



John Wright
Town Clerk

Lyme Regis Town Council

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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 P. Ridley, 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 22 November 2017 commencing at 7pm, when the following business is proposed to be transacted:

John Wright
Town Clerk
17.11.17

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 11 October 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 11 October 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. Jubilee Pavilion Future Management and Use

To allow members to consider the future management and use of the Jubilee Pavilion

9. Managing Consultation Exercises

10. Exempt Business

Committee: Tourism, Community and Publicity

Date: 22 November 2017

Title: Matters arising from the minutes of the previous meeting held on 11 October 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

17/37/TCP – Grant Agreement Review, LymeArts Community Trust

As requested by members, a report was taken to Full Council on 1 November to outline the funds raised by LymeArts Community Trust (LACT) up until 1 October 2017 and to update members on LACT's financial position at 30 September 2017.

LACT's audited accounts were also provided to members by email.

17/40/TCP – Coastal Communities Team (CCT) Objectives and Outcomes

A CCT Steering Group meeting took place on 13 November 2017 and the minutes of that meeting will be circulated to members with the weekly briefing.

Priorities for any future bid to the Coastal and Communities Fund were discussed. It is likely that any bid will include a range of seafront and other projects which the council has already identified and supported through the objective-setting process.

A final list of projects will be brought back to members prior to the submission of any bid.

17/41/TCP – Chamber of Commerce

A public meeting was held on 16 October 2017, when Lyme Regis Business Group was closed down. There was general support for setting up a chamber of commerce in Lyme Regis. Several local businesspeople have expressed an interest in running the new organisation and are gauging the interest of other businesses.

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Cllr Mrs C. Reynolds attended a breakfast meeting of Dorchester Chamber of Commerce on 14 November 2017 to see how these kinds of events are run and how they might benefit Lyme Regis.

A further public meeting will be arranged to progress the formation of a chamber of commerce, on a date to be confirmed.

17/42/TCP – Full Review of Social Media

The council's social media tags are now shown on the website.

17/43/TCP – Request for Funding to Complete a Film about the Life of Mary Anning

Cllr Mrs C. Reynolds met with West Dorset District Council's (WDDC) head of economy, leisure and tourism, and the senior economic regeneration officer to discuss whether WDDC match the town council's grant of £5,000 towards the making of the film.

A decision is awaited.

Enquiries have been made to Dorset County Council to also match the funding but further information is awaited.

17/44/TCP – Seafront WiFi

The authority to select a contractor to implement a scheme of publicly-accessible seafront WiFi was delegated to the town clerk at the last meeting of Full Council.

A verbal update will be given at the meeting.

Mark Green
Deputy town clerk
November 2017

Adrienne Mullins
Administrative officer

Committee: Tourism, Community and Publicity

Date: 22 November 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

There were over 190 entries in the photography competition. The judging panel choose four images to be included in the 2018 guide. The images will be brought to the meeting.

Lyme Regis guide 2018

Work on the guide is well underway. The copy has been updated, new photographs have been taken, the front cover has been agreed, and the calendar of events has been compiled. A first draft has been produced and minor amendments are being made. The front over will be brought to the meeting.

Carrier Direct is selling advertising space and as of 15 November, 38 adverts had been sold, with an income of £8,197 – £400 up on last year. It was intended to end bookings on 17 November 2017, so an updated total will be reported to the meeting.

It is intended that the finished artwork will be with the printers by 27 November 2017, with the aim of being able to send the guide out in mid-December.

Visit Dorset

As in 2017, there will be adverts for Lyme Regis in the West Dorset visitor guide and Exploring West Dorset leaflet for 2018. The same images have been used for these adverts as the front of the Lyme Regis guide, to ensure continuity across our advertising. Copies of the advert will be brought to the meeting.

Mark Green
Deputy town clerk
November 2017

Adrienne Mullins
Administrative officer

Committee: Tourism, Community and Publicity

Date: 22 November 2017

Title: Jubilee Pavilion Future Management and Use

Purpose

To allow members to consider the future management and use of the Jubilee Pavilion

Recommendation

- a) That more work be done to clarify the best future use of the Pavilion building and that this should include all options, including its use as a location for the TIC. In undertaking this review, other stakeholders be consulted and a range of other factors taken into account; including the basis on which the original funding for the Pavilion was provided.
- b) That alternative uses for the touchscreen be looked at but that a solution to link it to the current tourism website be not pursued.
- c) That the events screen and projectors be left turned on and active for the time being.
- d) That the position with regard to the volunteer co-ordinator and volunteers be noted and reviewed regularly having regard to progress with other issues.

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 range of topics to visitors and are often the first point of contact for those coming to the town.
- 3. The volunteers staff the pavilion from the beginning of April to the end of October each year.
- 4. In 2017, there were 7,426 visitors to the pavilion. Although numbers peaked in August, they were spread fairly evenly throughout the summer period.
- 5. The volunteers have been managed by an unpaid co-ordinator since 2011. This person has been the point of liaison between the council and the individual volunteers and has arranged staffing rotas and their general and day-to-day management. The co-ordinator has not been

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responsible for managing the 'space'; that is the council's role as owner of the building.

6. The work of the volunteers has supplemented and complimented the work of the TIC and there have been informal protocols in place to ensure that duplication does not take place and that the 'value' of the two facilities is maximised.
7. Over the last couple of years, the total number of volunteers has reduced by 13. At the end of this season, the number of regular volunteers stood at 15.
8. At the last meeting, it was reported that the volunteer co-ordinator intended to resign. This has now happened and there is currently no replacement co-ordinator.
9. It was also reported that the number of staffed sessions during 2017 was roughly equal to the number of unstaffed sessions (166 vs. 152). Without a co-ordinator and with a declining number of regular volunteers, there is a strong possibility that the number of staffed sessions will continue to decline, possibly significantly.
10. The pavilion also 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.
11. There have also been a regular range of hard displays about a variety of topics, many provided by the museum.
12. The co-ordinator's end-of-season report raised a range of concerns about the working relationship with the council, the perceived failure to properly maintain and support IT equipment and the lack of regular displays. Generally speaking, the co-ordinator felt that the volunteers, the IT infrastructure and the fabric of the building were not sufficiently supported or maintained by the council.
13. A copy of that report is attached as **appendix 8A** for information.

Report

14. The best way of dealing with the future management and use of the Pavilion is not straightforward and is potentially linked to a number of other issues.
15. The council has 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.

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16. However, with a declining number of volunteers and no co-ordinator in place, there is a real possibility that the previous voluntary staffing of the pavilion will simply not happen in 2018 or, at best, will be at a level where the pavilion is closed more often than it is open.
17. Previous appeals for volunteers have failed to generate significant new interest and there is insufficient capacity within the current council staffing structure to take on the role of managing and co-ordinating the remaining volunteers.
18. The issue of turned off or non-functioning IT equipment can be addressed, but any decisions are impacted and informed by more fundamental decisions about the future of the building.
19. There is understood to be no issue with the projectors or the events screen other than they have been turned off; albeit that some of the displayed films are now slightly dated. There is a more fundamental issue with the external touch-screen related to its ability to link to the new tourism web site. It is understood that the problems with the touch screen could potentially be overcome, but at some cost.
20. It is the view of the council's tourism web site provider that this would not be cost-effective. The officer view is that this touch screen is of limited value and will be reduced further with the planned introduction of publicly-accessible seafront WiFi. Alternative uses for the touch screen could, however be investigated which do not require it to link to the web site.
21. Other 'live' issues which potentially impact on any decisions include:
 - The future and location of the TIC
 - The location of any new/refurbished toilets along the seafront
 - The appointment and location of any new seafront attendant
22. The first issue is linked to service review and local government re-organisation in Dorset. It has been the subject of discussions with West Dorset since 2015 and is likely to reach a conclusion very shortly.
23. The Jubilee Pavilion is one potential location for the TIC. It would be premature to make any firm decisions as to location at this stage and a range of options would need to be carefully evaluated. Any decisions may, however, need to be implemented during 2018.
24. The need to refurbish or replace the toilets at the Marine Parade has already been acknowledged. The wider issue of the adequacy of the provision of public toilets in the town in general and along the seafront in particular has very recently been the subject of a detailed report by the British Toilet Association.

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25. The pavilion was identified as one potential 'ideal' location for achieving an improved seafront provision.
26. More work needs to be undertaken by the operations manager to cost and move forward with options and that work is in hand with a view to implementation during 2018.
27. The council, in its draft objectives, has identified the desire for a seafront attendant. This person would need to be located in a suitable, accessible location along the Marine Parade. The Pavilion is clearly one such location.
28. The building clearly also has the potential to accommodate a range of more commercial uses which could generate income to support other services. This may become increasingly important depending on the outcome of local government reorganisation and the expectation on this council to pick up and run a range of services.
28. In the circumstances, it is suggested that more work needs to be done to clarify the best future use of the Pavilion building and that this should include all options, including its use as a location for the TIC. In undertaking this review, other stakeholders will need to be consulted and a range of other factors taken into account; including the basis on which the original funding for the pavilion was provided.
29. In the meantime, it is suggested:
 - That alternative uses for the touchscreen be looked at but that a solution to link it to the current tourism website be not pursued.
 - That the events screen and projectors be left turned on and active.
 - That the position with regard to the volunteer co-ordinator and volunteers be noted and reviewed regularly having regard to progress with other issues.
30. Any recommendations from this committee will be considered by the Full Council on 13 December 2017.

Mark Green
Deputy town clerk
November 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

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	On 7 November 2017, Sajid Javid , Secretary of State for Communities and Local Government announced to Parliament he was ‘minded to’ support the Future Dorset proposal to replace Dorset’s nine councils with two new unitary authorities. Before Mr Javid makes his final decision, those interested may make further representations to him by 8 January 2018. It is also open to any council in the area to come forward with an alternative proposal. The final decision would also be subject to Parliamentary approval.
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	01/12/16	28/02/17	The public through a questionnaire	Public meeting 12/12/16	12,000 questionnaires	In August 2017, the NHS Dorset Consultation headline response was published.

Managing Consultation Exercises

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<p>Group – Clinical services review</p> <ul style="list-style-type: none"> • Integrated community services • Use of major hospitals 				<p>LRTC’s social media</p> <p>LRTC members’ briefing</p>	<p>1,000 telephone surveys</p> <p>1,800 people attended drop-in events</p>	<p>Almost 22,000 responses were received on the specific options for Dorset County, Poole and Royal Bournemouth hospitals, the configuration of maternity 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>
<p>West Dorset District Council Public Space Protection Orders</p> <ul style="list-style-type: none"> • Anti-social behaviour • Dog-related issues 	<p>21/01/17</p>	<p>15/03/16</p>	<p>The public through a survey</p>	<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>The new West Dorset Dog Related Public Spaces Protection Order 2017 came 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.</p> <p>Strategy Committee considered the recommendation on 2 November 2017 and it was agreed that no change would be made to the recently-adopted PSPO until further information on the issue of</p>

Managing Consultation Exercises

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						begging had been considered again by the Overview and Scrutiny Committee.
West Dorset District Council – Local Plan	06/02/17	03/04/17	Statutory consultees and the public	Extraordinary Planning Committee meeting held, 14 March 2017. LRTC’s social media and website	Recommendations approved by Full Council, 29 March 2017 in response to consultation questions. Accompanying letter sent to WDDC providing context to answers.	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 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		
Pre-Submission Draft Bournemouth, Dorset and Poole Mineral Sites Plan	01/12/17	31/01/18	The public	LRTC’s social media and members’ briefing		

Managing Consultation Exercises

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Pre-Submission Draft Bournemouth, Dorset and Poole Waste Plan	01/12/17	31/01/18	The public	LRTC's social media and members' briefing		
South Western Railway timetable consultation, affecting services to and from Axminster, Honiton, Exeter, Dorchester and Weymouth	29/09/17	22/12/17	Customers and stakeholders	LRTC's social media		