

**LYME REGIS TOWN COUNCIL**

**TOURISM, COMMUNITY AND PUBLICITY COMMITTEE**

**MINUTES OF THE MEETING HELD ON WEDNESDAY 15 NOVEMBER 2023**

**Present**

**Chairman:** Cllr C. Aldridge

**Members:** Cllr B. Bawden, Cllr M. Ellis, Cllr P. Evans, Cllr C. Reynolds, Cllr D. Ruffle, Cllr D. Sarson, Cllr R. Smith

**Officers:** C. Austin (administrative and community engagement assistant), A. Mullins (support services manager),

**Guests:** M. Redwood

**23/34/TCP      Public Forum**

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

**23/35/TCP      Apologies**

Cllr D. Ruffle – personal commitment  
Cllr R. Smith – work commitment

**23/36/TCP      Minutes**

Proposed by Cllr D. Sarson and seconded by Cllr P. Evans, the minutes of the meeting held on 27 September 2023 were **ADOPTED**.

**23/37/TCP      Disclosable Pecuniary Interests**

There were none.

**23/38/TCP      Dispensations**

There were none.

**23/39/TCP      Matters arising from the minutes of the previous meeting held on 28 June 2023**

**Annual event for residents**

The support services manager said the residents' event consultation at St Michael's Primary School had been arranged for 28 November 2023.

Cllr C. Aldridge said it would be good to arrange to speak to other groups to make it a broad consultation.

## **D-Day 80**

The support services manager said a meeting had been arranged with the working group for 23 November 2023. She said there would be an update brought to the next meeting of the committee.

## **Sculpture Trail**

The support services manager said she had met with Cleo Evans from the Arts Development Company. She said Cleo had agreed to meet with the working group in the upcoming weeks and a report would be brought to the next meeting of this committee.

Cllr M. Ellis requested that minutes from the sculpture trail working group meetings be presented to the next meeting of this committee.

The support services manager said the report would include any updates from the meeting.

## **Fossil Festival**

The support services manager said a meeting had been arranged with Lyme Regis Museum to discuss the Fossil Festival on 20 November 2023.

## **Totally Locally**

Cllr C. Reynolds said the totally locally event had gained a total lack of response and asked if it would be going ahead in the future.

Cllr C. Aldridge said Cllr B. Bawden had reached out to many businesses but had not had a response and it was likely it would not be pursued next year.

**23/40/TCP**

## **Update Report**

### **Tourism microsite**

The support services manager said she had recently met with the Visit Dorset team. She said all the 2024 events would be uploaded to the site which would help with search engine optimisation and a photography competition was planned to help drive visits to the site and engagement. She said Visit Dorset had run a similar competition earlier in the year with a prize of a £500 holiday voucher and she would be contacting local holiday agents to source a similar prize for the new competition. She said a campaign would be launched in January to encourage visitors to book their 2024 breaks and a Lyme Regis e-newsletter inviting visitors to make bookings and promoting the photography competition. She said local photographer and videographer Max Redwood would be providing footage of the Wonka filming that took place in Lyme Regis to help market the Visit Dorset and Visit Lyme Regis websites once the film had been released in cinemas.

### **Bridport Business Chamber**

Cllr C. Aldridge said several local traders had expressed an interest in setting up a business group and suggested this should be an agenda item for the next meeting to allow it to be explored further.

Cllr P. Evans said the road closure could act as a catalyst for local traders to set up a business group and it was not the town council's responsibility to do so, although it could help with promotion and to coordinate a meeting of local businesses. He said there were new businesses in the town and trying to set up a new business group might not fail as it has done before.

Cllr C. Aldridge said it would show willingness from the town council to facilitate a meeting and show the council was keen to engage with local traders.

The support services manager the council could help to promote an event and provide a free venue with the Guildhall as a meeting place. She said the council would also be a member of the business group, the same as any other business in the town but it was in a good position to get this idea moving forward.

## **23/41/TCP      Tourism, Community and Publicity Committee – Objectives**

### **Bid-writing workshop**

The support services manager said a bid-writing workshop had been arranged for local charities and organisations on 25 November 2023.

The administrative and community engagement assistant said the response to the event had been positive and it looked to be a good turn out from local groups and organisations.

### **Residents' Newsletter**

Members were pleased the first edition of the newsletter had been produced and praised staff for their hard work in putting it together.

## **23/42/TCP      Seagull Control**

*The chairman invited M. Redwood to speak.*

M. Redwood suggested flying his drone in the seagull hotspots, which he said were the main sandy beach, the RNLI station, and the pebble beach. He said he would test drone flying from his home before the seagulls started to nest, which had previously worked well but the timing was critical. He said seagulls didn't like birds of prey sounds or sharp sounds such as clapping, gunshots or thunder. He added that he was not looking for any financial reward, but he wanted assurance from the town council that he could trial his ideas for seagull control.

*Cllr B. Bawden arrived at the meeting at 7.27pm.*

Cllr C. Aldridge said visible food outlets and food waste had a big impact on the seagull presence and reducing the amount of food waste would help to reduce the problem.

*Cllr M. Ellis left the meeting at 7.29pm.*

Proposed by Cllr D. Sarson and seconded by Cllr C. Aldridge, members agreed to **RECOMMEND TO FULL COUNCIL** to support Max Redwood's proposal to trial drone flying on the seafront to deter seagulls and that the council provides a letter of support as evidence of its authorisation.

## **23/43/TCP Weddings at The Guildhall**

*Cllr M. Ellis returned to the meeting at 7.31pm.*

The support services manager said the new weddings brochure was designed and compiled by the administrative and community engagement assistant K. Newman, who had a background in the wedding industry as a wedding photographer. She said they planned to meet with the museum as a potential partner for photography inside the museum and in the next few months, the administrative and community engagement assistant would do a styled shoot in the Guildhall to use as promotional material.

Cllr C. Reynolds said the Guildhall didn't currently look like a wedding venue and something more needed to be done to make it a better wedding venue for prospective couples.

Cllr M. Ellis said the idea of weddings on the beach should be explored again.

The support services manager said the council had previously voted against weddings on the beach but if the idea was explored again, Lyme Regis would be the only venue in Dorset to offer weddings on the beach. She said a room on the seafront would need to be provided as a physical venue to sign the documents and the performance area could be an alternative venue if the weather was bad.

Proposed by Cllr P. Evans and seconded by Cllr C. Reynolds, members agreed to **RECOMMEND TO FULL COUNCIL** to instruct officers to investigate the possibility of holding weddings on the beach and to report back to a future Tourism, Community and Publicity Committee meeting.

Cllr C. Aldridge said the 2015 testimonial in the brochure was a long time ago and suggested a newer one be included. She also asked how suppliers had been contacted for inclusion in the brochure.

The support services manager said the administrative and community engagement assistant had used social media to appeal to local businesses to be included in the suppliers' list and suppliers within a 10-mile radius of Lyme Regis would be included. She said businesses had been asked to contact the town council if they wanted to be included, no businesses had been contacted directly.

Cllr M. Ellis declared an interest as her daughter's business was listed.

## **23/44/TCP Major Events 2024**

Cllr P. Evans asked about the food festivals taking place in 2024 and whether the town council would receive any income from these.

The support services manager said the food festivals were all taking place on Dorset Council (DC) land and therefore the town council received no fee from them. She said once the umbrella licence was granted from DC, the town council would have more say over what events took place in the town on DC land.

**23/45/TCP Grant Review, B Sharp**

The support services manager said B Sharp had secured a four-year grant from Youth Music B Sharp, which was good news for the organisation.

Members noted the report.

**23/46/TCP Grant Review, Axe Valley and West Dorset Ring and Ride**

Cllr B. Bawden said DC was working actively to support Axe Valley Ring and Ride (AVRR) to apply for grant but they had not applied for the grants available. She said DC had released the culture and community grants and revenue support grants, which AVRR could apply for. Although it wouldn't be enough to meet the deficit of £30k, it would help if the AVRR applied for it.

Cllr C. Aldridge said it would be helpful for Cllr B. Bawden to continue to talk to AVRR and support them.

**23/47/TCP Grant Review, The Hub**

Cllr C. Reynolds said The Hub was not providing the youth facilities it had committed to provide.

Cllr D. Sarson said the grant money was for the upkeep of the hall and the building. He said Lyme Regis Development Trust (LRDT), which ran the Hub, was actively looking for targeted youth workers to be able to run more sessions.

Cllr B. Bawden said DC had increased the budget for youth provision so hopefully some of this could be used in Lyme Regis.

The support services manager said DC used to fund the youth workers that worked at The Hub and the two youth workers were still very much involved in youth projects at the organisation. However, due to a cut back in funding from DC, the two youth workers could only commit to one session per week and although LRDT would like to have more youth sessions, the funding wasn't available to pay the youth workers. She said although there wasn't currently a second youth session, there was an art club for young people aged eight to 12 years old.

**23/48/TCP Social Media Review**

The administrative and community engagement assistant said the purpose of the report was to inform members of active user participation across social media groups in Lyme

Regis. She said it was not an exhaustive list of all of the groups, but she hoped it would help to put the figures into perspective.

Members acknowledged there were some groups where the town council received particular criticism and there were other groups in the town which were not listed because there were generally no negative comments about the council.

The support services manager said the administrative and community engagement reviewed local groups once a month to feedback to the management team any engagement from local people about the town council. She said the feedback was then discussed and it was decided whether there were any issues the town council needed to address. She said the aim of the report was to show there was a relatively small number of people active in these groups compared to the amount of people that lived in the town and the handful of people making comments on Facebook was not a true representation of the views of people in Lyme Regis.

Cllr C. Reynolds said the comments regarding any maintenance issues in Lyme Regis were helpful and allowed issues to be dealt with quickly.

#### **23/49/TCP     Managing Consultation Exercises**

Cllr B. Bawden said in the Polling District, Polling Place and Polling Station consultation, Woodmead Halls and Hallett Court were suggested as polling stations.

Cllr C. Reynolds said she was pleased Hallett Court would be re-introduced as a polling station as a lot of elderly people couldn't get to Woodmead Halls and as a result, she had been encouraging those people to vote by post.

Cllr M. Ellis said there needed to be review of the town bus route as soon as possible as many residents couldn't get to Woodmead Halls to vote or to attend any community events.

*The meeting closed at 8.19pm.*