

## LYME REGIS TOWN COUNCIL

### TOURISM, COMMUNITY AND PUBLICITY COMMITTEE

#### MINUTES OF THE MEETING HELD ON WEDNESDAY 20 JUNE 2018

##### Present

**Chairman:** Cllr Mrs C. Reynolds

**Members:** Cllr J. Broom, Cllr R. Doney, Cllr Mrs M. Ellis, Cllr D. Hallett, Cllr P. Hicks, Cllr S. Larcombe, Cllr J. Scowen, Cllr G. Turner, Cllr S. Williams

**Other members:** Cllr O. Lovell

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

##### 18/01/TCP Election of Chairman and Vice-Chairman

The mayor, Cllr Mrs M. Ellis opened the meeting.

Cllr S. Williams nominated Cllr J. Scowen as chairman of the Tourism, Community and Publicity Committee, seconded by Cllr D. Hallett.

Cllr Mrs M. Ellis nominated Cllr Mrs C. Reynolds as chairman of the Tourism, Community and Publicity Committee, seconded by Cllr S. Larcombe.

Cllr Mrs C. Reynolds was duly **ELECTED** as chairman of the Tourism, Community and Publicity Committee.

Cllr Mrs C. Reynolds nominated Cllr R. Doney as vice-chairman of the Tourism, Community and Publicity Committee, seconded by Cllr Mrs M. Ellis.

There being no other nominations, Cllr R. Doney was duly **ELECTED** as vice-chairman of the Tourism, Community and Publicity Committee.

##### 18/02/TCP Terms of Reference

Proposed by Cllr J. Broom and seconded by Cllr R. Doney, the terms of reference were **RECEIVED**.

##### 18/03/TCP Public Forum

###### Ms S. Sheehan

Ms Sheehan spoke in relation to agenda item 15, Request for Funding to Complete a Film about the Life of Mary Anning. She thanked the council for previously agreeing to provide funding, provided it was match funded, which she said hadn't been forthcoming. She said local businesses had rallied together to provide funding and she was now asking if the town council would

match fund the business contribution with a £5,000 grant. Ms Sheehan said the film was almost complete, and all that was left to do was editing and shots on the beach. She said BBC, ITV and the Natural History Museum had all got behind the film to promote it. She said she intended to hold a charity gala screening in Lyme Regis and the Marine Theatre had approached her to host the event. Ms Sheehan said she hoped to complete the film for a screening in the autumn.

**18/04/TCP Apologies**

There were none.

**18/05/TCP Minutes**

Proposed by Cllr Mrs M. Ellis and seconded by Cllr J. Broom, the minutes of the meeting held on 25 April 2018 were **ADOPTED**.

**18/06/TCP Disclosable Pecuniary Interests**

Cllr Mrs M. Ellis said the open-air cinema had made a donation to the mayor's charity and although this was not a pecuniary interest, she wanted to raise it in the interests of transparency.

**18/07/TCP Dispensations**

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

**18/08/TCP Matters arising from the minutes of the previous meeting held on 25 April 2018**

**Gateway Card**

Cllr S. Larcombe said he was aware some accommodation providers were giving their cards to guests to use and were advertising this on their website.

Cllr Mrs C. Reynolds asked if Cllr S. Larcombe could find out which accommodation providers were doing this and let officers know.

**Skatepark**

In response to a member question, the deputy town clerk said a discount was negotiated in the original contract price with Wheelscape as the fencing was installed by the council's own external works' team.

**Seafront wi-fi**

Cllr J. Scowen said he believed the wi-fi should be better promoted.

Cllr J. Broom said he was aware users had to log in every time they accessed the wi-fi, which seemed onerous.

The deputy town clerk said this was standard procedure on publicly-accessible wi-fi.

**18/09/TCP Update Report**

**Lyme Voice**

Cllr J. Scowen asked if there was any timescale for issuing the first Lyme Voice survey.

The deputy town clerk said to fit in with Hydrock's schedule, the survey would need to go out within the next three weeks.

**Beach wheelchairs**

Cllr S. Williams asked if the use of the wheelchairs could be tied in with the disabled beach hut.

Cllr R. Doney said it was intended to get an arrangement in place with the Dorset Parent Carer Council, which owned the beach hut, and contact would be made with them when the wheelchair service was running properly.

**Plastic-Free Lyme**

Cllr R. Doney said the town now had accredited status from Surfers Against Sewage and a new website, [plasticfreelyme.co.uk](http://plasticfreelyme.co.uk). He said he intended to produce another report for this committee about the plans for sustaining the status.

**18/10/TCP Minutes of the WWI Commemorations and Memorial Refurbishment Working Group meeting held on 27 April 2018**

Cllr Mrs C. Reynolds congratulated the committee for their hard work.

Cllr Mrs M. Ellis thanked the council staff for moving the silent soldiers around the gardens.

The minutes of the meeting were **RECEIVED**.

**18/11/TCP Major Events**

Members discussed the timing of events and whether they should be allowed to take place on council-owned land in the peak season and on bank holidays.

There was some concern the town was already busy during these periods and events were not needed to draw more people in, as well as a concern events selling food and drink took trade away from local businesses during busy periods.

Cllr J. Scowen said if members were inclined to stop events taking place in the peak season and bank holidays, he suggested this policy was introduced from 2020 as organisations would have already started planning their 2019 events.

Cllr R. Doney was concerned that if the council made a blanket decision not to allow events at peak times, there would be unintended consequences, for the fossil festival for example, which needed to take place on a bank holiday weekend because exhibitors came from further afield. He said the council may wish to consider some exceptions.

Members discussed whether events should be allowed to sell alcohol. Some members were against this as it took trade away from local businesses, while other members recognised the selling of food and drink made events viable.

Members agreed the following principles for inclusion in an events' policy and procedure, to be brought to the next meeting:

- Priority should be given to local organisations
- Do not restrict events to charitable and not-for-profit organisations, but commercial events should pay the council a certain percentage, and the fee for major events is agreed at the discretion of the town clerk
- Do not allow events to take place during school holidays and bank holidays, with the exception of Lifeboat Week, Regatta and Carnival Week and Lyme Regis Fossil Festival
- Do not allow two major events to take place at the same time
- Establish a three-year forward plan of events, which is reviewed and approved each year by this committee
- Strengthen event management arrangements, including introducing an event management proforma
- The operations manager, town clerk or deputy town clerk to be in attendance for major events
- The chairmen of the Tourism, Community and Publicity Committee and the Town Management and Highways Committee to attend event planning and debrief meetings
- To undertake an annual planning and an annual review meeting with event organisers and amend procedures, accordingly
- If organisations do not adhere to the council's rules, they may not be allowed to hold events in future.

Members discussed the request for Lifeboat Week to move to 10 to 17 August 2018, which had been agreed by the Regatta and Carnival Committee.

Cllr Mrs M. Ellis said Lifeboat Week had always been held in the first week of the summer holidays and allowing it to move to the proposed dates would move further into the peak season.

Proposed by Cllr G. Turner and seconded by Cllr S. Larcombe, members agreed to **RECOMMEND TO FULL COUNCIL** to refuse the request from the organisers of Lifeboat Week to move the event to 10-17 August 2018.

*Cllr O. Lovell left the meeting at 7.45pm.*

Cllr Mrs C. Reynolds said she believed the guide may have to be discontinued in several years, but the current demand justified it continuing for the time being.

Cllr Mrs M. Ellis suggested charging people for postage to save on costs.

Other suggestions included replacing the guide with an A2 folded leaflet with a map on the back, and the development of an app.

The deputy town clerk said there was not as much demand for apps now. He added that it was important to reach two different groups of people; day visitors and people staying in the town. He said it might also be worth exploring with a local accommodation provider whether promotional material could be produced collaboratively.

The administrative officer said opportunities to advertise through Visit Dorset were worth exploring and could help meet a shortfall if the council decided to reduce the number of brochures it produced.

Proposed by Cllr R. Doney and seconded by Cllr G. Turner, members agreed to **RECOMMEND TO FULL COUNCIL** to agree in principle to continue producing the Lyme Regis guide and to explore more opportunities for advertising with Visit Dorset.

#### **18/13/TCP      Review of Pop-Up Open-Air Cinema Event in Lister Gardens**

Members were concerned people had not been allowed to bring their own food and drink. It was acknowledged the organisers had to sell food and drink to make their event viable, but agreed people should also be allowed to bring their own.

The deputy town clerk said the suggested dates for future showings were not suitable as they clashed with Food Rocks, so alternatives would be identified.

Members agreed the organisers should pay to use the gardens and agreed with the deputy town clerk's suggestion of £500.

Proposed by Cllr R. Doney and seconded by Cllr S. Larcombe, members agreed to **RECOMMEND TO FULL COUNCIL** to allow further open-air cinema events to take place in Lister Gardens, on dates to be arranged, at a charge of £500 per session.

#### **18/14/TCP      Town Council Website Re-Design**

Proposed by Cllr S. Williams and seconded by Cllr G. Turner, members agreed to **RECOMMEND TO FULL COUNCIL** to nominate Cllrs Mrs C. Reynolds, R. Doney and J. Scowen to work with officers on the re-design of the town council website.

#### **18/15/TCP      Request for Funding to Complete a Film about the Life of Mary Anning**

As the previous report to this committee quoted a £110k shortfall, members asked how the contribution from businesses and the town council would allow the film to be completed.

Cllr Mrs C. Reynolds invited Ms Sheehan to give a response. She said there were two films; the first about Mary Anning's youth, and the second about her senior years. She said the funding would allow her to complete the first film.

Cllr Mrs M. Ellis asked if the council would be given a credit for supporting the film.

Ms Sheehan said the council would be acknowledged.

Proposed by Cllr S. Williams and seconded by Cllr J. Scowen, members agreed to **RECOMMEND TO FULL COUNCIL** to approve funding of £5,000 to complete a half-made film about the life of Mary Anning, starring Jenny Agutter and featuring Lyme Regis.

#### **18/16/TCP Story Boat – Possible Locations**

Cllr S. Williams said the boat shouldn't go on the parade as it blocked the view, and he suggested the bottom of the eastern ramp and the area next to the hair braiding concession were the only two suitable locations.

Members agreed the boat should not interfere with any events taking place on the parade.

It was proposed by Cllr S. Williams and seconded by Cllr S. Larcombe to allow the Story Boat to be sited at the bottom of the eastern ramp and next to the hair braiding concession.

This motion was not carried.

Proposed by Cllr J. Scowen and seconded by Cllr S. Larcombe, members agreed to **RECOMMEND TO FULL COUNCIL** to allow the Story Boat to be sited at the 11 identified locations, to be moved regularly between the locations.

#### **18/17/TCP Grant Agreement Review, The Hub**

There was some concern local groups wouldn't be able to use The Hub during the summer when the venue is used for residential stays.

Cllr Mrs C. Reynolds said other bookings didn't interfere with local groups but she would express this concern to Diane Earle.

Cllr Mrs M. Ellis was concerned the rent paid by Lyme Regis Development Trust (LRDT) for office space was too low, especially as the council gave a grant for the building to be used by young people.

Cllr R. Doney was concerned the council was asking organisations in receipt of funding whether there were any governance, health and safety or safeguarding

issues and taking the word of the organisations' representatives, as this could put the council in a difficult position if something went wrong.

Cllr Mrs C. Reynolds said the grant agreements would be checked.

**18/18/TCP Grant Agreement Review, B Sharp**

Cllr Mrs M. Ellis said since the report had been drafted, she and the town clerk had met again with B Sharp's CEO regarding busking, and a report would be taken straight to Full Council on 11 July 2018.

Cllr D. Hallett said he was concerned about the high turnover of staff and the high expenditure on salaries.

Cllr Mrs C. Reynolds said the grant agreement would be checked so members were clear what the council's grant was being spent on.

**18/19/TCP LymeForward Grant Review Meeting**

Cllr D. Hallett asked if the co-ordinator had been replaced.

Cllr Mrs C. Reynolds asked Wendy Davies, one of LymeForward's directors, to respond.

Mrs Davies said they were waiting until after the annual general meeting on 2 July 2017 to advertise the post, when the direction of LymeForward was agreed, so it could be incorporated into the job description.

**18/20/TCP Managing Consultation Exercises**

Cllr Mrs C. Reynolds drew members' attention to two consultations: Dorset Councils' Re-shaping Your Councils, and NHS Dorset Clinical Commissioning Group's Clinical Services Review.

*The meeting closed at 9.21pm.*