



John Wright
Town Clerk

Lyme Regis Town Council

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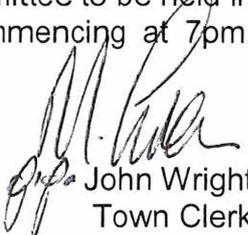
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Tourism, Community and Publicity Committee

Core Membership: Cllr Mrs C. Reynolds (chairman), Cllr R. Doney (vice-chairman), Cllr J. Broom, Cllr Mrs M. Ellis, Cllr D. Hallett, Cllr P. Hicks, Cllr B. Larcombe, Cllr S. Larcombe, Cllr J. Scowen, Cllr G. Turner, Cllr S. Williams

Notice is hereby given of a meeting of the Tourism, Community and Publicity Committee to be held in the Guildhall, Bridge Street, Lyme Regis, on Wednesday 11 October 2017 commencing at 7pm, when the following business is proposed to be transacted:



John Wright
Town Clerk
06.10.17

AGENDA

1. **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

2. **Apologies**

To receive and record apologies and reasons for absence

3. **Minutes**

To confirm the accuracy of the minutes of the Tourism, Community and Publicity Committee meeting held on 2 August 2017

4. **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.

5. Dispensations

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

6. Matters arising from minutes of the previous meeting held on 2 August 2017

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.

7. Update Report

To update members on issues considered at previous meetings

8. LymeForward Grant Review Meeting

To inform members of a LymeForward grant review meeting on 26 September 2017

9. Grant Agreement Review, LymeArts Community Trust

To inform members of the grant agreement review meeting with LymeArts Community Trust on 6 September 2017

10. Grant Agreement Review, The Hub

To inform members of a grant review meeting with The Hub on 13 September 2017

11. Jubilee Pavilion Volunteer Service 2017

To inform members of the report received from the volunteer co-ordinator for 2017, to note the various issues identified raised, and to agree a way forward for the future

12. Coastal Communities Team Objectives and Outcomes

To inform members of the objectives and requirements for submitting a bid to the Coastal Communities Fund

13. Chamber Of Commerce

To inform members of the objectives and requirements to set up a chamber of commerce in Lyme Regis

14. Full Review of Social Media

To allow members to carry out a full review of the town council's social media activity

15. Request for Funding to Complete a Film about the Life of Mary Anning

To inform members of a request for funding to complete an half-made film about the life of Mary Anning, starring Jenny Agutter and featuring Lyme Regis.

16. Sea Front WiFi

To inform members of the latest position with the installation of sea front WiFi and to consider a further proposal received from a contractor favoured by the CCT.

That in view of the confidential nature of the business about to be transacted, it is advisable in the public interest that the press and public be temporarily excluded while members consider this item in accordance with the Public Bodies (Admission to Meetings) Act 1960

17. Managing Consultation Exercises

18. Exempt Business

To move that under Section 1, Paragraph 2 of The Public Bodies (Admission to Meetings) Act 1960, the press and public be excluded from the meeting for this item of business in view of the likely disclosure of confidential matters about information relating to an individual, and information relating to the financial or business affairs of any particular person, within the meaning of paragraphs 1 and 8 of schedule 12A to the Local Government Act 1972 (see Section 1 and Part 1 of Schedule 1 to the Local Government (Access to Information) Act 1985), as amended by the Local Government (Access to Information) (Variation) Order 2006.

a) Agenda item 16 – Sea Front WiFi

Committee: Tourism, Community and Publicity

Date: 11 October 2017

Title: Matters arising from the minutes of the previous meeting held on 2 August 2017

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

17/23/TCP – Matters arising from the minutes of the previous meeting held on 19 April 2017

Marine Parade Shelters lift

The lift is now working.

17/25/TCP – Lyme Regis Guide 2018

Officers have already started the process of producing the 2018 guide. A database of potential advertisers has been provided to Carrier Direct Marketing, and once the rate card has been finalised, the sales team will begin selling adverts.

A new front cover image has been chosen and a draft of the front cover has been created by the designers as a starting point. The photographer, Simon Emmett, has also provided new images, taken over the last year, to freshen up the 2018 guide.

Officers will provide any amendments to the text and a new list of events.

It is hoped the finished guides will be with Carrier Direct Marketing by Friday 8 December. Working back from this date, the artwork will need to be with the printers by Monday 27 November.

17/26/TCP – Keeping the Electorate Informed

Weekly meetings are now taking place between the town clerk, admin officer, and Cllrs Ellis, Reynolds, Doney and Scowen to discuss any public relations issues. This includes reviewing the local press, anticipating any future stories, agreeing press releases and social media activity, and identifying publicity opportunities.

AGENDA ITEM 6

The column, which will appear in the View From Lyme Regis newspaper, will be put together by officers w/c 16 October 2017.

Mark Green
Deputy town clerk
October 2017

Adrienne Mullins
Administrative officer

Committee: Tourism, Community and Publicity

Date: 11 October 2017

Title: Update Report

Purpose of the Report

To update members on issues considered at previous meetings

Recommendation

Members note the report

Report

Photography competition for the 2017 Lyme Regis guide

The closing date for entries was 29 September 2017, by which time, 190 entries had been submitted. The judging panel is meeting w/c 9 October 2017 to choose which images will be included in the 2018 guide.

Twinning with Richmond

There was only one response to the public appeal for anyone interested in pursuing a twinning link with Richmond, Queensland, Australia.

Lyme Regis Museum had initially indicated there may be some benefit in linking with the fossil museum in Richmond. However, this isn't something the museum is able to pursue at the moment, although they would like to build up global links with museums in the future.

As such, it is not proposed to pursue the twinning with Richmond at the moment, and officers will write to the Richmond ambassador to inform her of the council's position.

Showers on the beach

The showers are working correctly and are being turned on and off at the beginning and end of each day by the enforcement officers.

Jubilee Pavilion

The automatic door to the pavilion entrance is now working.

Mark Green
Deputy town clerk
October 2017

Adrienne Mullins
Administrative officer

Committee: Tourism, Community and Publicity

Date: 11 October 2017

Title: LymeForward Grant Review Meeting

Purpose

To inform members of a LymeForward grant review meeting on 26 September 2017

Recommendation

Members note the report

Background

1. On 3 February 2016, the Full Council resolved to award a grant of £15,000 per annum to LymeForward for 2016/17, 2017/18, 2018/19 and 2019/20. The grant was awarded to allow LymeForward to undertake community engagement work.
2. The grant agreement between LymeForward and the town council was considered by this committee on 7 September 2016 and approved by resolution of the Full Council on 21 September 2016.
3. The grant agreement between LymeForward and the town council was signed on 13 October 2016.
4. The grant agreement stipulates meetings will take place in March and September each year to review and evaluate the work of LymeForward Community Interest Company (CIC) against this agreement and any material issues arising out of these meetings will be reported to this committee.

Report

5. On 26 September 2017, a meeting took place between: Chris Boothroyd, LymeForward director; Wendy Davies, LymeForward director; Adrian Ragbourne, LymeForward co-ordinator; Cllr C. Reynolds; Cllr S. Williams; and the town clerk.
6. The meeting considered the objectives by the town council and said they would be considered at its steering group meeting on 28 September 2017.
7. Attached, **appendix 8A**, is LymeForward's annual report and forward plan.
8. Any recommendations from this committee will be considered by the Full Council on 1 November 2017.

John Wright
Town clerk
October 2017



**Annual Report 17 September 2016 - 30th September 2017 and Forward Plans
For LRTC Tourism, Community and Publicity Committee on 11th October 2017
as per terms of the Grant Agreement**

ANNUAL REPORT

1. Establishment of the CIC

LymeForward was incorporated by Companies House as a CIC on 17th September 2016. It remains the official Local Area Partnership for Lyme Regis, Charmouth, Uplyme and the adjacent Marshwood Vale villages, with:

- accountability to its registered members, who have ultimate control of the organisation;
- Directors, elected by its members, who are responsible for governance and legal compliance, finance, reporting and personnel; they must also ensure that LymeForward fulfils its agreements with Lyme Regis Town Council and West Dorset District Council, and its registered 'community interest' objectives;
- a Steering Group, responsible to the membership, which sets work priorities and oversees their execution;
- working groups committed to specific areas of activity, and reporting initially to the Steering Group.

2. Directors

The elected Directors are Sally Holman (Chair), Chris Boothroyd, Wendy Davies, and Ken Lavery.

3. Membership & Partnership meetings

All previous members of LymeForward (an informal arrangement) have been invited to register as members of the 'new' organisation. Registered membership currently stands at over 50 and remains permanently open; a further 90 'supporters' are on the regular mailing list.

Three partnership meetings, for members and also open to the public, have been held: one in October, one in March, and the AGM in July. Chaired by the Mayor of Lyme Regis, these have received and discussed detailed activity reports from the LymeForward Coordinator and from a variety of member organisations.

4. Steering Group

Voting members of the Steering Group are Councillors Cheryl Reynolds, Peter Noel and Andy Turner, representing Lyme Regis Town Council and Charmouth and Uplyme Parish Councils respectively; and Tony Colston, Sue Herman and Godfrey Thomas, elected by the membership. Jane Nicklen from West Dorset District Council has foregone her right to vote. Directors may participate but not vote: Chris Boothroyd is the non-voting Chair of the Steering Group.

The Steering Group has met four times (November, March, June and September). It has prioritised:

- 1) Meeting LymeForward's obligations to its two Local Authority funders.
- 2) Health and Wellbeing, because this currently presents critical and challenging issues for the area, with much change being proposed both by the Clinical Commissioning Group and by the County Council (the latter responsible for Social Services), and because vulnerable residents increasingly lack appropriate support as local authority, charitable and voluntary help comes under strain.
- 3) Economy and the CCT, because the Coastal Community Team, established through LymeForward, is the major vehicle for bringing significant capital funding into the area.

The Steering Group has set Terms of Reference for two working groups: the Health and Wellbeing Group (HWG) and the Coastal Communities Team (CCT). These now have clear objectives and active membership.

LymeForward CIC is a Community Interest Company No 10381732.



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Registered Address: The Town Mill, Mill Lane, Lyme Regis, DT7 3PU

Financially supported by Lyme Regis Town Council and West Dorset District Council



5. Staff

The Coordinator, Adrian Ragbourne, is employed for 3 days per week.

A temporary 6 month appointment of a Partnership Assistant, at 2 days per week, begins on 2nd October 2017. This post is filled by Heather Prior. It has a dual focus: to assist the Coordinator with administrative duties; and to help develop, encourage and sustain local health and wellbeing support groups and their volunteer leaders, as well as managing the Foodbank. The purpose is to take some pressure of time and focus off the Coordinator, enabling him to concentrate on the continuing and new requirements of the Grant Agreement with the Town Council and on the major tasks of the CCT, both overseeing already-funded projects and grasping new opportunities being developed in the context of Round 5 of the Coastal Communities Fund.

6. Funder requirements

For Lyme Regis Town Council, the Coordinator has held regular meetings with the Town Clerk to harmonise actions as necessary on public consultations and fund-raising opportunities. Other consultations are noted in (7) and (8) below. The Coordinator has fulfilled requests to handle specific work in relation to 'Lyme Voice' and the 'Gateway Card', and arranged an open meeting at which Councillor Daryl Turner explained the options for the future structure of Dorset Councils, and answered questions. Representatives of the Directors, with the Coordinator, have met six-monthly with the Town Clerk and the appointed Councillors to review the Grant Agreement, governance and finances.

For West Dorset District Council, LymeForward has reported coverage of local priorities and targets as defined in the Service Level Agreement.

7. Economy / Coastal Community Team

The CCT is now chaired by Tony Colston, who has substantial business experience. The group has member representatives from Lyme, Charmouth and Uplyme; additional members with wider business experience and contacts are being sought.

The CCT has accessed significant funding for the area (see Appendix, covering the period since the CCT was established in September 2015). Much of this comes from working in partnership with larger groupings such as the Dorset Coast Forum. The mostly unseen time required of the Coordinator in building and sustaining such partnerships cannot be over-stated and should not be under-estimated.

The CCT focuses on the delivery of several projects as well as the development of longer term initiatives. Current projects are:

- *Lyme Trail*

The project to upgrade the path between Lyme and Uplyme along the River Lim is progressing. Contractual and delivery arrangements are in place with the Dorset Coast Forum, which has overall responsibility while delegating detailed implementation and management to LymeForward and the CCT. Local project management is led by Simon Williams. He has held a number of stakeholder meetings; begun the involvement of Dorset Art Development to explore the nature and extent of art interpretation; had discussions with procurement teams in East Devon and Dorset to maximise efficiency with contracts; and held site meetings with contractors. Gates have been replaced and some signage updated. Public consultation in Lyme and Uplyme is planned for October 2017.

- *Public WiFi*

£12k of funding is available towards the delivery of public WiFi along the seafront. Proposals and surveys have been provided to LRTC for approval, a supplier identified, and an installation date was agreed for early September. A go-ahead from LRTC (part funding the project) is urgently needed or DCF funds will be reallocated to another town.

- *Litter reduction*

The CCT has part-funded a litter picking station as part of a Dorset-wide litter project. Branding is agreed, the station has been designed, built and installed. The CCT is joining Dorset Litter-free Forum with a view to improving efficiency of waste management in Lyme and Charmouth.

- *Other 'Round 4' projects*
Promotional work with Coastal Path and the iCoast website is developing in conjunction with the Dorset Coast Forum.
- *Lyme Regis Sculpture Trail*
LRTC has underwritten funding (£5K) for 2018, to supplement the funding acquired through the Aviva bid and local business sponsorship. The Dorset Art Development Company has been engaged to train a curator so that new sculptures can be secured for 2018 season following removal of existing sculptures in January 2018.
- *Harbour-related funding bids*
To ensure shared understanding – for funding bids that give an impression of incoherence across an area are doomed – the CCT has kept abreast of the several bids being made variously by the Harbour Authority, the Fishermen's Association, the Fishermen's College, and the Harbour Users Group, mostly through the Dorset and East Devon Fisheries Local Action Group (FLAG).
- *FaceForward*
Supporting 15-24 years old NEETs (not in education, employment or training), this Ansbury-run programme uses a variety of local activity providers to help move young people to employment. A partnership agreement between Ansbury and LymeForward is in place, so LymeForward can now make referrals for young people to be supported by the FaceForward programme.
- *Working Links*
'Working Links' provides support to long term unemployed people by identifying and addressing barriers preventing them from finding work. The 'links to work' programme visits Lyme library on Wednesday mornings with LymeNet who will provide career counselling alongside assistance with finding work. 'Links to work' will provide counsellor sessions and ongoing support to help people stay in work.
- *Coastal Communities Fund (CCF) Round 5 funding bid in 2018*
The public workshop following the AGM in July aimed to identify potential projects for a collaborative (pan-area) bid within an overall enhancement programme. Over 50 separate ideas for development emerged, which the CCT team has sifted and is prioritising for CCF funding purposes. A public presentation was made on July 28th as to possible bid themes. Further dialogue has taken place with DCLG over the viability of bid themes. Work is in hand to investigate some of the ideas further.

8. Health and Wellbeing Group

The Health & Wellbeing Group has consolidated to a core membership of 11 volunteers, many with good professional experience in different parts of the health service. One is a Board member for Dorset County Hospital; another is a Board member for Dorset HealthCare University NHS Foundation Trust, which provides community services to all of Dorset except for this area, for which Virgin holds the contract.

The Clinical Services Review by Dorset Clinical Commissioning Group (CCG) was consulted on during the year. LymeForward arranged a public consultation event with Dr Forbes Watson (CCG Chair) in December, attended by over 100 people; assisted with two associated 'pop-up' events; encouraged residents to respond to the consultation; and made its own response. Members of the group have also responded to the CCG's Mental Health Review.

Priority is being given to the CCG's Primary Care Commissioning Strategy, covering the future arrangements for providing both GP/medical services and Community Health Services in the LymeForward 'patch'. The CCG will be re-commissioning both these elements for 31 January 2019, with vital implications for the area.

The group has therefore been:

- Working closely with the CCG's Primary Care team and its locality Primary Care Programme Officer, with the aim that local knowledge of circumstances, and local experience of needs and priorities, should influence the specifications in the CCG's final tender documents, and that its strategy will be publicised.

- Making a careful quantitative and qualitative study of the services currently provided, aiming to understand fully the nature of the provision, its strengths, weaknesses and gaps; the policies and budgets of providers; and the identity of those who make decisions about service provision. Each group member has responsibility for an aspect of provision (for example, primary care, community services, mental health, social services, care at home, local welfare support groups, transport, Dorset Public Health and its Joint Strategic Needs Assessments, etc); information is being gathered through face-to-face meetings with service providers and from public domain sources, and shared across the group. These actions are providing hard-edged baseline data, one of the elements against which any new service proposals must be tested.
- In touch with, and encouraging, the Patient Participation Groups for each local GP Practice.
- Building a relationship with Dorset Healthwatch, the official patient voice for the county.
- Maintaining contact with similar developments across the border in East Devon (which, in some important respects, are well in advance of the Dorset situation).

Specific actions have included:

- In late June, preparing (at CCG request) a paper outlining the priority needs of the nearly 9,000 registered patients across Lyme, Charmouth and the hinterland (including Uplyme) covered by the commissioning process. This paper, analysing local factors and illustrating the types of decentralised services the area needs, was compiled at very short notice; its contents will be progressively updated as the group's knowledge and understanding increases.
- Ensuring a strong local presence at the invitation-only CCG 'consultation' event at the Woodroffe School on 26th June.
- Subsequent to that event, the HWG Chair and Ken Lavery met with the senior 'leads' on the CCG's team concerned with the new contracts in an attempt to clarify timescales, procedures and the degree of HWG involvement in the specification process. The CCG's report of its own findings about local needs is imminent. A further meeting is scheduled for January 2018.
- Analysing the difficulties in reaching medical appointments, chemists, social support and the like that face those (particularly if with limited mobility) unable to access or afford transport. The Coordinator arranged a meeting on 21st June with several transport operators and Town Council representatives. The Council's restoration of the 71 town service is very welcome; in itself this cannot be a complete solution to the difficulties that many people face with access to medical and social care – a point being made forcibly to the CCG.
- Discussing with the Health and Social Care Community Services Manager for the Axe Valley 'cluster' the working arrangements for integrated health and social care already being implemented there, as an example of what might be possible in this part of Dorset.

As with the CCT, the Coordinator's background networking amongst the vast range of statutory and voluntary bodies that make up the health and welfare landscape has been an essential fertiliser for much of this work. As the HWG develops its contacts and expertise, that particular burden should be more widely shared.

A constant for health and wellbeing locally is the Coordinator's tireless work, helped by professionals and key volunteers, to develop Lyme-based support groups and other mechanisms helpful to those with particular needs. These include operating the Food Bank and addressing other needs raised by its users; re-establishing Community Lunches in a new venue at the Marine Theatre; facilitating Cookery Classes for single men; arranging local parent liaison meetings; setting up the 'Altogether' support group that meets twice weekly, once in Lyme and once in Charmouth, for those with mental health conditions; establishing the 'Meet and Remember' group that meets weekly in the Library for those with dementia; finding a Lyme venue and leader for a cancer support group; and agreeing local support arrangements with the Exeter Drug Programme.

FORWARD PLANS

1. Town Council requirements

- Developing engagement with the business community / supporting the development of the business group [New]

This comes under the aegis of the Coastal Community Team with its 'economic' brief.

Initial objectives:

- To better involve local businesses as partners in matters pertaining to the commercial and economic welfare of the town.
- To give the Town Council a single point of contact for such matters.
- To create a stronger local business voice in Lyme and the local area, benefiting businesses and strengthening funding bids.
- To encourage businesses in different sectors (eg fishing/the harbour, tourism and visitor attractions, retail, food and drink, creative arts, media ...) to contribute their perspectives on matters of common interest.

Immediate actions:

- A preliminary meeting has been held with Ian Girling, Chair of Dorset Chamber of Commerce, to better understand potential models to bring businesses in Lyme and area together in a cohesive business group; Councillor Reynolds and Tony Colston attended a Dorset Chamber of Commerce meeting on 29th September.
 - A public event is proposed for October to bring businesses together, to hear the various plans being explored locally, ideas from Ian Girling, plans from LRTC, and recommendations from the existing Lyme Regis Business Group.
 - From this event a potential working model, perhaps a Chamber of Commerce, would be developed if sufficient interest is shown.
- Promoting a safer neighbourhood / liaising with the police and other emergency services [New]
- This comes under the aegis of the Health and Wellbeing Group (matching the Community Plan's heading of 'Health, Wellbeing and Safer Communities').

Initial objectives:

- Establish what weaknesses / gaps now exist and how / whether they can be plugged.
- Understand the ways in which police and emergency services plan to operate locally.

Immediate actions:

- The Coordinator and PCSO Luke White have discussed the current situation regarding local presence and future risks such as annual scheduling of police work, their lack of resources, and their focus only on statutory obligations.
- Consult with community groups (eg Residents' Association) to understand concerns.

Note:

- Developing this initiative requires that LymeForward and LRTC reach realistic objectives and coordinate their engagement with the police and other authorities.
- Councillors will recall LymeForward's liaison with the Fire & Rescue SAIL team, enabling them to get their advice to local groups.
- Councillors will note that the various health and wellbeing support groups are themselves contributory to 'safety'.

- Developing Lyme Voice as a consultation vehicle

- Currently with LRTC for next steps.
- Meanwhile, the Coordinator has investigated a consultation portal called 'Engagement HQ' and will be trialling it for some CCT projects.

- Including improved facilities in Langmoor and Lister Gardens as part of a grant application to the Coastal Communities Fund

This was incorporated in the July workshop (which had available a composite listing of Town Council objectives and earmarked funds, as well as of harbour-related bids) and would form a key element of the seafront enhancement programme bid.

- Coordination of Town Council's response to consultations
As requested by LRTC.
- Community Engagement through social media
Clarification awaited from LRTC, particularly in relation to LRTC Facebook presence, being monitored by Officers. (LymeForward also has a Facebook presence.)
- Neighbourhood Planning
Awaiting LRTC's position on a Lyme Regis Neighbourhood Plan, and keeping in touch with consultation on the Charmouth Plan as it develops.

2. Health and Wellbeing Group (in addition to relevant LRTC requirements, above)

- Continue to develop, encourage, consolidate and sustain local health and wellbeing support groups, liaising with volunteer group leaders and publicising activities.
- Complete baseline data analysis for current GP/medical and community services, plus associated welfare support services.
- Receive, review and respond to the CCG's imminent report on its initial findings.
- Share HWG findings and expectations with managers / budget holders of key providers, in particular for mental health, social services and child health.
- Meet with senior staff from Dorset Healthwatch and Axe Valley Health and Wellbeing Hub to coordinate actions as required / possible.
- Establish closer links with the three PPGs and Joint PPG (the Chair of Lyme Regis Medical Centre PPG is joining the HWG), and with the CCG Locality Programme Officer.
- Progressively update the HWG's June paper for the CCG to reflect developing knowledge and understanding, prior to January meeting with the CCG team.
- Share information with local residents through publicity.
- Increase the evidence base through extended consultation, on individual / small group basis as far as practicable, to include personal stories where these are representative.
- Seek additional external funding that may help with such research.
- Build recognition among commissioners and providers that the HWG is an important element on the ground in quality assurance of services.

3. Coastal Community Team (in addition to relevant LRTC requirements, above)

- Bid to Round 5 of Coastal Community Fund (for Spring 2018)
Following the workshop on 3rd July and open meeting on 28th July:
 - refine the bid concept and content, taking into account any further submissions, and harmonising with LRTC objectives;
 - summarise and publicise the overall project concept and the various elements within it, inviting further public comments and ideas;
 - hold an open public meeting to present and debate the proposed bid;
 - write the final bid for submission to Round 5 of Coastal Community Fund, and/or otherwise suitable grants.
- Waste reduction and management
 - An Initial meeting has taken place with Karyn Punchard, Director of Dorset Waste Partnership, with agreement to identify ways of reducing waste across Lyme and Charmouth, improving the visual impact of the seafronts, by for example:
 - * introducing Big Belly compacting bins;
 - * using microchips to alert DWP when bins are approaching full;
 - * making more flexible use of resource for clearing other rubbish;
 - * extending recycling by introducing more recycling points and a more flexible service.
- Beach wheelchairs
A resident has committed to fund an additional wheelchair that can float in the sea, and if necessary a process for booking and management.
- Sustain relationships with key stakeholders, identify grant opportunities within the CCT community and support CCT members with their project plans.

4. Other

- Eco-Schools

With the support of a local business and of Turn Lyme Green, work should start this term on helping local schools, beginning with Charmouth Primary School and the Woodroffe School, to aim for Eco-School status, complementing the similar awards earned by three local hotels and the Baptist Church.

- A Youth Council?

The Coordinator has held three meetings with Sixth Form students and the Head of Sixth Form at the Woodroffe School to explore possibilities for a Lyme Regis Youth Council. A core of students is ready to work with the Town Council's Tourism, Community and Publicity Committee to see if progress can be made.

Acknowledgements

The Directors trust that Councillors, and the community more widely, will share their appreciation of the dedication shown by Adrian Ragbourne as LymeForward's Coordinator, who brings energy and imagination to the role, going far beyond the call of duty.

They also wish to acknowledge, and thank, the large number of quiet, unsung volunteers who work alongside Adrian in one or more of LymeForward's activity and support groups.

LymeForward could not begin to do its job without the Coordinator and volunteers. The jobs done by the Coordinator, and therefore by the volunteers, would not occur without Town Council funding, which is consequently highly valued.

It is hoped that more volunteers will offer their services as they recognise the need to help their community at a time when so much essential professional and funded service is being stripped away, and as they appreciate the strong framework provided by LymeForward within which they can work.

... / Appendix: funds raised

RECORD OF FUNDING BROUGHT IN THROUGH LYMEFORWARD (for Steering Group 28.s.17)

Since June 2015, LymeForward has brought funds into the town, either through direct bids, or as a partner in larger bids, or by assisting other local organisations with their funding bids.

	Financial Year	Amount	Comment
1. CCT / Economy funding			
DCLG for set-up and preparation of the economic plan (see Note)	2015-2016	£10,300	
DCLG Coastal Revival Fund:			
Town Mill Trust (Feasibility Study)	2015-2016	£8,300	
Marine Theatre (roof repairs)	2015-2016	£40,300	
The Hub (window replacements)	2015-2016	£10,300	
Charmouth Coastwatch (Charmouth Lookout)	2015-2016	£2,300	
DCLG Coastal Communities Fund (DCF Collaborative bid) Round 4:			
Devon Way upgrade (Lyme Regis Trail)	2016-2017	£274,000	
Seafont Wi-Fi contribution	2016-2017	£12,000	
Seafont litter-reduction	2016-2017		Values to be determined
Coast website contribution	2016-2017		between CCT, LRTC & DCF
Promotional Art along the SW Coast Path	2016-2017		est total £30k-£40k?
Gardens Sculpture Project (fundraising led by John Calder)			
Aviva fund	2017-2018	£500	
Hix Charity events	2017-2018	£4,100	£475 pledged; to come + £2,000 match funding from LRTC
Running total		£360,600	+ est £30k - £40k? + £475 as above
2. Health & Wellbeing funding			
Dorset Partnership for Older People Programme: Support for Moving On			
Support for Moving On	2016-2017	£1,322	
Support for Cookery classes	2016-2017	£945	
Support for Community lunches and Cookery classes	2017-2018	£1,461	
WDDC Social Inclusion Fund: Support for Altogether Group (TAG)			
Support for Altogether Group (TAG)	2017-2018	£600	
Luton and Leighton branch of the Quakers: Food Bank contribution			
Food Bank contribution	2017-2018	£520	
Running total		£5,448	
		£732,096	
PARTNERSHIP BIDDING			
Partner in Ansbury-led bid for NEETS: won £2.5 million over 2 years	2017-2020		Access to opportunities, not cash
SUPPORT FOR OTHER GROUPS' FUNDRAISING			
Bids by harbour-related organisations to Dorset & East Devon FLAG			Access to part of £800,000
BIDS UNDER CONSIDERATION / IN PREPARATION			
DCLG Coastal Communities Fund (DCF Collaborative bid) Round 5:			
Lyme Regis and Charmouth Seafont Enhancements			Bidding for Round 5 (2019-2021) opens in early 2018
NOTE: Additional start-up funding for the CCT was received:			
from Uplyme Parish Council		£1,000	
from Charmouth Parish Council		£500	
from Charmouth Traders		£250	
from The Town Mill Trust		£250	

Committee: Tourism, Community and Publicity

Date: 11 October 2017

Title: Grant Agreement Review, LymeArts Community Trust

Purpose of Report

To inform members of the grant agreement review meeting with LymeArts Community Trust on 6 September 2017

Recommendation

Members note the report

Background

1. The town council grant funds LymeArts Community Trust: (LACT): on 3 February 2016, the Full Council agreed grant funding of £30,000pa for 2016-17, 2017-18, 2018-19 and 2019-2020. As part of this agreement, LACT has to allocate 20% (£6,000) from the town council's allocation to major works.
2. The grant agreement which supports this funding was approved by the Full Council on 13 July 2016 and the agreement was signed by both parties on 8 September 2016.
3. A condition of the grant agreement is meetings will take place in March and September each year to review and evaluate the work of LACT against this agreement.
4. Any material issues arising out of these meetings will be reported to this committee, which is LACT's principal link with the town council.
5. Following consideration by this committee on 12 October 2016, on 2 November 2016 the Full Council resolved, 'to agree a sum of up to £2,500 is paid to LymeArts Community Trust to pay for drainage costs, and to deduct this amount from the next three grant payments.' This resolution amended LACT's payment schedule for quarter four in 2016/17 and quarters one and two in 2017/18.
6. Following consideration by the Strategy and Finance Committee on 1 February 2017, later that evening an extraordinary meeting of the Full Council resolved:

'to approve a proposal to bring forward £15,000 of grant payments to Lyme Arts Community Trust from the third and fourth quarters of its 2019/20 grant allocation on condition Lyme Arts Community Trust raises £15,000 itself by 1 October 2017, puts £1,500 from future town council grant payments in to a capital reserve from 1 October 2017 onwards, provides the council with two seats on its board, and provides council officers with monthly copies of its management accounts, subject to Lyme Arts Community Trust providing its current creditors and debtors' list to the town clerk and finance manager before any monies are released, and if

officers identify anything that puts the council at risk, they do not authorise the payment.'

7. On 3 February 2017, the finance manager and town clerk met with LACT's chairman to review its year-end forecast, debtors and creditors. The town clerk's assessment was LACT offered up enough information and assurances at this meeting to bring forward the release £15,000 of grant payment which had been scheduled for payment in the third and fourth quarters of 2019/20.
8. This committee last reviewed LACT's grant agreement on 21 June 2017.

Report

9. Since 21 June 2017, two meetings have taken place with LACT: the meeting on 1 August concentrated on LACT's financial position and the meeting on 6 September reviewed broader governance issues and finance.
10. LACT now has in place a comprehensive set of accounts which provide a good understanding of its business. Reported performance April-June 2017 was under budget, but its July 2017 performance was £11,035 above budget. Consequently, the year-to-date surplus at 31 July 2017 was £3,960.
11. However, in considering LACT's profit and loss account, members' attention is drawn to the application of the £15,000 brought forward from LACT's 2019-20 grant allocation; from May 2017 onwards, LACT's profit and loss account is supported by this allocation by £1,364 per month. The removal of this subsidy from LACT's profit and loss account would create a deficit.
12. Nevertheless, all things considered, LACT is making progress in understanding its business, producing comprehensive accounts and performing to budget.
13. LACT has also taken further measures to strengthen its board membership and has recruited a new theatre director and marketing manager to manage its activities. The emphasis is redirected towards programming and business management.
14. LACT's chairman confirmed there had been no breaches of governance or health and safety.
15. The council's understanding of LACT's business is further enhanced by the attendance of its member representative, Cllr J. Scowen and the town clerk at LACT's board meetings.
16. A further meeting will be arranged with LACT before end-2017 to further consider its financial position.
17. Any recommendations from this committee will be considered by the Full Council on 1 November 2017.

John Wright
Town clerk
October 2017

Committee: Tourism, Community and Publicity

Date: 11 October 2017

Title: Grant Agreement Review, The Hub

Purpose

To inform members of a grant review meeting with The Hub on 13 September 2017

Recommendation

Members note the report

Background

1. Following consideration by this committee on 29 June 2016, on 13 July 2016 the Full Council approved the grant agreement for The Hub. The grant agreement runs until 2019/20 and is for £10,000 per annum.
2. The grant agreement states the town clerk and the councillor representative on The Hub Strategic Group will meet with one or more representatives of Lyme Regis Development Trust (LRDT) and The Hub in March and September each year to review and evaluate the work of The Hub against this agreement.

Report

3. On 13 September 2017, Cllr C. Reynolds and the town clerk met with Diane Earle from Lyme Regis Development Trust, which manages The Hub.
4. Diane confirmed there were no governance, health and safety or safeguarding issues which needed to be brought to the town council's attention. The main concern remained the future of funding from West Dorset District Council
5. Any recommendations from this committee will be considered by the Full Council on 1 November 2017.

John Wright
Town clerk
October 2017

Committee: Tourism, Community and Publicity

Date: 11 October 2017

Title: Jubilee Pavilion Volunteer Service 2017

Purpose

To inform members of the report received from the volunteer co-ordinator for 2017, to note the various issues identified raised, and to agree a way forward for the future

Recommendation

Members note the report of the volunteer co-ordinator, thank her and all other volunteers for their hard work during the 2017 season and instruct the deputy town clerk, in consultation with the chairman and vice-chairman of this committee, to come back to the next meeting with a detailed report about the way forward which also addresses the various comments and concerns raised in the co-ordinator's report

Background

1. The Jubilee Pavilion has been staffed by volunteers working to a rota since it was first opened to the public in 2011.
2. The volunteers provide information and advice on a wide range of topics to visitors and are often the first point of contact for those coming to the town.
3. The pavilion contains various supporting IT equipment, including an events' screen, a touch screen and two projectors. This equipment has provided information about events, accommodation and a range of other local topics of interest.
4. There have also been a regular range of hard displays about a variety of topics, many provided by the museum.

Report

5. The volunteer co-ordinator traditionally provides an end-of-season report about activities and issues.
6. The 2017 report is attached as **appendix 11A**.
7. The report identifies a continuing decline in the total number of volunteers and a resulting increase in the number of unstaffed sessions. For the current year, almost as many sessions were unstaffed as staffed.

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8. The report also raises a wide range of issues and concerns, many of which relate to the council's management of the facility and its relationship with the volunteers and the co-ordinator.
9. The council had previously identified the need to look at issues around the future use of the pavilion and the potential to improve displays in particular and facilities in general.
10. The co-ordinator's report raises a variety of wider issues which it is felt should be looked at in detail and in conjunction with the matters referred to above.
11. It is suggested the deputy town clerk be tasked with undertaking this review in consultation with the chairman and vice-chairman of this committee, and a detailed report be submitted to the next meeting of this committee on 22 November 2017 for consideration.
12. The volunteer has indicated her intention to resign her position with effect from the end of the current season.
13. Any recommendations from this committee will be considered by the Full Council on 1 November 2017.

Mark Green
Deputy town clerk
October 2017

Report for Lyme Regis Town Council

The Jubilee Pavilion Volunteer Programme – 2017

Statistics to 22 September

Month	Total Visitors	Total Sessions	Total Questions
April	949	21	273
May	1188	30	505
June	1242	29	466
July	1460	33	535
August	1811	36	585
September	776	17	2962
TOTALS	7426	166	5326

Volunteers with most sessions

Rachel Vickery	23
John Cook and Betty Holmes	23
Caroline Powley	21
Brian Chambers	17

number of blank sessions	152
number of sessions manned	166
Volunteers new this year	5
retired since start of 2015	18
current regular volunteers	15
left after wheelchairs	3
left after 'unready' opening	1

Total Visitor Questions asked 2663

busiest day 16-Apr 209 people

This has been a challenging year at the Jubilee Pavilion.

The volunteers come for half-day sessions to the Pavilion to welcome visitors, answer their questions and engage in conversations. The TIC provides

literature which Councillor Richard Doney collates for us; there are two folders full of every piece of information about Lyme Regis and the surrounding area to satisfy just about every query that comes our way. Thank you, Richard, for this resource.

The TIC also is at the end of the telephone to take our problems and is very supportive.

I would be grateful if the Town Council could formally thank the team at TIC for their continuing support.

I wish to acknowledge the huge personal support from the volunteers. John Cook has taken over provision of refreshments and several have taken over extra duties when others have had to drop out for personal and health reasons. Some volunteers have managed to find relatives or friends to take their duties when they are unavoidably unavailable. The team of volunteers is incredibly loyal and I thank them sincerely for their support and help. Two councillors have been down for a session; and I hope they were able to get a feeling for what volunteering entails. I am sorry that other councillors have not taken up the invitation.

I have spread tentacles to find new volunteers, and existing volunteers have invited friends and neighbours. Many of our volunteers are relatively new residents and volunteering is a splendid way to learn about our town and to meet some of the lovely people. I have asked more than once for the Council to organise a programme to spread the word about volunteering but have not been made aware that anything has happened. This is very disappointing. Working with local Estate Agents to invite new home-owners could work.

During the year the Pavilion has hosted classes of school-children seeking shelter on a poor day, has organised a rescue for two young ladies trapped on a hot Sunday in the lift when the emergency telephone said 'the person you are calling is not available' – I do hope LRTC has sorted that problem. We have fielded complaints about lack of cashpoints, and about rotten toilets. We have taken in and returned to owners lost property and lost children and liaised first aid cases with the RNLI beach guards.

I need to know what to do about our boxful of unclaimed 'Found' items.

I have now lost more volunteers than I have been able to welcome to the team. Losing a regular and loyal volunteer is always sad and a great loss to the

programme. We have also lost the services of two long-standing technical volunteers; one who was involved in past LRTC websites and has given countless unpaid hours of on-site work sorting the mis-behaving touchscreen, computers and overheads – his leaving email, stating feeling unappreciated, is a tragedy to the Shelters; he was a long-standing member of the old Tourism Website team. The second loss is of the gentleman who kept the overhead projectors' films running, he was very upset at the decision of Council to switch off the Events Screen without any consultation or realisation of why it is there, in fact he was furious. The screen was paid for especially to advertise to passers-by, when the Pavilion is not open and at night, the wealth of entertainment opportunities the town offers. Bob Brooker invented a program which captured the tourism events from Lymeregis.org and ran them in a continuous loop, providing a free extra 24/7/365 advertising opportunity for the Museum, Mill and Theatre. The screen was blank for 9 months and I thank Mark Tredwin for repairing it in the last two weeks. It is good to know that evening strollers along the Marine Parade will see the screen lit and many will stop to read it. I appeal for councillors to respect the wishes of the provider of the screen and not to attempt to switch it off this winter for the sake of a couple of pounds-worth of power. There are days during the Christmas break when the Parade is as busy as a regular summer day and we shall never know if some of last winter's events by local amenities would have attracted a few more punters. The money saved was minimal because the computers behind the screen were running as normal. It's working now, don't switch it off again, please.

Please can the overhead projectors be mended as these run entertaining advertising films by the Mill and other local charitable bodies and add to the attractions of the building. There is a cost to repairing these but broken technology attracts no-one and looks 'unloved'.

The lack of displays in the Pavilion is also a concern. When visitors walk in, the Pavilion looks cold, empty and uninviting – a display makes all the difference. The Museum has put displays up each year, and these have proved very interesting to both visitors and locals. A permanent display from March to October by the Museum should be a 'must'. Many thanks to Ken Gollop for agreeing to extend this summer's display on 'The Walk to Goat Island' to cover most of the season. Ducks from the Carnival made a welcome splash too, but lack of coordination meant that Alan had to remove the ducks at a day's

notice. Our local societies could be invited to arrange a display, to give them an advertising opportunity.

There needs to be a system for organising the need or not for volunteers to share the space with Carnival, Lifeboat Week and other such events. It is disappointing for volunteers to turn up and find another organisation manning the desk and discover they have had a wasted journey. If I had been told about these arrangements I could have saved embarrassment.

Generally I have felt unsupported by Council as coordinator of volunteers. I am not the manager of the space and no-one else seemed to be doing it. Decisions were made by councillors without any consultation or information being passed to me. I have had no prior knowledge of the pavilion appearing on an agenda, have not been asked to participate in matters concerning the service. One week's notice was given us about the arrival of the beach wheelchairs. All the volunteers were supportive of the idea, but we are mostly older pensioners and one is wheelchair bound, and the logistics suggested for our involvement were never going to work. Some volunteers would not come in for training, cleaning the sand off is beyond a couple of us, others worried what would happen when their shift ended and the wheelchairs had not been returned. One or two worried that they could not tell if a chair was safe to hire out. Most felt inadequate to manage the actual hiring process. A few were fully willing to do all that was necessary, but I felt ignored by the suddenness and not being informed by Council that this was being discussed or that it would happen.

Cleanliness of the facility is another aspect that really needs a big change. 7426 visitors walked into the Pavilion during the summer, and that doesn't count children or dogs. The Pavilion should be cleaned at least weekly, preferably daily in the summer. The busiest day had 209 people through the door. There is also a problem with clutter – we can't just move it all into the toilet.

Support from individual council employees was very helpful. Your Enforcement Officers, Handymen and the Police pop in as they are passing and that is really welcome. Alan offers to answer his phone even when he is off duty, in case of trouble, and that is really appreciated. Frankie's regular posters are also appreciated.

The Jubilee Pavilion is often the visitors' first interface with LRTC, the architecture is universally admired, the beach and view is loved but there are

still many visitors who step into the doorway, glance around and walk out again, which is sad.

Many of the problems outlined above could be sorted by an formalised management/coordination protocol, and improved interaction with Councillors, and to keep and retain old and encourage new Volunteers, more communications to them from yourselves please.

Please can you organise a Thank You party for volunteers soon after the end of the season, before people get busy nearer Christmas.

I wish to resign as volunteer coordinator at the end of the season, which is 29 October.

Lorna Jenkin

1 October 2017

Committee: Tourism, Community and Publicity

Date: 11 October 2017

Title: Coastal Communities Team Objectives and Outcomes

Purpose

To inform members of the objectives and requirements for submitting a bid to the Coastal Communities Fund

Recommendation

Members agree to work in full co-operation with the Lyme Regis, Charmouth and Uplyme CCT, LymeForward, businesses, local people and volunteers in taking projects forward by working together to achieve a successful bid that offers opportunities for local people and the local economy to round five of the Coastal Communities Fund

Background

1. The Coastal Communities Fund (CCF) is a UK-wide programme designed to support the economic development of coastal communities by promoting sustainable economic growth and jobs.
2. All projects funded through the CCF are expected to deliver an outcome where coastal communities will experience regeneration and economic growth through projects that directly or indirectly create sustainable jobs, and safeguard existing jobs.
3. The fifth round of funding for 2019 to 2021 was announced on 4 September 2017. It will provide at least £40 million to help coastal areas in England further transform their economies and boost jobs in their local area. It will be open for applications in early 2018.
4. A successful bid was made during round four, when the Lyme Regis, Charmouth and Uplyme CCT was awarded £274,000 to create the Lyme Regis Trail Link, upgrading the public footpath from the Town Mill in Lyme Regis to Uplyme Village Hall.

Report

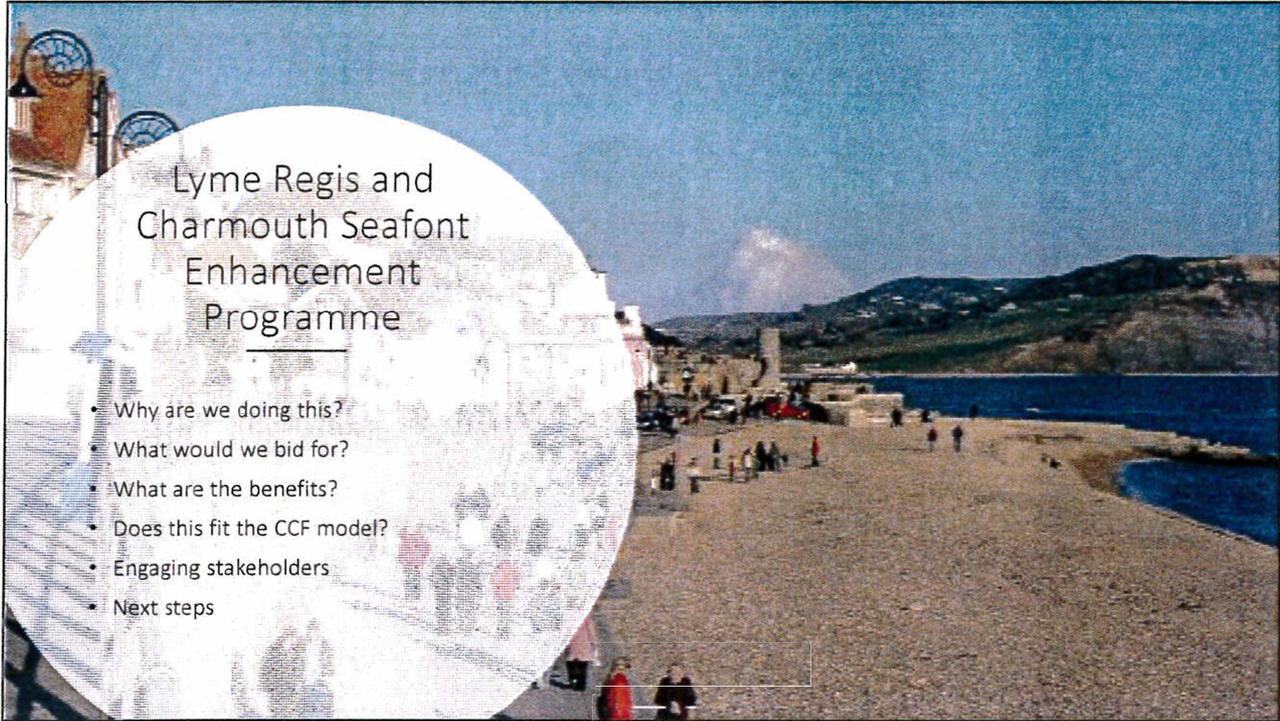
5. It is only by working together and moving some of these projects forward that we can achieve our aims and fulfil the requirements for a successful bid. The CCF panel will look for evidence of collaboration and are particularly attracted to joint projects with local authorities or councils where funding is being leveraged.
6. The town council should not be looking to make an objective solely its own: the CCF panel will be looking for co-operation and a more

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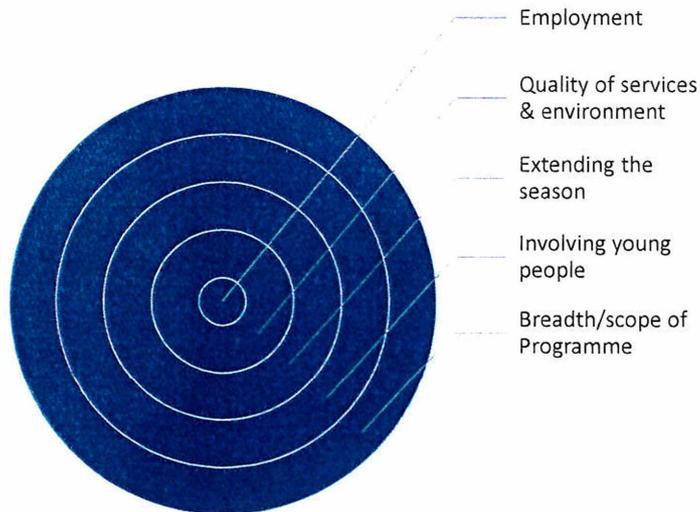
cohesive bid that encompasses various other bodies, as well as the council, showing we can all work together.

7. Taking the council's objectives forward to a point where they may even be finished or partially completed (as part of an overall longer term plan) can still be part of the bid process, demonstrating the 'work together' ethic.
8. The council would need to focus on what it felt should be included in any bid, and clarify that it should be in collaboration with the CCT, of which the town council is a significant member, to ensure priorities are identified, projects developed, and outcomes achieved with a reasonable timescale.
9. Plans such as the café and toilets in the gardens, the new ramp to the gardens for disabled access, waste reduction and improvement using 'big belly' bins and beach wheelchairs should be some of the plans included in a bid, if it is to be a success.
10. It should not be about who does what, but about presenting a successful bid that encompasses everyone's efforts and benefits for the whole of Lyme Regis. By taking projects forward, even to near completion, we stand more of a chance of being successful. The bid has to be in draft form by April 2018.
11. I would like the council to agree to work in full co-operation with the Lyme Regis, Charmouth and Uplyme CCT, LymeForward, businesses, local people and volunteers in taking projects forward.
12. The priorities of the CCT are very similar to our own and working collaboratively will not involve us in having to change any of our agreed priorities and objectives. Attached as **appendix 12A** is a copy of a presentation made to the last meeting of the CCT steering group.
13. Any recommendations from this committee will be considered by the Full Council on 1 November 2017.

Cllr Cheryl Reynolds
Chairman – Tourism, Community and Publicity
October 2017

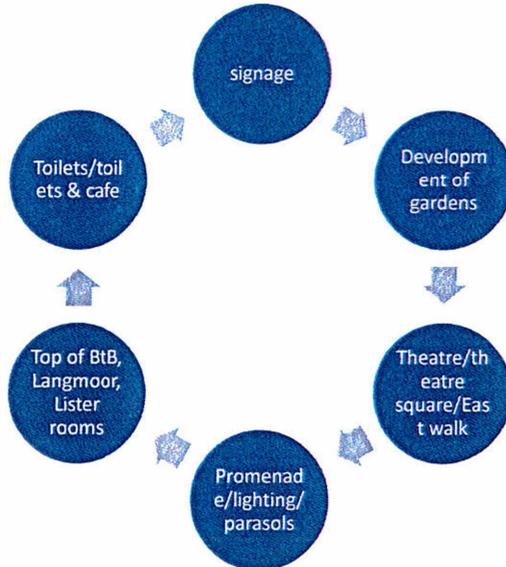


What are our ultimate goals? Why are we doing this?



A51 X/021399A

What would a themed bid look like?

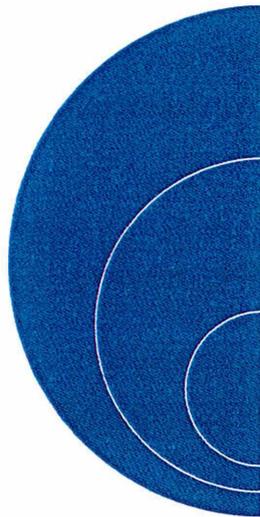


Employment

All about helping people to remain in employment, improve their employment opportunities, or training towards an employment opportunity.....

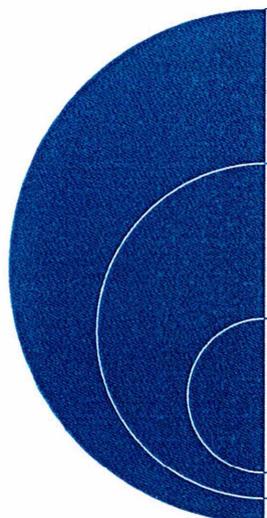
	<p>Safeguarding employment</p>	<ul style="list-style-type: none"> • Extend seasons • Secure existing visitors, improve quality
	<p>Create employment</p>	<ul style="list-style-type: none"> • New jobs through growth of existing businesses • New jobs through new opportunities
	<p>Create apprenticeships and training</p>	<ul style="list-style-type: none"> • Provide opportunities for local youngsters to access work • Train local people to provide much needed resource

Quality of environment



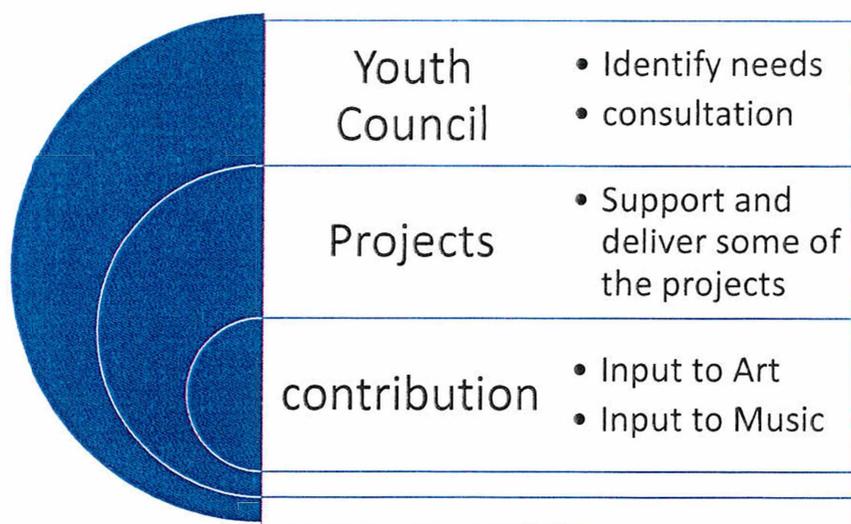
Toilets	<ul style="list-style-type: none"> • New promenade toilets • New garden toilets • rationalisation
Cleanliness	<ul style="list-style-type: none"> • Lengthsman • Pathways • Weeds • bins
parking	<ul style="list-style-type: none"> • Park & ride • Information • ambassadors

Quality of Services



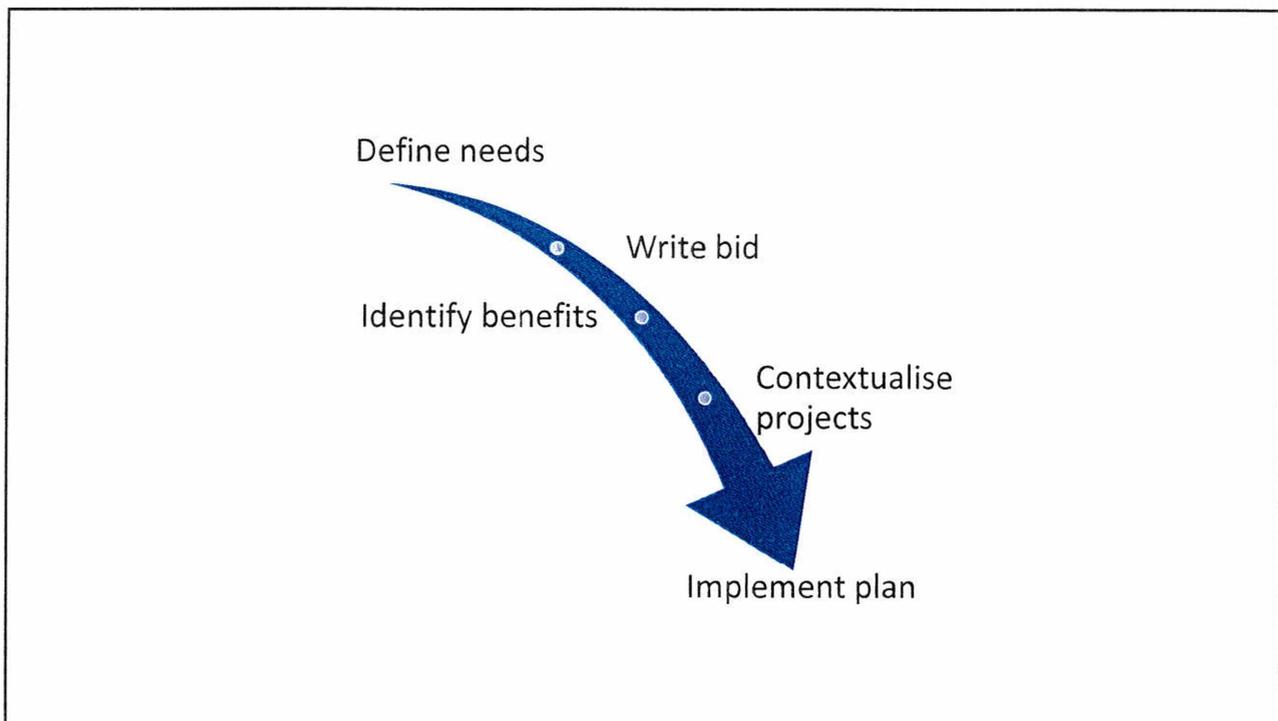
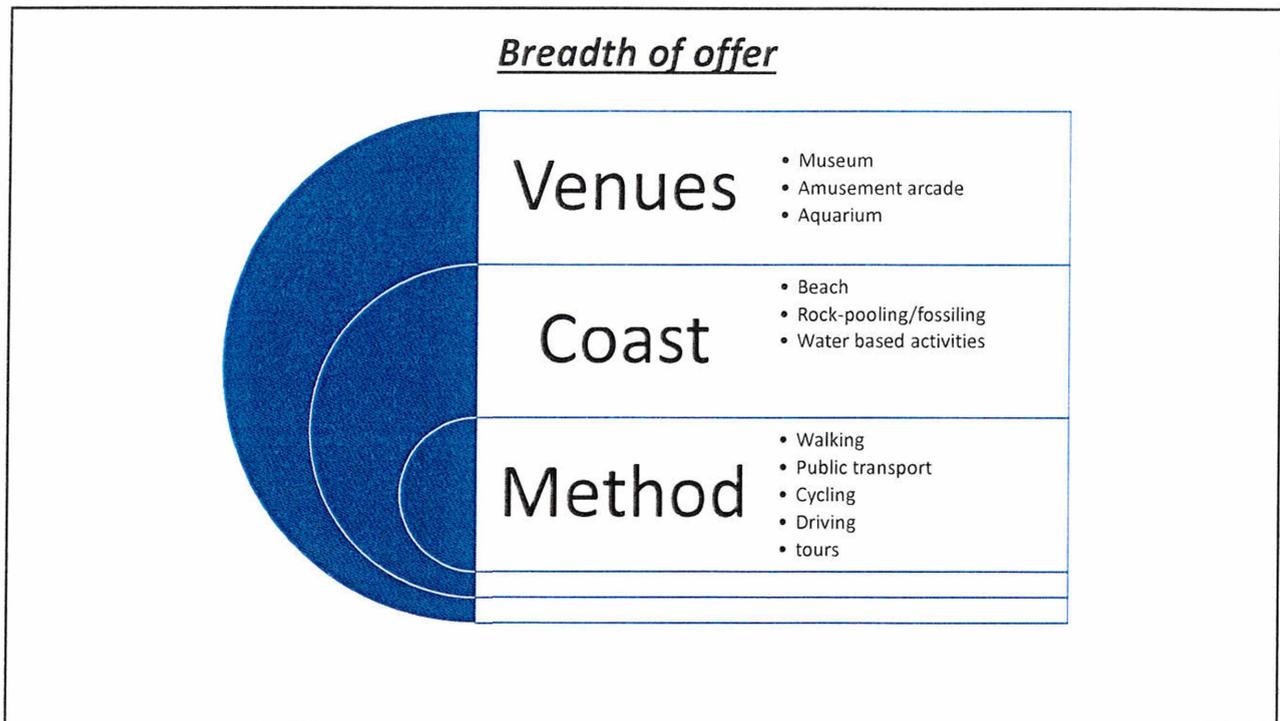
Venues	<ul style="list-style-type: none"> • identifiable • All weather
Shops	<ul style="list-style-type: none"> • accessible • Wide ranging
Food outlets	<ul style="list-style-type: none"> • Breadth of offer • High quality, value for money

Involving Young People



Extended season





Committee: Tourism, Community and Publicity

Date: 11 October 2017

Title: Chamber Of Commerce

Purpose

To inform members of the objectives and requirements to set up a chamber of commerce in Lyme Regis

Recommendation

Members agree to take forward the idea of setting up a chamber of commerce in Lyme Regis, affiliated to the Dorset Chamber of Commerce, and agree to consult with traders and all types of workers, to determine if this would be suitable for Lyme Regis

Background:

1. Lyme Regis Business Group was formed in July 2013 with the aim of supporting the economic well-being of the town. However, the group has been failing for some time now and is no longer viable.

Report

2. On 29 September 2017, Dorset's first Town Chamber Conference was held at Kingston Maurward College, Dorchester and was attended by myself and Tony Colston, the chairman of Lyme Regis Business Group.
3. The event was hosted by Dorset Chamber of Commerce and Industry (DCCI) and included speakers from the Dorset Local Enterprise Partnership (LEP) and the Dorset Councils Partnership.
4. The meeting was attended by a number of towns with chamber of commerce groups, and although some said they found it difficult to attract members, others said with effort it appeared to be working well. This was due to the fact they encouraged other groups of workers besides hoteliers and retailers.
5. DCCI It is the only chamber in the county accredited to the British Chambers of Commerce, which offers DCCI and local chambers influence at Westminster. DCCI has also formed the Dorset Business Alliance with the Federation of Small Businesses (FSB) and the Institute of Directors (IoD) to tackle issues at a strategic level.
6. All chambers in the county can become a member of DCCI's affiliation programme. There appears to be a great deal of support to be gained

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from becoming a member, especially from the groups already formed within the area.

7. Networking seemed to be producing good results and putting on events where networking also took place seemed to be the answer.
8. I would like to take forward the idea of setting up a chamber of commerce for Lyme Regis, but to include all types of workers, including hoteliers, retailers, B&Bs, homeworkers, fishermen, and manual workers such as plumbers and builders.
9. Tony Colston is arranging a public meeting to generate interest in the proposed chamber of commerce. The date and venue will be reported to the meeting.
10. Any recommendations from this committee will be considered by the Full Council on 1 November 2017.

Cllr Cheryl Reynolds
Chairman – Tourism, Community and Publicity
October 2017

Committee: Tourism, Community and Publicity

Date: 11 October 2017

Title: Full Review of Social Media

Purpose of Report

To allow members to carry out a full review of the town council's social media activity

Recommendation

Members note the report

Background

1. Following consideration by this committee on 22 June 2016, it was resolved by Full Council on 13 July 2016 'to approve the use of Facebook and Twitter as social media sites for the town council, in principle', and 'to instruct officers to take a further report to the Tourism, Community and Publicity Committee on 3 August 2016, to include a draft social media policy, and suggested staff and resource implications of the council using Facebook and Twitter'.
2. A further report was brought to this committee on 3 August 2016 to allow members to consider the staff and resource implications of running social media accounts, and the adoption of a social media policy.
3. It was subsequently resolved by Full Council on 21 September 2016 'that having regard to the staff and resource implications of using Facebook and Twitter as social media sites for the town council, to: adopt the draft Social Media Policy; approve the use of social media being from the day after the Full Council meeting on 21 September 2016; agree an initial review of the use of social media is considered by the Tourism, Community and Publicity Committee at the end of 2016; agree a full review of the use of social media is undertaken by the Tourism, Community and Publicity Committee one year after the implementation date, i.e. 21 September 2017'.
4. The Facebook and Twitter accounts went live on 6 October 2016.
5. An initial review was brought to this committee on 25 January 2017. In line with the resolution, a full review is now brought to the committee one year after the implementation date.

Report

6. Activity on both sites is managed on a daily basis by the administrative officer, with support from the administrative assistant. This arrangement is generally working well and ensures someone is monitoring the pages during office hours, Monday to Friday.

7. Gaps in monitoring have occurred when there are periods of staff absence, either planned or unplanned. Officers need to get better at planning ahead and making arrangements for these occasions, to ensure social media is monitored during office hours. Inevitably there will be unforeseen circumstances, so it is planned to introduce further support from the office apprentice, who is very familiar with using social media in previous job roles.

Facebook

8. The Facebook page currently has 280 'likes'; up by 268 since the initial review in January. The following are insights for 7 September to 4 October 2017:
 - Page views (the number of people who viewed the page and its sections) – 56 (34 at initial review)
 - Reach (the total number of people who were served our posts) – 3,934 (2,239 at initial review)
 - Post engagements (the number of people who engaged with posts, including likes, comments and shares) – 916 (412 at initial review)
9. From these figures we can see the number of people viewing the page, being reached by our posts and engaging with the posts has significantly increased.
10. The post which was clicked on and reacted to the most times during this same period was regarding the presentation to long-serving macebearer Colin Barker.
11. There was one post during this same period which wasn't clicked on at all – a post sharing information from Dorset County Council on registering for secondary school places.
12. This information is to allow members to understand the kind of information residents are interested in and engaging with. From the statistics, I can see the more community-focused, human interest stories are attracting most interest. Officers will therefore focus on this type of post wherever possible.
13. The data shows our page followers are mainly online between 5pm and 9pm.

Twitter

14. The Twitter page currently has 167 followers, an increase of 99 since the initial review in January. The following are insights for 8 September and 5 October 2017:
 - Tweet impressions (the number of times a user is served tweets in their timeline or search results) – 8,200 (2,567 at initial review)
 - Profile visits (the number of times a user clicks on our profile) – 59 (30)
 - Mentions (the number of times users mention the council in their tweets) – 13 (3 at initial review)
15. Again, this shows significant improvement since the initial review.

16. However, engagement (e.g. likes, retweets, replies, @mentions), remains low, with an average engagement rate of 1.3% for the same time period (0.4% at initial review. Although there is a slight increase since the initial review, this could do with improvement.
17. One way of improving engagement is to look at the content that performed best over a selected period and try to replicate this in future posts.

Officers' thoughts

18. The Twitter and Facebook tags will continue to be promoted on staff email signatures, the newsletter and any other relevant communications. Members could also help by continuing to share and like posts, particularly on community notice boards.
19. Apart from some minor improvements to help boost our audience numbers, officers believe there are no major issues which need to be addressed at this point.
20. Any recommendations from this committee will be considered by the Full Council on 1 November 2017.

Adrienne Mullins
Administrative officer
October 2017

Committee: Tourism, Community and Publicity

Date: 11 October 2017

Title: Request for Funding to Complete a Film about the Life of Mary Anning

Purpose

To inform members of a request for funding to complete an half-made film about the life of Mary Anning, starring Jenny Agutter and featuring Lyme Regis.

Recommendation

Members consider the request for funding to complete an half-made film about the life of Mary Anning, starring Jenny Agutter and featuring Lyme Regis.

Report

1. An half-made film about the life of Mary Anning, starring Jenny Agutter and featuring Lyme Regis has run short of funding and is at risk of not being completed.
2. The funding shortfall is understood to total approximately £110k.
3. Without this funding, the remaining shooting, which was due to take place this autumn, will not happen.
4. The film has a run-time of 110 minutes and extensively features Lyme Regis.
5. The director/producer is also seeking funding via crowdfunder and West Dorset District Council and Dorset County Council.
6. Although an unusual request for which no specific budget currently exists, the film, if made, would undoubtedly showcase the town and its environs and provide a unique publicity opportunity.
7. If members are supportive in principle, then it is suggested that up to £5k be offered subject to both West Dorset and the County Council offering at least an equal amount of funding.
8. If further information will be reported verbally at the meeting.
9. Any recommendations from this committee will be considered by the Full Council on 1 November 2017.

Mark Green
Deputy town clerk
October 2017

Managing Consultation Exercises

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Organisation and topic	Start date	End date	Who is being consulted	Consultation promoted by LRTC through	The response	Decision made
Dorset Councils – Reshaping Your Councils	30/08/16	25/10/16	The public and relevant organisations through a consultation questionnaire	Public meeting 30/09/16 Council consideration at S&F 19/10/16 LRTC’s social media	LRTC support for 2b Dorset-wide response – support for 2b. Six out of nine councils voted to support the unitary councils	Proposal submitted to the Secretary of State. Decision awaited.
Natural England – ‘Coastal Margin’		12/12/16	LRTC	Council consideration at TM&H 16/11/16	To oppose the proposed coastal margin at Monmouth Beach and suggested this area should be treated as an exception	Not yet made
NHS Dorset Clinical Commissioning Group – Clinical services review <ul style="list-style-type: none"> Integrated community services 	01/12/16	28/02/17	The public through a questionnaire	Public meeting 12/12/16 LRTC’s social media	12,000 questionnaires 1,000 telephone surveys	In August 2017, the NHS Dorset Consultation headline response was published. Almost 22,000 responses were received on the specific options for Dorset County, Poole and Royal Bournemouth hospitals, the configuration of maternity

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<ul style="list-style-type: none"> • Use of major hospitals 				LRTC members' briefing	1,800 people attended drop-in events	and paediatrics, changes to community services and the redistribution of community beds across the county. The findings are not a final decision; they will inform the final business case which will be presented to the NHS Dorset CCG's Governing body in late 2017. The headlines are available on https://www.csr.dorsetsvision.nhs.uk/headlines
<p>West Dorset District Council Public Space Protection Orders</p> <ul style="list-style-type: none"> • Anti-social behaviour • Dog-related issues 	21/01/17	15/03/16	The public through a survey	<p>Delegated to the Byelaws Working Group to respond on council's behalf – meeting held 15/02/17</p> <p>LRTC's social media</p>	<p>LRTC support for continuing existing dog controls, with additional controls in areas such as the cemetery and Church Cliff Walk.</p> <p>LRTC support for introducing a PSPO to make it an offence to intentionally feed seagulls</p>	<p>WDDC approved dog-related PSO on 1 August 2017, resulting in the new West Dorset Dog Related Public Spaces Protection Order 2017. New rules will come into effect on 16 October 2017.</p> <p>Begging element of anti-social behaviour PSPO referred back to WDDC's Overview and Scrutiny Committee on 26 September 2017. Recommended to Strategy Committee not to include a restriction on begging in the PSPO. Strategy Committee will consider the recommendation on 2 November 2017.</p>
West Dorset District Council – Local Plan	06/02/17	03/04/17	Statutory consultees and the public	Extraordinary Planning Committee meeting held,	Recommendations approved by Full Council, 29 March 2017 in	The Issues and Options Summary for the review of the West Dorset and Portland Local Plan has now been published. This is the document which summarises the various consultation responses made in

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				14 March 2017. LRTC's social media and website	response to consultation questions. Accompanying letter sent to WDDC providing context to answers.	February of this year; including those from the town council. It seems to have picked up all of the comments made by the town council. The council's response to these and other comments will be published in the next stage of the process which will be called 'preferred options'. We will be consulted on this in due course; probably not until early next summer. This means that the process is already running behind the programme set out in the initial consultation. This imagined the Local Plan Review going to examination in September 2018.
Dorset Waste Partnership – Customer satisfaction survey	10/07/17	04/09/17	The public, through a 15-question survey	LRTC's social media and website		