Tourism, Community and Publicity Committee

Core Membership: Cllr C. Aldridge, Cllr B. Bawden, Cllr M. Ellis, Cllr C. Reynolds, Cllr D. Ruffle, Cllr D. Sarson, Cllr R. Smith

Notice is given of a meeting of the Tourism, Community and Publicity Committee to be held at the Guildhall, Bridge Street, Lyme Regis on Wednesday 28 June 2023 commencing at 7pm when the following business is proposed to be transacted:

John Wright
Town Clerk
23.06.23

The open and transparent proceedings of Full Council and committee meetings will be audio recorded and recordings will be held for one year by the town council.

If members of the public make a representation to the meeting, they will be deemed to have consented to being audio recorded.

If members of the public have any queries regarding audio recording of meetings, please contact the town clerk.

Members are reminded that in reaching decisions they should take into consideration the town council's decision to declare a climate emergency and ambition to become carbon neutral by 2030 and beyond.

AGENDA

1. Election of Chairman and Vice-Chairman

To allow the committee to receive nominations and elect its chairman and vice-chairman for the council year 2023/24

2. Terms of Reference

To allow the committee to receive its terms of reference

3. Public Forum

Twenty minutes will be made available for public comment and response in relation to items on this agenda

Individuals will be permitted a maximum of three minutes each to address the committee

4. Apologies

To receive and record apologies and reasons for absence

5. Minutes

To confirm the accuracy of the minutes of the Tourism, Community and Publicity Committee meeting held on 26 April 2023

6. Disclosable Pecuniary Interests

Members are reminded that if they have a disclosable pecuniary interest on their register of interests relating to any item on the agenda they are prevented from participating in any discussion or voting on that matter at the meeting and to do so would amount to a criminal offence. Similarly if you are or become aware of a disclosable pecuniary interest in a matter under consideration at this meeting which is not on your register of interests or is in the process of being added to your register you must disclose such interest at this meeting and register it within 28 days.

7. Dispensations

To note the grant of dispensations made by the town clerk in relation to the business of this meeting.

8. Matters arising from minutes of the previous meeting held on 26 April 2023

To update members on matters arising from the previous meeting that are not dealt with elsewhere on this agenda and to allow members to seek further information on issues raised within the minutes of the previous meeting.

9. Update Report

To update members on issues considered at previous meetings

10. Tourism, Community and Publicity Committee – Objectives

To allow members to review progress of the committee's 2023-24 objectives

11. Fossil Festival 2023 and 2024

To de-brief members on the 2023 fossil festival and to consider council support for 2024

12. Summer Exhibition

To allow members to consider a proposal for an exhibition of the works of local photographer Richard Austin at the Jubilee Pavilion from Monday 14 August until Saturday 30 September 2023

13. Funding Proposal from The Boat Building Academy

To allow members to consider a funding proposal from the Boat Building Academy to support short courses for Lyme Regis young people aged 16-25 years' old

14. De-brief on the Coronation Event

To de-brief members on the coronation event held on 7 May 2023 at Lyme Regis Football Club

15. Town Map

To inform members of a budget overspend on the re-printing of the town map

16. Managing Consultation Exercises

To inform members of recent, upcoming and ongoing public consultations and the decisions made following consultation

17. Exempt Business

Committee: Tourism, Community and Publicity

Date: 28 June 2023

Title: Election of Chairman and Vice-Chairman

Purpose of Report

To allow the committee to receive nominations and elect its chairman and vice-chairman for the council year 2023/24

Recommendation

- a) The committee receives nominations for the chairman of this committee and elects its chairman for the council year 2023/24
- b) The committee receives nominations for the vice-chairman of this committee and elects its vice-chairman for the council year 2023/24

Background

- 1. The terms of reference for the council's committee structure state each committee will elect its chairman and vice-chairman from among its membership.
- 2. Consequently, nominations are sought for the chairman and the vice-chairman of this committee.
- 3. The relevant standing orders that inform and govern the election of chairmen and vice-chairmen are detailed below.
- 4. Standing order 3.t states:

'Unless standing orders provide otherwise, voting on any question shall be by a show of hands. At the request of a councillor, the voting on any question shall be recorded so as to show whether each councillor present and voting gave their vote for or against that question. Such a request shall be made before moving on to the next item of business on the agenda. If at least two members request, voting may be by signed ballot.'

- 5. Standing order 8.a states:

'Where more than two persons have been nominated for a position to be filled by the council and none of those persons has received an absolute majority of votes in their favour, the name of the person having the least number of votes shall be struck off the list and a fresh vote taken. This process shall continue until a majority of votes is given in favour of one person. A tie in votes may be settled by the casting vote exercisable by the chairman of the meeting.'

- 6. Standing order 8.b. states:

'As the first business of a council is to elect a chairman (the mayor in the case of Lyme Regis Town Council) who is also an ex-officio voting member of all committees, they are in a position to open and chair a sub-committee meeting temporarily, with the benefit of a casting vote, until a committee chairman is elected. In the Mayor's absence, the Deputy Mayor could officiate in the same way, The town clerk or other officer cannot open or chair a committee or sub-committee meeting.'

7. The election of the chairman and vice-chairman of the Tourism, Community and Publicity Committee will be reported to the Full Council on 26 July 2023.

John Wright
Town clerk
June 2023

Committee: Tourism, Community and Publicity

Date: 28 June 2023

Title: Terms of Reference

Purpose

To allow the committee to receive its terms of reference

Recommendation

The committee receives its terms of reference

Background

1. The terms of reference for the Tourism, Community and Publicity Committee, along with the general terms of reference that apply to all the council's committees is attached, **appendix 2A**.
2. Any recommendations from this committee will be considered by the Full Council on 26 July 2023.

John Wright
Town clerk
June 2023

Terms of Reference

2. Committees – General

- 2.1 The purpose of the council's committees is to consider issues under their remit. Issues will normally be outlined in a report prepared by officers and each report will normally include a recommendation.
- 2.2 Any recommendation(s) from a council committee will be considered at the subsequent meeting of the Full Council. Any decision or recommendation from a council committee has no status until it has been adopted by the Full Council by way of a resolution. This is unless a committee has devolved powers, i.e. Planning in respect of making recommendations direct to Dorset Council on planning applications.
- 2.3 Each committee will:
 - 2.3.1 Elect its chairman and vice-chairman from among its membership;
 - 2.3.2 Confirm the accuracy of the minutes of the last committee meeting;
 - 2.3.3 Agree and review the terms of reference for sub-committees, working or advisory groups that report to the committee;
 - 2.3.4 Receive nominations to existing sub-committees, working or advisory groups that report to the committee;
 - 2.3.5 Elect chairmen and vice-chairmen to existing sub-committees, working or advisory groups that report to the committee;
 - 2.3.6 Appoint any new sub-committees, working or advisory groups, confirmation of their terms of reference, the number of members (including, if appropriate, substitute councillors), receipt of nominations and the election of chairmen and vice-chairmen to them;
 - 2.3.7 To examine on behalf of the council various policies, strategies and plans relating to its subject area and to report these to the Full Council;
 - 2.3.8 To undertake reviews or policy development tasks in relation to any matters falling within the remit of the committee;
 - 2.3.9 To work with other relevant committees of the council where an area of work is shared with that committee.
- 2.4 Council-approved projects and objectives will be delegated to the relevant committee.
- 2.5 No business may be transacted at a committee meeting of the Full Council unless at least one third of the whole number of members of the committee are present and in no case shall the quorum of a meeting be less than three.

7. Tourism, Community and Publicity

- 7.1 The purpose of the Tourism, Community and Publicity Committee is to take active steps to develop the town and people's perception of it. This includes the development and management of:

- 7.1.1 Tourism policies
- 7.1.2 Economic and business initiatives
- 7.1.3 Marketing and publicity
- 7.1.4 Community engagement
- 7.1.5 Responding to consultations by external organisations
- 7.1.6 Managing the process of consulting the community and third sector groups on policy development
- 7.1.7 Twinning
- 7.1.8 Arts and heritage
- 7.1.9 Tourism services
- 7.1.10 Events' management
- 7.1.11 Promotion and publicity of the town

LYME REGIS TOWN COUNCIL

TOURISM, COMMUNITY AND PUBLICITY COMMITTEE

MINUTES OF THE MEETING HELD ON WEDNESDAY 26 APRIL 2023

Present**Chairman:** Cllr C. Reynolds**Members:** Cllr M. Ellis, Cllr D. Sarson, Cllr G. Stammers, Cllr G. Turner**Officers:** A. Mullins (support services manager), G. Rood (administrative and community engagement assistant),**22/95/TCP Public Forum****E. Holt**

E. Holt, chairman of Lyme Regis Town band spoke in relation to agenda item 11, Lyme Regis Town Band. He said the band had been formed in 1982 to support the town and its event calendar, giving much of the proceeds to charity. He said in February 2023, dates, times and fees were all confirmed for their 2023 performances, but on 21 March 2023 they were told they would not get all the dates and would only be paid £100 per performance, which would be a £600 shortfall in their budget. He said although this had now been resolved and they would receive the expected fee, next year they should expect a substantially reduced fee to be in line with all other bands performing. He believed this seriously devalued the town band to being 'just another band', when the other bands were from outside Lyme Regis. E. Holt said he appreciated a variety of music and entertainment was necessary for the town, but felt the town brass band should be given a higher value than those from out of the town. He said it had now been agreed that in future they would be paid £100 per performance for their Tuesday evening concerts, so the band would not be losing money. He said this was more than just about money, it was about the band's reputation, the community, their volunteers and so many years of service not being recognised where they believed it should be. He said they felt a little bit 'brushed under the carpet' by the town council, but they would like to continue to dedicate their time, money and energy in providing music and education to new people in the community. He said they also provided free instruments, music and tuition to anyone wanting to start playing a brass instrument, but most importantly a fun and enjoyable place for people to get together as part of a social group. E. Holt said if the financial agreement was to stand, he proposed Lyme Regis Town Band was to be paid £100 per concert for eight Tuesday evening performances in the summer holidays for over an hour at the Marine Parade shelters. Also, to be paid £100 per concert for four Sunday afternoon performances throughout the year, with two being during Lifeboat Week and Carnival Week and the other two to be negotiated within the school holidays. Also that the town band had first refusal on all other Sunday dates before other bands outside of Lyme Regis were booked and this should all be agreed in the first two months of the year, as early as possible to allow licensing, parking and advertising to be organised.

Cllr G. Stammers arrived at the meeting at 7.06pm

22/96/TCP Apologies

Cllr C. Aldridge – holiday

Cllr D. Ruffle – illness

22/97/TCP Minutes

Proposed by Cllr D. Sarson and seconded by Cllr M. Ellis, the minutes of the meeting held on 8 March 2023 were **ADOPTED**.

22/98/TCP Disclosable Pecuniary Interests

There were none.

22/99/TCP Dispensations

There were none.

22/100/TCP Matters arising from the minutes of the previous meeting held on 8 March 2023

Big Coronation Party

The support services manager said currently only two members had volunteered for this event and asked for members to email her with times they could volunteer.

The Fossil Festival

The support services manager said the event management plan had been received, which was largely complete but there were just a couple of details that needed to be added in.

22/101/TCP Update Report

There were no updates.

22/102/TCP Tourism, Community and Publicity Committee – Objectives

Cllr M. Ellis asked if the objectives could be listed in date order of completion, as it would make it easier to follow.

22/103/TCP To receive the minutes of the Coronation Working Group meetings on 17 April 2023

The support services manager said the planning was in the final stages, with less than two weeks until the event and just the final details to be confirmed. She said confirmation of the licence was awaited from Dorset Council and officers were in the process of arranging insurance for event cancellation.

Proposed by Cllr M. Ellis and seconded by Cllr C. Reynolds, the minutes of the Coronation Working Group meetings on 17 April 2023 were **RECEIVED**.

22/104/TCP Sharing Information with Local Residents

The support services manager said the newsletter would be delivered by post via Royal Mail, who would deliver to whole of the DT7 3 area including Rousdon, Yawl and Uplyme as it was the cheapest option.

Cllr M. Ellis said she thought it was important to let residents know what was going on. She said it was a shame there was no longer a printed local paper but a regular

newsletter would mean every household received it as many still did not have any internet or digital access.

Members agreed a quarterly newsletter was the best option.

Cllr C. Reynolds said they had to ensure all councillors produced information to be included in the newsletter.

Cllr G. Stammers said if they were struggling for content, a post box could be located in Uplyme for locals to put news/events in and then the content could be edited. Cllr C. Reynolds said she would be happy to take this to Talking Café.

Cllr M. Ellis said it would be good to have input from all the local groups, so people knew what's going on and also to inform them of future events. She said there could possibly be a sub-committee formed to create content.

Members discussed whether to continue also having a column on Lyme Online's website.

Cllr M. Ellis said the council's own social media and website could be used rather than paying Lyme Online.

The support services manager suggested the newsletter could also be sent via email to people who requested to receive it digitally. She said this could be sent via Survey Monkey and sent out as a residents' briefing, or just emailed as a newsletter.

Proposed by Cllr C. Reynolds and seconded by Cllr M. Ellis, members agreed to **RECOMMEND TO FULL COUNCIL** to produce a quarterly newsletter which is sent via the Royal Mail to everyone in the DT7 3 area and to also send the newsletter via email if requested.

22/105/TCP Lyme Regis Town Band

Cllr C. Reynolds said the town band had always been special and she didn't think they should be treated like the other bands.

Members agreed the band shouldn't lose any money from what they had received previously and were unhappy that the band was being treated like any other band.

The support services manager said under the current proposal, the band would receive £1,200, compared with the £1,000 they were paid previously, so it was a question of whether the council wanted to pay the band more or stick to the current arrangement but they would be paid less. She said the band was being treated differently as all other bands would only be paid for Sunday afternoon performances, whereas the town band would also be paid for Tuesday evening performances.

The support services manager said the council couldn't guarantee the dates for Lifeboat and Carnival weeks as it was not the organisers of the event, although the band was paid by the council as part of the historic agreement. She said the council would support the request for the band to play during these weeks and would help to accommodate this, but it wasn't in the council's gift to guarantee those dates.

E. Holt was invited to speak and confirmed the dates were agreed directly with the organisers of Lifeboat and Carnival weeks.

Proposed by Cllr G. Turner and seconded by Cllr D. Sarson, members agreed to **RECOMMEND TO FULL COUNCIL** to restructure payments to Lyme Regis Town Band so they are paid £100 for all performances, i.e., four Sunday performances during the summer school holidays and eight practice performances on Tuesday evenings.

22/106/TCP Dorset Council Free Parking Days

The support services manager said although members had agreed the free parking days at the last meeting, she later realised the one of the dates, 23 December 2023 for Carols Round the Christmas Tree, was a Saturday and weekends were not permitted by Dorset Council as free parking days. As such, she suggested members replace this date with free parking on 15 December 2023 when the Christmas Tree Festival took place.

Proposed by Cllr M. Ellis and seconded by Cllr G. Stammers members agreed to **RECOMMEND TO FULL COUNCIL** to agree a change to the non-charging dates in Lyme Regis car parks, replacing Carols Round the Christmas Tree on 23 December with the Christmas Tree Festival on 15 December, and instruct officers to liaise with Dorset Council Parking Services.

22/107/TCP Leisure Strategy Consultation

The support services manager asked that up to two members worked with her to complete the survey and as the closing date was on 14 May 2023, it would be necessary to complete it before the next Full Council meeting.

Cllr C. Reynolds said she would be happy to help complete the survey.

Proposed by Cllr M. Ellis and seconded by Cllr D. Sarson, members agreed to **RECOMMEND TO FULL COUNCIL** delegate Cllr C. Reynolds to work with the support services manager to respond to Dorset Council's Leisure Development Strategy on the council's behalf.

22/108/TCP Value of Tourism

Members agreed the tourism data would be valuable for the council to obtain.

Cllr M. Ellis suggested some of the data could be included in future business briefings.

22/109/TCP Managing Consultation Exercises

The support services manager said the deputy town clerk would bring a report on Dorset Council's Call for Sites in preparation for the Local Plan to the next Strategy and Finance Committee meeting instead of the Planning Committee.

Members noted the report.

The meeting ended at 7.49pm.

Committee: Tourism, Community and Publicity

Date: 28 June 2023

Title: Matters arising from the minutes of the previous meeting held on 26 April 2023

Purpose of Report

To update members on matters arising from the previous meeting that are not dealt with elsewhere on this agenda and to allow members to seek further information on issues raised within the minutes of the previous meeting.

Recommendation

Members note the report and raise any other issues on the minutes of the previous meeting that they require further information on.

Report

22/104/TCP – Sharing Information with Local Residents

Due to the changes in the front desk team, the first newsletter is planned for September/October 2023.

22/105/TCP – Lyme Regis Town Band

The town band has been informed of the new charging structure for seafront performances.

22/107/TCP – Leisure Strategy Consultation

The support services manager and Cllr C. Reynolds responded to the consultation on the council's behalf by the deadline on 14 May 2023. As it was an online survey, it wasn't possible to save the response to share with members.

A summary of the response was that Lyme Regis was lacking in leisure facilities, particularly those which were funded by Dorset Council, and access to leisure facilities in surrounding towns was difficult for some residents due to poor public transport links. The response did acknowledge there were lots of leisure facilities provided on the water by local groups and there were lots of good walking routes in and around the town. The response also mentioned the town council's intention to introduce outdoor gym equipment and a volleyball net, which would help improve facilities.

22/108/TCP – Value of Tourism

It was reported to the last meeting that the cost of signing up to this project with the South West Research Company to receive data on the volume and value of tourism would be £288 + VAT. However, if more towns in Dorset signed up, there would be a discount.

Several other towns in Dorset have signed up, including Bridport, Sherborne and Shaftesbury, and as a result, the cost will be £230 + VAT.

Adrianne Mullins
Support services manager
June 2023

Committee: Tourism, Community and Publicity

Date: 28 June 2023

Title: Update Report

Purpose of the Report

To update members on issues considered at previous meetings

Recommendation

Members note the report

Report

Tourism microsite

Visitor numbers to the site continue to increase year-on-year. There were 41,355 visits in May 2023, compared with 28,348 in May 2024. The figures have also been increasing since the start of the year, from 23,306 in January, 25,921 in February, 41,861 in March and 40,016 in April.

However, the way we see site statistics is likely to change going forwards due to Google Analytics changing their platform from 1 July 2023; all sites that use Google Analytics to record website statistics will be moved over to version 4 (we are currently using version 3). The way the new platform records statistics is very different to version 3. For example, at the moment GA3 records every visitor to a site regardless of the time they spend on it whereas GA4 will focus much more on engaged sessions of over 10 seconds. Until we start using it next month, it's difficult to understand the differences but we have been made aware that generally, sites globally will probably see a drop of between 20%-30% in their visits using GA4 compared to GA3.

Members should be aware of this and note that in future, a drop in statistics will by no means be a reflection on site performance but simply a different way of recording. This won't be unique to Visit Lyme Regis or destination sites but a global change seen by all websites using Google Analytics. Visit Dorset implemented GA4 across all its accounts some months ago in preparation for the change in platform so they will now look at our previous monthly statistics using GA4 so that they can draw a more direct comparison going forward.

The homepage currently highlights 'free or cheap days out in Lyme Regis', as we recognise people might not be able to afford to stay in Lyme Regis this year or be able to spend much money while they're in the town, 'embrace coastal activities', focusing on things you can do along the coastline in Lyme, 'a day out in Lyme', helping visitors to plan a full day in the town, and 'summer breaks in Lyme'.

It is still planned to run a photography competition later in the year. This will take place after summer when visitors will hopefully have lots of photographs from their visits during the summer.

Features planned for the autumn include a rainy day blog and a focus on walking.

Sculpture Trail and Arts Initiatives in the Gardens

Cleo Evans from the Arts Development Company is continuing to develop a three-year plan for the continuation of the sculpture trail and other arts related work in the gardens.

Further discussions have taken place with both Woodroffe School and the Boat Building Academy and the current thinking is to maximise local input and contributions and to link the works more directly with the gardens as 'gardens' and in a way which augments other council objectives.

Ideas to date include:

- Incorporating art and design into planning conditions, i.e., any bird or bat boxes required to meet biodiversity net gain requirements arising from the replacement amenities hut. This permission has now been granted and includes a condition:

'The implementation of Two bee bricks/blocks/houses, an integrated bat box and one nest box for birds as detailed in the Nick Thomlinson Ltd 'Phase 2 Activity Survey' submitted 27 May 2023 shall be erected prior to first occupation or use of the development hereby approved or otherwise agreed.'

- Incorporating art and design into existing objectives such as repaired paths, the raised walkway and, if replaced in some way, the gazebo.
- Creating a bug/bee 'hotel' to sit within the design for the agreed invertebrate garden.
- Working with the Boat Building Academy to create a new circular bench around the King Charles coronation tree and raised, disability friendly and accessible sensory planting beds, possibly incorporating a boat or nautical design. The intention is that the 'coronation bench' be designed and produced as part of a training and development course offered by the academy to students from Woodroffe School. This initiative is scheduled to commence immediately to include students in the immediate post-exam period.
- Creating new planting beds which may be art and design features in their own right.
- There would also be the retention of some popular sculptures including 'Juggler' and, working with local artists and students, the provision of new ones.
- The free-to-attend drawing class for local residents planned to take place in the Langmoor Room on 25 April 2023 was cancelled due to poor take up. However, a larger event is being planned in the gardens for 30 September 2023 and further details will be reported to the next meeting.

The main concept is to augment the gardens as a place for both locals and visitors to use and enjoy and to spend the agreed funds, £6k per year for three years, to support already agreed objectives and to achieve maximum value for money.

Stakeholder conference

As part of the council's community engagement efforts, a stakeholder conference was held in at the Woodmead Halls on Wednesday 26 April. This was a networking event for people who worked and managed services in Lyme Regis and an opportunity to meet and find out what others do in the town.

The following organisations attended:

- Dorset Council, assets and property team (coastal risk)
- Dorset Council, place services (operations and commercial services)
- Dorset Council, customer and cultural services team (libraries)
- Dorset Council, parking enforcement
- Dorset Council, place services (flood and coastal erosion)
- Dorset Council, conservation and design
- Dorset Council, tourism marketing

- RNLI – lifeboat and lifeguards
- Magna Housing
- Woodroffe School
- Lyme Regis Development Trust
- Dorset Police
- Lyme Regis Boat Building Academy
- Footprint Futures – planning and regeneration
- Marine Theatre

All those who attended felt it was a useful and worthwhile event and would like to make it an annual event. Many of the delegates were meeting for the first time, there were lots of interesting conversations taking place between them, and contact details were being exchanged.

Fireworks

The fireworks display, organised by the Regatta and Carnival Committee and jointly funded by the council, has been advertised as an event jointly hosted by the two organisations on Friday 4 August 2023.

The mayor has been invited to watch the display from the Jubilee Pavilion.

Lyme Eats Boutique

The first two events took place on 19 May and 16 June 2023 without issue. The final event is planned for Friday 21 July 2023. Discussions will take place with the organiser about future events.

Uplyme Shoppers' Gateway Card

There have been 125 cards issued since the card was introduced in February.

Adrianne Mullins
Support services manager
June 2023

Mark Green
Deputy town clerk

Committee: Tourism, Community and Publicity

Date: 28 June 2023

Title: Tourism, Community and Publicity Committee – Objectives

Purpose

To allow members to review progress of the committee's 2023-24 objectives

Recommendation

Members note the report

Background

1. During the 2023-24 budget-setting process, objectives were agreed for the year and a budget estimate identified against each project.

Report

2. The objectives have been assigned to committees and members can review progress at each meeting.
3. This committee's 2023-24 objectives, along with the allocated budget, completion date and lead officer, are at **appendix 10A**.
4. Any recommendations from this committee will be considered by the Full Council on 26 July 2023.

John Wright
Town clerk
June 2023

APPENDIX 10A

Objective	Budget, £k	Completion date	Lead officer	Timeline	Comments
Organise the coronation celebrations	20	April 2023	AM	<p><i>Event taking place on Sunday 7 May 2023.</i></p> <p><i>May 2023 – objective completed.</i></p>	<i>Report elsewhere on the agenda with a de-brief of the event and a budget summary.</i>
Introduce a beach volleyball facility	0.5	April 2023	AM	<p><i>Report to April TCP to update members on progress of plans.</i></p> <p><i>Volleyball net and balls have been delivered and are being put out on the beach during the evenings.</i></p> <p><i>June 2023 – objective completed.</i></p>	
Support the sculpture trail	6	June 2023	MG	<p><i>More detailed report to April TCP following discussions with the member working group.</i></p> <p><i>July 2023 – coronation bench initiative to begin June/July 2023</i></p> <p><i>September 2023 – community participation event in the gardens</i></p>	<i>See update report for detailed update.</i>
Introduce a bursary scheme with local clubs	30	June 2023	AM	<p><i>Report to April TCP</i></p> <p><i>Meeting held with local groups on 12 June 2023 to inform them of the bursary scheme.</i></p>	<p><i>The scheme was well received by the local groups who attended the meeting on 12 June 2023 and further information will be sent to those groups who couldn't make the meeting.</i></p> <p><i>Officers will be contacting groups to establish which ones would like to take part in the scheme and will then publicise the participating</i></p>

					<i>groups.</i>
Support the introduction of a repairs' cafe	15	June 2023 <i>October 2023</i>	JW	<i>Report to April TCP outlining project plan.</i> <i>Meeting held on 9 May 2023 between representatives from the Axminster Repairs' Café, representatives from the Boat Building Academy, the town clerk and support services manager.</i>	<i>Further meeting being arranged with the Boat Building Academy and Lyme Regis Development Trust.</i>
Enhance wedding packages	2	September 2023 <i>January 2024</i>	AM	<i>Report outlining proposals to first TCP of new administration.</i> <i>Due to staff changes in the front desk team, the management of weddings has been re-assigned to another member of staff. This has delayed the implementation of this objective and a report will be brought to this committee on 15 November 2023.</i>	<i>Proposals will be progressed in partnership with the administrative and community engagement assistant and the external works team.</i>

Committee: Tourism, Community and Publicity

Date: 28 June 2023

Title: Fossil Festival 2023 and 2024

Purpose of Report

To de-brief members on the 2023 fossil festival and to consider council support for 2024

Recommendation

Members consider the report, and if members indicate support for the 2024 fossil festival, establish a working group to work with the Philpot Museum to develop an outline project and funding proposal

Background

1. A fossil festival has been held in Lyme since 2005; the festival was historically organised by Lyme Regis Development Trust (LRDT).
2. On 23 January 2023, the town clerk was notified by LRDT's chief executive that its board had made the difficult decision not to proceed with the fossil festival this year.
3. The reason cited was, 'the lack of response from the many public and charitable organisations that have funded us in the past leaves our charity financially exposed'.
4. On 8 March 2023, this committee considered a report following a request from the Philpot Museum to take over the delivery of the 2023 fossil festival.
5. For ease of reference this committee's recommendation to the Full Council is detailed below:
'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.'
6. The recommendation was subsequently approved by resolution of the Full Council on 5 April 2023.

Report

7. Attached, **appendix 11A**, is a report from the Philpot Museum's director which summarises the success of the 2023 fossil festival and outlines a vision for 2024.
8. If the council wants to consider supporting the 2024 fossil festival, it could establish a working group to work with the Philpot Museum to develop an outline project and funding proposal. The proposal would be considered by the council as part of the 2024-25 budget-setting process.
9. Any recommendations from this committee will be considered by the Full Council on 26 July 2023.

John Wright
Town clerk
June 2023

Lyme Regis Fossil Festival

Lyme Regis is world famous for its geology and as the birthplace of Mary Anning, one of history's most important scientists. It continues to be at the forefront of important scientific discoveries.

Its stunning location, on the rugged coastline where Dorset and Devon meet, puts it at the heart of the Jurassic Coast, making it a gateway site for this internationally significant area.

The Fossil Festival is a special event, running for 15 years, it enables the town to celebrate and showcase its rich and important history in a vibrant and entertaining way, attracting local, national and international audiences.

History & Organisation

The Fossil Festival was conceived and organised by Lyme Regis Development Trust from 2004 – 2022, with support from other partners including Lyme Regis Museum and the Natural History Museum. In 2023 Lyme Regis Development Trust stepped back from organising the festival due to tight budget constraints and alignment with its charitable objectives.

Lyme Regis Museum stepped in at short notice to co-ordinate and produce the Fossil Festival in 2023. The Museum is an independent registered charity (Reg Charity No 1041201) and was able to use its in-house skills and expertise to organise and produce the festival at short notice. The Fossil Festival strongly aligns with the Museum's charitable objectives, to share and inspire Lyme's unique history and heritage, as well as aligning with the priorities in its current Forward Plan.

Highlights Fossil Festival 2023

- 5000 + visitors to the Fossil Festival site and over 1500 visitors to the Museum each day.
- Programme of walks and talks from leading experts
- Book Signing Event and Meet the Expert/Writer event.
- Arts and Craft Activities
- Live Theatre and Street Performance
- Exhibition Stands and demonstrations from the Natural History Museum and other leading museums.
- Trade Stands, Food Stalls and Schools Event



The Museum is keen to see the Fossil Festival thrive, and with support from the Town Council, would like to co-ordinate its continuation and development.

Following discussions with key partners and LRDT there is support for the Museum to organise and produce the Festival for 2024 and we feel that we could build on the success of 2023 to develop and improve the Festival further. Below is an outline of the proposed scope and objectives for the Fossil Festival in 2024.

Scope 2024

Two day family friendly festival of earth science celebrating the unique geological history and heritage of Lyme Regis. A family friendly daytime event including talks, trade stands, arts and crafts, science displays and activities, performances and street theatre, food and related trade stalls.

Early evening talks and performances in keeping with a family friendly event.

Programme developed and delivered in collaboration with local and national cultural, community and education organisations, such as Marine Theatre, Jurassic Coast Trust, Dorset Museums, Natural History Museum, Bristol University and others.

Community involvement, through legacy projects in the Town with local groups/schools and volunteering.

Vison 2024

- To create a vibrant family friendly festival that celebrates and shares the Town's unique geological heritage and location on the Jurassic Coast.
- Build on the success of 2023 and create new partnerships between cultural and community organisations in Lyme, surrounding area and nationally.
- To cement Lyme Regis's reputation as the leading location for geology and palaeontology on the Jurassic Coast.
- To attract new visitors to Lyme and support the local economy.
- To diversify the festival audience and encourage visits and new audiences outside the main bank holidays and school holiday period.
- Expand the schools participation and event day
- Develop and expand the fossil festival programme to include arts, music and science events and activities.
- To work with existing retailers and the community of the town to increase the local benefits of the festival.
- To extend the legacy of the festival through community involvement projects.
- To extend and develop the programme to make it the leading Festival of its type.

Funding & Support

The cost of the delivering the Fossil Festival in 2023, was in the region of £14,000.

Funding to support the Fossil Festival could be sought from Charitable Trusts, and we have identified two Dorset based charitable Trusts whose criteria could be met, but further work and funding applications would be required and they are most likely to support specific aspects of the event. Arts Council project funding and sponsorship are also possible, as well as income generating activities such as trade and food stands and some ticketed events, volunteer time and support in kind also helps. The amount contributed from all these sources is uncertain at this stage.

Lyme Regis Town Council is a key partner, your support and assistance in the delivery of the festival in 2023 was crucial, and it would be essential for its success and development in future years.

Bridget Houseago
Director
Lyme Regis Museum
June 2023

Committee: Tourism, Community and Publicity

Date: 28 June 2023

Title: Summer Exhibition

Purpose of Report

To allow members to consider a proposal for an exhibition of the works of local photographer Richard Austin at the Jubilee Pavilion from Monday 14 August until Saturday 30 September 2023

Recommendation

Members approve a proposal for an exhibition of the works of local photographer Richard Austin at the Jubilee Pavilion from Monday 14 August until Saturday 30 September 2023

Background

1. On 17 May 2023, the Full Council considered a report on the future use of the Jubilee Pavilion. The report included an option for the one-off temporary use of the Jubilee Pavilion for a summer exhibition of the works of local photographer, Richard Austin.
2. Following discussion, the Full Council resolved, 'to support in principle a summer exhibition of photographer Richard Austin's works at the Jubilee Pavilion and for further details to be taken to the Tourism, Community and Publicity Committee.'

Report

3. On 22 June 2023, Richard Austin, Cllr Cheryl Reynolds, and the town clerk met at the Jubilee Pavilion to consider the project. The meeting agreed the exhibition should start after Regatta and Carnival week, i.e., on Monday 14 August and run until 30 September 2023, and both sides of the Jubilee Pavilion were required for the exhibition.
4. The timing of the event allows other organisations to use the Jubilee Pavilion during the summer season and does not impair building works to the roof area.
5. The exhibition does mean that the indoor rowing centre can't re-open until 1 October 2023; the temporary use of the Jubilee Pavilion as an indoor rowing centre ends on 30 June 2023 and any decision to extend temporary use is in the gift of the town council.
6. The town clerk suggests because:
 - of the structure and internal finish of the Jubilee Pavilion, the external works' team assist with the hanging of photographs
 - of the local content of the exhibition, there is no charge.
7. Security and insurance remain the responsibility of the exhibitor.
8. Any recommendations for this committee will be considered by the Full Council on 26 July 2023.

John Wright
Town clerk
June 2023

Committee: Tourism, Community and Publicity

Date: 28 June 2023

Title: Funding Proposal from The Boat Building Academy

Purpose of Report

To allow members to consider a funding proposal from the Boat Building Academy to support short courses for Lyme Regis young people aged 16-25 years' old

Recommendation

Members consider the report and instruct the town clerk

Background

1. As part of the budget-setting process for 2023-24, members allocated a sum of £30,000 to support less well off young people in the community with bursary payments. Progress on other aspects of this project is detailed elsewhere on this agenda in the objectives' grid.

Report

2. To progress this project, discussions have taken place with the local education providers and community organisations, and these discussions have generated the attached proposal, **appendix 13A**, from the Boat Building Academy.
3. In discussions, the outline proposal was supported by The Woodroffe School as a way of supporting local young people at risk of being disenfranchised from the educational system.
4. The main detail of the proposal is contained in paragraph 3 and involves the council match funding the sum provided by the Boat Building Academy's existing bursary scheme. This will double the number of places available and provide skills learning for young people aged 18-25 years' old who live in Lyme Regis.
5. For information, attached at **appendix 13B**, is the Boat Building Academy's report on current and future community engagement initiative – 2023.
6. Any recommendations from this committee will be considered by the Full Council on 26 July 2023.

John Wright
Town clerk
June 2023

Committee: Tourism, Community and Publicity

Date: 28 June 2023

Title: De-brief on the Coronation Event

Purpose of Report

To de-brief members on the coronation event held on 7 May 2023 at Lyme Regis Football Club

Recommendation

Members note the report and indicate whether a proposal for an event in 2024 should be put forward as a budget proposal for 2024-25

Background

1. On 14 December 2022, the Full Council approved the 2023-24 budget; the budget included £20,000 for an event to celebrate the coronation of King Charles III.
2. The same meeting of the Full Council approved a recommendation from this committee to establish a working group to oversee the event.
3. The working group consisted of Cllrs Ellis, Reynolds, Ruffle, and Sarson, and was supported by external advisors including, Alan Vian, Gabby Rabbitts, Max Redwood and Declan Duffy.
4. Working group meetings took place on 2 December 2022, 27 January 2023, 3 February 2023, 20 February 2023, and 17 April 2023. The minutes of these meetings were reported through to this committee.
5. This committee also received a report on 8 March 2023 on the content of day and the budget estimate, £19,662.

Report

6. The event took place as planned on 7 May 2023 and was well attended. Unsolicited comments from those who attended were positive and there were calls for a similar event next year.
7. The actual budget came in at £20,894.30; £894.30 above budget. The additional expenditure was on food; the budget was £4,000 and the actual spend was £5,200.
8. All other expenditures were in line with the budget presented to this committee on 8 March 2023.
9. Any recommendations from this committee will be considered by the Full Council on 26 July 2023.

John Wright
Town clerk
June 2023

Committee: Tourism, Community and Publicity

Date: 28 June 2023

Title: Town Map

Purpose of Report

To inform members of a budget overspend on the re-printing of the town map

Recommendation

Members note the budget overspend on the re-printing of the town map

Background

1. In 2019, this committee agreed to no longer produce a printed tourism guide and instead considered proposals for a map-based marketing initiative.
2. This resulted in local company Coastline Creative being commissioned to produce a town map, which incorporated an interactive trail around the town. Nodes were installed at key points in the town, which were shown on the map and included QR codes which linked to a bespoke website, www.discoverlymeregis.co.uk, where visitors could watch a video and find out more information about the locations. The website was also available to those not following the trail. A larger map was also installed at Cobb Gate.
3. At that time, 50,000 maps were printed. The map also featured adverts from local businesses, which were managed and designed by Coastline Creative. The map was distributed to local businesses and accommodation and was available at the former tourist information centre and council offices. The map was free.
4. The launch of the map and website meant the council was managing two tourism related websites; www.discoverlymeregis.co.uk and www.lymeregis.org. The council was effectively competing with itself, especially as both relied on advertising income. A solution was therefore sought to consolidate the two, to retain the lymeregis.org domain name as this featured at the top of Google searches for 'Lyme Regis', and to incorporate the Discover Lyme Regis project.
5. This resulted in the building of a microsite of the Visit Dorset website to replace lymeregis.org, incorporating the discovery trail. These arrangements continue to date and the map and nodes around the town link directly to the Visit Lyme Regis website.

Report

6. The map is largely non-time sensitive; the only date reference is to '2021 events'. However, anything that is printed requires regular updates and there have been some changes since the map was printed in 2020. For example, the Mary Anning statue has been established, the Regent Cinema is no longer open, the putting green is no longer used, and the tourist information centre is now the council offices. The map also references www.discoverlymeregis.co.uk, but this automatically re-directs to Visit Lyme Regis.
7. As it was anticipated the map would require updating within a few years, the 2023-24 budget includes £3,000 for this purpose. The five-year financial plan also includes £3,000 in each subsequent year, up to 2027-28.

8. Officers have been working with Coastline Creative over the past couple of months to update the map and obtain costings. It has now become apparent the £3,000 budget will not be enough. The breakdown of costs is as follows:
- Printing - £3,350 plus VAT
 - Changes to the illustrated map - £500 plus VAT
 - Artwork changes to map - £400 plus VAT
 - Delivery of maps (3x runs) - £1,000 plus VAT
 - Updating the map at Bell Cliff (re-print and application) - £480 plus VAT
- Total - £5,730
9. Although this is almost double the budget, the officer view is the £3,000 earmarked for 2024-25 will not be required. Updates every two years, or perhaps even three years, will be sufficient.
10. In terms of advertising, officers have also made the decision not to include adverts from local businesses on the map. Based on the experience of the Visit Dorset team in trying to secure advertisers for the Visit Lyme Regis website, it is anticipated the take-up for the map would be low.
11. There are 15 adverts on the current map, which generated an income of £2,670. However, there would be a cost associated with this service as Coastline Creative would charge us to secure the advertisers and design the adverts. The decision has therefore been made to replace the adverts with promotional sections of the council's own services, such as beach huts and mini golf, and an information panel on travel and parking, park and ride, beach wheelchairs, seagulls and dogs.
12. It has also been decided to reduce the print run from 50,000 to 20,000. We still have a large stock of maps left so 50,000 seems excessive.
13. Any recommendations from this committee will be considered by the Full Council on 26 July 2023.

Adrianne Mullins
Support services manager
June 2023

Committee: Tourism, Community and Publicity

Date: 28 June 2023

Title: Managing Consultation Exercises

Purpose

To inform members of recent, upcoming and ongoing public consultations and the decisions made following consultation

Recommendation

Members note the report

Report

1. The following public consultations affecting residents and services in Dorset have recently taken place, are coming up, ongoing, or have been completed:
 - Dorset Council - #LetsTalkLibraries
 - East Devon District Council – East Devon Local Plan 2020 to 2040
 - Dorset Council – Leisure Strategy Consultation
 - Dorset Council – Public Spaces Protection Order
 - Dorset Council – Planning for Climate Change
 - Dorset Council – Call for Sites
 - St Michael's Primary School – Academy status
 - Dorset Council – Dorset Special Educational Needs and Disabilities Impact Survey 2023
2. **Appendix 16A** details the start and end dates, who has been consulted, how the town council promoted the consultation, the council's response to the consultation (if any), and the decision made or an update on the consultation if a decision has not yet been made.
3. Any recommendations from this committee will be considered by the Full Council on 26 July 2023.

Adrianne Mullins
Support services manager
June 2023

Organisation and topic	Start date	End date	Who is being consulted	Consultation promoted by LRTC through	The response	Update/Decision made
Dorset Council – #LetsTalkLibraries		07/01/21	The public, library employees, partners, businesses, town and parish councils	Social media Report to TCP 17/11/21	First public consultation - Response given by Cllrs B. Larcombe and B. Bawden on behalf of the council and circulated to members Second public consultation – report to Full Council on 14 December 2023 and response agreed. Response circulated to members.	Dorset Council published a new draft library strategy , which was agreed by the Joint Overview Committee on 7 June 2023 and will go to Cabinet for approval in July.
East Devon District Council – East Devon Local Plan 2020 to 2040	08/11/22	15/01/23	The public, stakeholders	Social media, website and community briefing	Report to Full Council on 14 December 2022 and Cllrs B. Bawden and C. Aldridge delegated to work with deputy town clerk on the council's response	The consultation closed on 15 January 2023 and there have been no updates on the next stage.
Dorset Council – Leisure Strategy Consultation	14/04/23	14/05/23	Town and parish councils	N/A	Cllr C. Reynolds was delegated to work with the	No update.

					support services manager on the council's response.	
Dorset Council – Public Spaces Protection Order	14/06/23	25/08/23	Stakeholders and the public	Social media, community and business briefings, website, noticeboards	Not yet formulated. Report to be considered by the Strategy and Finance Committee on 12 July 2023.	Consultation still open.
Dorset Council – Planning for Climate Change	20/04/23	08/06/23	The public and stakeholders	Social media, community and business briefings	Report considered by the Planning Committee on 18 April 2023.	No update.
Dorset Council – Call for Sites (in preparation for Dorset Council Local Plan)	13/03/23	01/07/23	The public and stakeholders	Social media, community and business briefings, website	Report considered by the Full Council on 17 May 2023 and resolved 'to support the principle of an appropriate allocation of Strawberry Fields through the Local Plan process'.	Consultation still open.
St Michael's Primary School – Academy status	26/05/23	03/07/23	Community	Members' briefing	N/A	Consultation still open.
Dorset Council – Dorset Special Educational Needs and Disabilities Impact Survey 2023	05/05/23	10/07/23	Parents or carers of children or young people aged 0-25 years who have special educational needs or disabilities	Social media, community briefings, website	N/A	Consultation still open.

