



John Wright
Town Clerk

Lyme Regis Town Council

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Tourism, Community and Publicity Committee

Core Membership: Cllr J. Broom, Cllr R. Doney, Cllr Mrs M. Ellis, Cllr D. Hallett, Cllr P. Hicks, Cllr S. Larcombe, Cllr Mrs C. Reynolds, Cllr P. Ridley, Cllr J. Scowen, Cllr G. Turner, Cllr S. Williams

Notice is hereby given a meeting of the Tourism, Community and Publicity Committee to be held in the Guildhall, Bridge Street, Lyme Regis, on Wednesday 10 October 2018 commencing **on the rise of the extraordinary Full Council meeting**, when the following business is proposed to be transacted:


p.p. John Wright
Town Clerk
05.10.18

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 1 August 2018

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 1 August 2018

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. Minutes of the WW1 Commemorations and Memorial Refurbishment Working Group meeting held on 7 September 2018

9. Lyme Regis Guide 2019

To allow members to consider the design, printing, promotion and distribution of the 2019 town guide

10. Promoting Lyme Regis

To inform members of potential promotional opportunities with Visit Dorset

To allow members to start considering plans for the 2019 Lyme Regis guide

11. Managing Consultation Exercises

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

LYME REGIS TOWN COUNCIL

TOURISM, COMMUNITY AND PUBLICITY COMMITTEE

MINUTES OF THE MEETING HELD ON WEDNESDAY 1 AUGUST 2018

Present

Chairman: Cllr Mrs C. Reynolds

Members: Cllr J. Broom, Cllr R. Doney, Cllr Mrs M. Ellis, Cllr S. Larcombe, Cllr P. Ridley, Cllr S. Williams

Other members: Cllr S. Miller

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

Absent: Cllr D. Hallett

18/21/TCP Public Forum

Mrs F. Williams

Mrs Williams was representing B Sharp and spoke in relation to agenda item 9, Policy and Procedure for Events on Council-Owned Land. She said B Sharp was a music charity started in 2007 in Lyme Regis to provide regular activities and events for young people and children, including work experience, training and jobs. She said their two main community events were the annual Busking Festival, which had been held since 2009, and Big Mix, with the support of the town council and community. Mrs Williams said the town council had adopted a busking policy in partnership with B Sharp to allow young people to fundraise, to give a platform to people to perform music and earn pocket money. She said it was held on the May Bank Holiday when it was school holidays and young people wanted something to do, and when audiences are around to watch them, held on the same weekend as the Jazz Festival and in partnership with them. Mrs Williams said B Sharp had held nine festivals in the shelters and around the town, when more than 600 young people and hundreds of adults also played to raise funds, some over 90 years old. She said the event attracted a mixture of audiences, including locals and visitors who returned every year. She said over 200 people had gone on to play at other events and festivals, bringing children of the town to the fore, creating a positive culture for young people and creating paid jobs. Mrs Williams said the Busking Festival was inter-generational, community, fun, and everyone looked forward to it. She said it was simple, it worked and she wanted to keep it that way. She said if the council was going to review events, she urged it to consult with event organisers to prevent the risk of organisations and people pitching against each other. Mrs Williams said B Sharp didn't have the luxury of large infrastructure or lots of money, they were a small charity and the festival was a fundraiser very much about Lyme Regis, and there wasn't another like it they knew of. She said there was scope to grow the event, with the council's support, and a real

opportunity to be part of the children, their talent, their bravery and growing skills. She said the festival was an important experience for young people, including those who lacked confidence, and things like the Busking Festival and Big Mix had changed that.

Mrs J. Sheppard

Mrs Sheppard spoke in relation to the same agenda item. She said she was not here to plead for exemptions or special treatment for the Jazz Festival, but to set the record straight. She said the council's proposals were flawed and were trying to fix something that wasn't broken, as the current arrangements worked well and only required tweaking, not an overhaul. Mrs Sheppard said there was no evidence events had caused problems or intensified visitor pressure on the town, and an over-bureaucratic approach was not needed. She said they had been running well-organised events without problems for years, so she asked why there was an issue now. She said she suspected it was due to the Dorset Street Food Festival, which brought dozens of traders to Lyme Regis on the same weekend as the Jazz Festival, at the invite of one of the council's own officials. Mrs Sheppard said the members shouldn't allow that experience to unfairly cloud their views, and shouldn't compound the original mistake by penalising local organisations for problems they had never caused. She questioned whether moving events to the shoulder season would actually work. She said they had no intention of moving the date of the Jazz Festival because it would be financially reckless to do so. Mrs Sheppard said it would continue in other venues in the town when visitor numbers were high enough to keep it viable. She said the council's proposal would only prevent the free community event on the seafront, which provided free music for people who couldn't afford tickets, provided a platform to young musicians, and attracted new, younger audiences to help the festival secure its long-term future. Mrs Sheppard said running a festival wasn't easy and the council's proposed new policies would draw out the process. She said it was red tape, and was wholly disproportionate to the size and scale of events that happened in Lyme Regis. Mrs Sheppard urged members to set aside the proposals and work with event organisers to devise a sensible policy, and address the town's infrastructure problems and concerns together. She asked the council to have discussions about how the festivals could be nurtured.

18/22/TCP Apologies

Cllr P. Hicks – work commitments
Cllr J. Scowen
Cllr G. Turner – coastguard duties

18/23/TCP Minutes

Proposed by Cllr Mrs M. Ellis and seconded by Cllr R. Doney, the minutes of the meeting held on 20 June 2018 were **ADOPTED**.

18/24/TCP Disclosable Pecuniary Interests

There were none.

18/25/TCP Dispensations

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

18/26/TCP Matters arising from the minutes of the previous meeting held on 20 June 2018

Gateway Card

Cllr S. Larcombe said he had not been able to find out which accommodation providers were giving their cards to guests to use, but he would continue to try and find out.

Lyme Voice

The deputy town clerk said he had met with Hydrock that week and they had agreed to provide questions in writing for the first survey by the end of the week.

Open-air cinema

The deputy town clerk said the event organisers would not be able to hold another event in Lyme Regis this year as they were fully booked but they wanted to discuss dates in spring and autumn 2019.

18/27/TCP Update Report

Sculpture Trail

The deputy town clerk reassured members the maps would be a minimum of A2 size and should therefore be easy to read for those with visual impairments, that wheelchair symbols were featured on the map, and any routes with steps were marked.

Beach wheelchairs

Cllr R. Doney said he had identified a potential supplier for the floating wheelchair and officers were in the process of placing the order, with delivery expected within a few weeks.

18/28/TCP Minutes of the WWI Commemorations and Memorial Refurbishment Working Group meeting held on 22 June 2018

The administrative officer said the poppy garden was now in place.

Proposed by Cllr S. Williams and seconded by Cllr S. Larcombe, the minutes of the WWI Commemorations and Memorial Refurbishment Working Group meeting held on 22 June 2018 were **RECEIVED**.

18/29/TCP Policy and Procedure for Events on Council-Owned Land

Cllr R. Doney said he was not in favour of banning events from taking place on council-owned land at peak times, as there was no evidence of any problems caused. He said if people wanted to hold new events at peak times, they should be considered on their merits.

Cllr S. Miller agreed and said he felt the proposed policy was unduly onerous, a view which was supported by several other members.

Cllr J. Broom said there was no intention to ban events, just to re-consider when they took place.

Cllr Mrs M. Ellis said the real issue was the handling of bookings, and the council should insist bookings are paid for in advance, or an event would not be allowed to go ahead.

Cllr S. Williams was concerned the town clerk would decide the charges for commercial organisations who used council-owned land.

Members agreed it should be included in the policy and procedure that this decision should be made in consultation with the chairmen of the Tourism, Community and Publicity, Town Management and Highways and Strategy and Finance Committees.

Members agreed a three-year rolling programme of events would be useful, but there was concern event organisers didn't necessarily know their dates and that new events wouldn't be known three years in advance.

Members agreed it should be included in the policy and procedure that new major events would not normally be approved unless six months' notice is given.

Some members were concerned the proposed event management plan template was onerous. It was suggested the plan was further reviewed, in consultation with some event organisers, and brought back to the next meeting of this committee.

Cllr J. Broom said the idea was to have a template that all event organisers could work from, and the proposed plan was considered to include all the information the council required. He said there was no reason to review the plan with event organisers.

Members went through the proposed policy and made the following amendments:

- 2.1 – the charge for commercial organisations who use council-owned facilities for events is at the discretion of the town clerk, in consultation with the chairmen of the Tourism, Community and Publicity, Town Management and Highways, and Strategy and Finance Committees.

- 2.1 – remove the following clause: no events will take place during school holidays and bank holidays, exceptions are Lifeboat Week, Regatta and Carnival Week, and Lyme Regis Fossil Festival.
- 2.1 – a rolling three-year forward plan of events will be held. The forward plan will be reviewed in autumn each year by the Tourism, Community and Publicity Committee and approved by the Full Council. New major events would not normally be approved unless six months' notice is given.

Members went through the proposed procedure and made the following amendments:

- Background – remove reference to 11 July 2018
- 1.2 – A three-year rolling programme will be compiled by the town clerk: in September each year, the town clerk will write to the organisers of new events who have expressed an interest in holding an event on council-owned land. Organisations who respond must provide an event summary.
- 1.3 – The three-year rolling programme will be reviewed in autumn each year by the Tourism, Community and Publicity Committee and approved by the Full Council. It may be necessary to approve the dates of events two years in advance. New major events would not normally be approved unless six months' notice is given.
- 1.4 – as amended in 2.1 of the policy.
- 1.5 – following the autumn decision of the Tourism, Community and Publicity Committee and Full Council, organisations will be notified if consent has been approved; there is no right of appeal against the decision of the Full Council.
- 1.6 – Any council facilities required for an event must be booked and paid for six calendar months in advance of the event.
- 1.11 – During major events, the operations manager, the deputy town clerk or the town clerk will be available or in attendance.
- 1.13 – Any material non-compliance will be reported to the Tourism, Community and Publicity Committee, which can make recommendations to the Full Council to ultimately disqualify an organisation from holding future events.

Proposed by Cllr Mrs M. Ellis and seconded by Cllr S. Larcombe, members agreed to **RECOMMEND TO FULL COUNCIL** to approve the policy and procedure for events on council-owned land, as amended by the Tourism, Community and Publicity Committee.

18/30/TCP Promoting Lyme Regis

Proposed by Cllr Mrs M. Ellis and seconded by Cllr J. Broom, members agreed to **RECOMMEND TO FULL COUNCIL** to instruct officers to obtain costs to produce the 2019 Lyme Regis guide based on 15,000, 17,500 and 20,000 copies and to bring this information back to the Tourism, Community and Publicity Committee on 10 October 2018 for members to consider.

18/31/TCP I Love Lyme Day

Cllrs P. Ridley, Mrs C. Reynolds and S. Larcombe volunteered to help on the day.

In response to a member question, the deputy town clerk said there was no specific budget allocated to support the event but the council had already agreed to underwrite the Red Arrows up to £15,000, so that amount was sitting in the budget, and the council had already agreed a budget of £3,000 for an air show, which had now been replaced with I Love Lyme Day.

Proposed by Cllr J. Broom and seconded by Cllr S. Larcombe, members agreed to **RECOMMEND TO FULL COUNCIL** to support the proposal for an 'I Love Lyme Day', to approve expenditure of up to £4,000 to provide a firework display and cover sundry expenses on 16 August 2018, and ask the Full Council at its meeting on 19 September 2018 to retrospectively approve a budget for this expenditure.

18/32/TCP Youth Council at Woodroffe School

Cllr P. Ridley asked if the youth council could include pupils from other schools and be a Lyme Youth Council.

Cllr Mrs C. Reynolds said the British Youth Council recommended it was linked with one school.

Some members were concerned about allocating a budget to the youth council. There were concerns the youth council could spend money on projects the town council wasn't in favour of.

Cllr Mrs M. Ellis said the youth council could come to the town council with a project so it could decide whether it wanted to contribute to or provide a budget for that project.

Cllr S. Miller suggested the youth council had an initial meeting, decide how it was going to proceed, and to come back to the council with a suggested budget for the projects they identified.

Proposed by Cllr Mrs M. Ellis and seconded by Cllr J. Broom, members agreed to **RECOMMEND TO FULL COUNCIL** to support the setting up of a youth council at the Woodroffe School, to agree the youth council identifies projects and comes back to the council to request a budget, to agree the Tourism, Community and Publicity Committee is the youth council's principal link with the

council, and to agree Cllr Mrs C. Reynolds acts as the liaison between the town council and the youth council.

18/33/TCP Mary Anning Statue

Proposed by Cllr J. Broom and seconded by Cllr S. Larcombe, members agreed to **RECOMMEND TO FULL COUNCIL** to allow Cllr Mrs C. Reynolds to look into the possibility of installing a statue of Mary Anning in Lyme Regis and to report back to the Tourism, Community and Publicity Committee with further information.

18/34/TCP Managing Consultation Exercises

Members noted the report.

The meeting closed at 8.30pm.

Committee: Tourism, Community and Publicity

Date: 10 October 2018

Title: Matters arising from the minutes of the previous meeting held on 1 August 2018

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

18/26/TCP – Matters arising from the minutes of the previous meeting held on 20 June 2018

Lyme Voice

A verbal update will be given at the meeting. At the time of preparing the agenda, the intended questions were still awaited from Hydrock.

Open-air cinema

The operator of the open-air cinema, which visited Lyme earlier this year, has now come back with potential dates for 2019, both in the spring and late-summer.

The location will be affected by the planned replacement of the roof to the shelters and until a programme has been agreed for that work, it is impossible to make sensible decisions about the open-air cinema.

As soon as a programme for the roof works has been agreed, a detailed report about the open-air cinema will be brought to this committee for full consideration.

18/27/TCP – Update Report

Sculpture trail maps

Maps of the gardens, showing the location of the sculptures and other features have now been put up at various access points and within the gardens themselves.

Beach wheelchairs

The floating wheelchair was launched on 13 September 2018 by local resident Rene Wyndham, who donated the chair to the council and Cllr R. Doney, with Vicci Stocqueler in the chair.

The wheelchair will be free to hire and will be managed in the same way as the two beach wheelchairs, i.e. hired in advance through the tourist information centre, stored at the shelters, and managed by the seafront attendant.

18/31/TCP – I Love Lyme Day

I Love Lyme Day was held on Thursday 16 August 2018 and all events went ahead as planned. The collection during the RAF Falcons' display was £667 and this has been split evenly between Lyme Regis Pantomime Society, Lym Valley Scouts, the Rotary Club of Lyme Regis and Lyme Regis Football Club, who all ran stalls in the Marine Parade Shelters throughout the day.

The collection during the fireworks was £650.58 in aid of the mayor's charity, the Parish Church Tower Fund.

An event de-brief has taken place and discussion has started about repeating the event in 2019. It is hoped a further report can be brought to this committee on 21 November 2018.

18/32/TCP – Youth Council at Woodroffe School

The recommendation from this committee was amended by the Full Council on 19 September 2018 as follows:

'to support the setting up of a youth council at the Woodroffe School, to agree an allocated budget of £2,000, to agree the Tourism, Community and Publicity Committee is the youth council's principal link with the council, and to agree Cllr Mrs C. Reynolds acts as the liaison between the town council and the youth council.'

Cllr Mrs C. Reynolds went to the Woodroffe School on 2 October 2018 to meet with interested pupils. There are nine sixth form students who would like to form a youth council and several of them will be attending the Full Council meeting on 31 October 2018 to see how the town council works.

18/33/TCP – Mary Anning Statue

A public meeting will be held on Thursday 11 October at 7pm in the Guildhall for anyone who is interested to find out more about the project. Following the meeting, a committee will be set up to take the project forward, and it is proposed to set up a Crowdfunding page to generate the funding.

Mark Green
Deputy town clerk
October 2018

Adrianne Mullins
Administrative officer

Committee: Tourism, Community and Publicity

Date: 10 October 2018

Title: Update Report

Purpose of the Report

To update members on issues considered at previous meetings

Recommendation

Members note the report

Report

Two-way radios

The additional two-way radios funded by this council were used in connection with the running of several recent major events and appear to have been a great success.

Marine Theatre webcam

New cabling and connections have been ordered to try and overcome ongoing problems with poor or no performance. A verbal update will be provided at the meeting.

Council website

The members delegated to work with officers (Cllrs Reynolds, Doney and Scowen) on developing a new council website have met to discuss the project. Several good examples of good council websites have been identified and website developers have also been identified.

Officers are in the process of setting up meetings with website developers.

Army Cadet Force (ACF)

Following approval from the Full Council on 19 September 2019 to fund the first year's venue hire charges for the new ACF in Lyme Regis, this matter will now sit with this committee.

Following interviews on 22 September 2018, nine volunteers have been chosen to help run the ACF at The Tunnel. The volunteers are taking part in a familiarisation weekend on 13 and 14 October 2018.

A meeting is taking place on 9 October 2018 for young people interested in becoming cadets and their parents.

AGENDA ITEM 7

The ACF will meet every Monday evening and it is intended to hold the first session on Monday 29 October.

Mark Green
Deputy town clerk
July 2018

Adrianne Mullins
Administrative officer

LYME REGIS TOWN COUNCIL

WW1 COMMEMORATIONS AND MEMORIAL REFURBISHMENT WORKING GROUP

MINUTES OF THE MEETING HELD ON FRIDAY 7 SEPTEMBER 2018

Present

Members: Cllr J. Broom, Cllr Mrs M. Ellis, Mr I. Marshall (RBL), Mrs S. Mosely (Marine Theatre), Mr D. Tucker (museum)

Officers: Mr M. Adamson-Drage (operations manager), Miss F. Heffernan (admin assistant)

1. Apologies

Cllr D. Hallett
Mr P. Evans

2. Minutes

Proposed by Cllr J. Broom and seconded by Mr A. Vian, the minutes of the meeting held on 22 June 2018 were **AGREED**.

3. Matters arising from the minutes of the meeting on 22 June 2018

Mr I. Marshall asked the admin assistant if there had been a press release on the poppy garden and stakes.

The admin assistant confirmed there had been, but the admin officer was planning to do an up-to-date press release in the next couple of weeks to try and refresh the idea.

The admin assistant told members Chris Copson, from The Keep in Dorchester, would be coming to do a talk in the Guildhall on 25 October 2018.

Cllr Mrs M. Ellis said she had not yet arranged the pebble painting, but would speak to the schools soon to coordinate this.

The admin assistant told members she was currently arranging exact dates for the books, poppy seed packets and trench cake recipes to be presented to each school, but this would be in the next couple of weeks. As previously agreed, Cllr Mrs M. Ellis and Mr I. Marshall would be present. She said she would add a label into each book to show the books were presented by Lyme Regis Town Council.

Mr D. Tucker said he had put up the WW1 display boards in the jubilee pavilion that morning and had concentrated on Lyme Regis, Uplyme and Rousdon casualties.

4. Upcoming commemorative events and updates

Mrs S. Mosely told members the showing of War Horse had been booked for 9 November 2018. She said they were still trying to get someone to speak before the showing, but had not found anyone as yet. She said Michael Morpurgo had been approached, but could not attend.

Mr I. Marshall asked if it would be possible for the Royal British Legion (RBL) to have a stall at the theatre during the War Horse showing.

Mrs S. Mosely said this would be no problem.

Mr I. Marshall said, unfortunately, Mrs Sandra Hayes would not be able to unveil the war memorial as arranged, due to ill health.

Cllr Mrs M. Ellis suggested asking Vernon Rattenbury and Dave Humphrey as they had done all the research for the project.

It was agreed the admin assistant would write a letter to both Vernon and Dave, in conjunction with Cllr Mrs M. Ellis, to ask if they would be available to do this.

Mr I. Marshall said all plans for the Poppy Launch on 26 October were in hand. He said tickets for the Festival of Remembrance had been printed and would be on sale at The Tourist Information Centre and Serendip.

Members discussed the running order for 11 November 2018 and where the two minutes' silence should be held. Some members felt the silence would be poignant around the newly refurbished war memorial, whereas others suggested the bottom of the town as there was a larger area.

Mr I. Marshall said he would discuss this with members of the RBL and get back to Mr A. Vian, as road closures would need to be determined very soon.

5. The Rifles visit on 22 September 2018

Mr A. Vian showed circulated to members a map of possible positions for groups to stand, i.e. RBL party, the civic party, members of the public, invited guests. He said there would need to be some stewards on hand to ensure the areas were stuck to.

Mr I. Marshall asked if the national anthem was going to be played at any point during the rededication.

It was decided the admin assistant would approach Mr A. Trelawny to ask if the band would play the national anthem after the last post.

Mr A. Vian said himself and the operations manager were writing a final plan for the Rifles visit, to include possible security issues etc. He said the new road signs had arrived and he would arrange putting them out at the correct times. He said he would brief all LRTC staff who would be stewarding on the day on Friday 22 September 2018.

AGENDA ITEM 8

Mr A. Vian informed members there would be an army PR gazebo near the anchor at the bottom of the town during the visit.

Mr A. Vian asked members if everyone was happy with the arrangements for the ceremony.

All members agreed they were.

Mr I. Marshall suggested the silent soldiers be moved into the gardens or near to the war memorial during the event.

Members discussed options to publicise the Rifles visit and it was decided the admin assistant would discuss a further press release with the admin officer, as well as making posters for noticeboards and to send to all local schools.

The operations manager said he had no more news about HMS Lyme Bay.

The meeting ended at 3.30pm.

Committee: Tourism, Community and Publicity

Date: 10 October 2018

Title: Lyme Regis Guide 2019

Purpose of Report

To allow members to consider the design, printing, promotion and distribution of the 2019 town guide

Recommendation

- a) Members approve printing 20,000 copies of the 2019 Lyme Regis guide
- b) Members approve using Carrier Direct Marketing for the design, advertising sales service, and lead generation and fulfilment of the 2019 town guide
- c) Members approve using Carrier Direct or Zenith Media for the printing of the 2019 town guide
- d) Members approve using Take One Media for the promotion and fulfilment of the 2019 town guide to tourist information centres

Background

- 1. The council has a marketing budget, which includes a budget of £34,421 in 2018/19 for costs associated with the town guide: design, advertising sales, printing, promotion, and distribution.
- 2. A full review of the design, printing, promotion and distribution of the 2017 guide was carried out in 2016. For the 2018 guide, officers were happy with the service provided by all the companies involved with the 2017 brochure, and it was agreed to continue with the same arrangements.
- 3. For the 2018 guide, Carrier Direct Marketing carried out the design, advertising sales service, and lead generation and fulfilment. Blackmore Group printed the guide.
- 4. At the previous meeting of this committee on 1 August 2018, it was recommended and subsequently resolved 'to instruct officers to obtain costs to produce the 2019 Lyme Regis guide based on 15,000, 17,500 and 20,000 copies and to bring this information back to the Tourism, Community and Publicity Committee on 10 October 2018 for members to consider.'
- 5. As this would mean reducing the print run from 25,000 copies in 2018, members were also informed of potential promotional opportunities with Visit Dorset to offset any potential impact.

Report

Design

6. The brochure was completely re-designed in 2017 by Clevera, a company which works in partnership with Carrier Direct, who have carried out lead generation and fulfilment in 2017 and 2018. There is no intention to change the design, so it is intended to use the same company for a design refresh in 2019. As such, no other quotes have been obtained for this service.
7. The quote for a design refresh is £4,518 plus VAT. This quote has been based on the actual figures for the 2018 brochure but may vary depending on several factors including number and type of pages, and number of adverts.

Allocation of guides

8. Based on 15,000, 17,500 or 20,000 copies, the guides will be allocated as follows:

	15,000	17,500	20,000
Lead generation and fulfilment	9,250	11,750	14,250
Tourist information centres	5,000	5,000	5,000
Direct requests from our website	500	500	500
Local stock	250	250	250

Lead generation and fulfilment

9. Quotes have been obtained from three companies and are as follows:

Carrier Direct

10. To generate leads at 50p per request, the quotes are as follows:

9,250 copies - £4,625
 11,750 copies - £5,875
 14,250 copies - £7,125

11. In addition, there would be a fee of £600 for campaign management, which includes weekly fulfilment reports, storage and insurance.
12. To fulfil (pick and pack, postage) at 61p per guide, the quotes are as follows:

9,250 copies - £5,642.50
 11,750 copies - £7,167.50
 14,250 copies - £8,692.50
13. The cost of posting the 500 direct requests from the lymeregis.org website at 61p per guide is £305.

Lifestyle Media Group

14. Lifestyle Media Group (LMG) carried out our campaigns in 2015 and 2016.

15. To generate leads, the quotes are as follows:

9,250 @ 65p per request – £6,012.50

11,750 @ 60p per request – £6,750

14,250 @60p per request - £8,550

16. To fulfil (pick and pack, postage) at 55p per guide, the quotes are as follows:

9,250 copies - £5,087.50

11,750 copies - £6,462.50

14,250 copies - £7,837.50

17. The cost of posting the 500 directs from the lymeregis.org website at 55p per guide is £275.

Pear Communications

18. The proposal from Pear is much less detailed and is based only on 20,000 copies. Pear is focused more on distribution of leaflets and guides to service stations, train stations, airports, supermarkets and hotels.

19. The proposal is to distribute 5,000 copies to sites in Somerset, including one major motorway service station, ideally on the M5. The rest would be distributed in counties of interest. The total cost would be £1,515.

20. Although this quote seems good value for money, our marketing of the guide has always been targeted at people who are interested in coming to Lyme Regis for a holiday, rather than day trippers from the surrounding counties or people already travelling to the area for a pre-booked holiday.

21. There is no detail about how the remaining 15,000 copies would be distributed, but it can be assumed they would be placed at key points such as those outlined in paragraph 18.

22. For these reasons, officers would recommend ruling out Pear Communications.

23. Of the two remaining, the overall costs are not too dissimilar: Carrier Direct is cheaper on lead generation but more expensive on fulfilment, while LMG is cheaper on fulfilment but more expensive on lead generation. If the prices are taken as a package, without attempting to separate lead generation from fulfilment, Carrier Direct is the cheaper of the two at all print volumes (£10,572.50 vs. £11,375.00; £13,347.50 vs. £13,487.50 and £16,122.50 vs. £16,662.50).

24. Carrier Direct also provides an advertising sales service, which LMG cannot provide. This service is invaluable and cannot be carried out in-house, especially given the current staffing issues. As such, officers would recommend staying with

Carrier Direct for lead generation and fulfilment to be able to retain the advertising sales service.

Advertising sales

25. Based on 200 prospects, project management, design of a rate card/booking form and the processing of bookings, the quote for advertising sales is £1,525 + VAT.

Printing

26. Quotes have been obtained from three companies, as follows (there is no VAT applicable on printing costs):

Blackmore Group

27. Blackmore printed the 2017 and 2018 guides.
28. The quotes include delivery and are as follows:

15,000 - £4,204
17,500 - £4,717
20,000 - £5,217

Carrier Direct

29. Carrier Direct would outsource the printing to one of the companies they work in partnership with.
30. The quotes are as follows:

15,000 - £3,270
17,500 - £3,750
20,000 - £4,000

31. Delivery would be an extra charge of £10 per box or £55 per pallet, but deliveries to Carrier Direct's warehouse would be at no charge. If Carrier was chosen to carry out lead generation and fulfilment, only 5,250 guides would need to be delivered to other addresses, so the cost would be minimal.

Zenith Media

32. All three companies were asked to quote on the same specification. However, Zenith has quoted on a different paper stock, which they believe is a premium stock. Samples of the two different types of paper will be brought to the meeting for members to see.
33. The quotes include delivery and are as follows:

15,000 - £3,630
17,500 - £4,150

20,000 - £4,600

34. Comparing like-for-like, Carrier Direct has provided a cheaper quote than Blackmore Group. As such, officers would recommend ruling out Blackmore Group.
35. It then comes down to Carrier Direct and Zenith Media. Although Carrier Direct's quote is cheaper, it is suggested members see and feel the two different paper stocks before deciding which company to go with. Although Zenith Media is more expensive, members may prefer the paper stock and feel it is worth paying more.

Tourist information centres (TIC)

36. Quotes have been obtained from three companies to supply TICs with guides, as follows

Carrier Direct

37. Carrier Direct carried out our TIC fulfilment for the 2017 and 2018 guides.
38. The quote is £670 in total. This includes sending 800 reference copies to TICs at a cost of £250, and to distribute on request the remaining 4,200 guides at 10p per guide (£420).
39. There have been some concerns about the service we have received this year. The ordering system is out-dated and TICs can only order once a month. If they miss the deadline to order, they either have to pay for a special delivery or wait until the following month. The sending of 800 reference copies also seems like a waste of brochures, as many of the TICs who receive them will not order a bundle, mainly because they are too far away from Lyme Regis.

Lifestyle Media Group

40. LMG carried out our TIC fulfilment for the 2015 and 2016 guides.
41. It is impossible to know the specific amount this service would cost us, as the price of distributing guides to TICs depends on the number they order. The quote is as follows:

5 brochures - £3.26
10-20 brochures - £4.59
21+ brochures - £8.78

42. Guides can be ordered via a website called TICLink.co.uk and are dispatched within 24 hours.

Take One Media

43. Take One Media carried out our TIC fulfilment pre-2015 for several years.

44. The quote is for £378. Take One Media is believed to have the largest network of TICs, with 1,129 TICs/information points.
45. Guides can be ordered via a website called TICtopup.co.uk and are delivered within three working days. To help spread the reach of the guides and ensure they don't run out within the first few months of the year, Take One Media can cap the number of guides any one outlet can order each time, block certain outlets from ordering, or reserve a batch for release later in the season.
46. Other options include special features on the website's homepage and email marketing to promote the guide to TIC managers.

Summary

47. Members have yet to decide whether to print 20,000, 17,500 or 15,000 guides. Based on the popularity of the guides in previous years, but also recognising the desire to reduce the number of guides we produce in favour of more web-based promotion, officers would recommend printing 20,000 for 2019. This would enable us to look at a phased reduction in the coming years and limit any potential impact.
48. For lead generation and fulfilment, although Carrier Direct and LMG are on par with each other in terms of costs, the added benefit of the advertising sales service provided by Carrier Direct leads officers to recommend Carrier Direct.
49. For printing, members are asked to see and feel the two paper stocks before deciding whether to go with Carrier Direct or Zenith Media.
50. For TIC fulfilment, officers would recommend Take One Media. This company is also the service preferred and recommended by Lyme Regis TIC.
51. Assuming members agree with these recommendations, the total cost of the 2019 guide will be c. £23,500.
52. Any recommendations from this committee will be considered by the Full Council on 31 October 2018.

Adrianne Mullins
Administrative officer
October 2018

Committee: Tourism, Community and Publicity

Date: 10 October 2018

Title: Working with Visit Dorset

Purpose of Report

To allow members to consider opportunities for joint promotion with the Visit Dorset team

Recommendation

Members approve working with Visit Dorset to jointly promote Lyme Regis during 2019 in the following ways:

- Two small feature adverts at a cost of up to £390
- Two e-newsletters at a cost of £300
- A social media campaign at £4,880
- Printed adverts in Visit Dorset and Exploring West Dorset at £1,070

Background

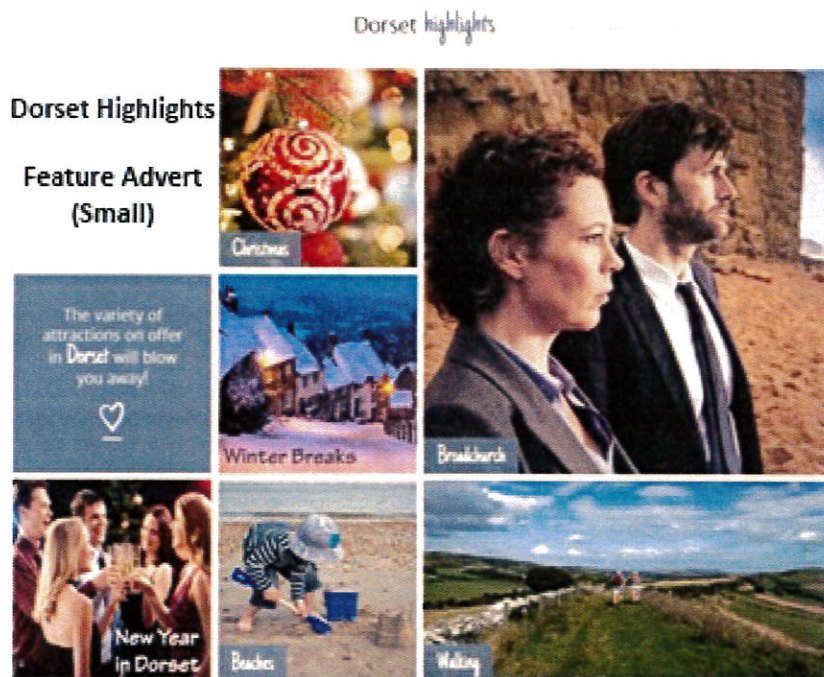
1. At the meeting of this committee on 20 June 2018, it was recommended and subsequently resolved 'to agree in principle to continue producing the Lyme Regis guide and to explore more opportunities for advertising with Visit Dorset'.
2. At the previous meeting of this committee on 1 August 2018, members were informed the Visit Dorset team was working up a proposal to allow us to combine resources in a more cost-effective and complementary way. The proposal includes promotional opportunities to complement the town guide and any potential impact of reducing the print run.
3. The 'menu' of opportunities is attached, **appendix 10A**.

Report

4. Assuming members agree with the recommendations regarding the town guide as outlined at agenda item 9, the cost of the 2019 guide will be c. £23,500, against a 2018/19 budget of £34,421.
5. Officers have discussed the options outlined in the appendix with the Visit Dorset team and would recommend agreeing to the following:
 - Small feature advert
 - E-newsletter advertising
 - Social media campaign
 - Printed adverts in Visit Dorset and Exploring West Dorset

Small feature advert

6. This would feature on the homepage of visit-dorset.com for a month at a time. We could choose which months we'd like the Lyme Regis advert to appear. Users clicking on the advert would be taken either to the Lyme Regis page on visit-dorset or a Lyme Regis listing on the website, for the museum or Town Mill for example.
7. An example of a small advert is shown below.



8. Officers would recommend taking out an advert for two months in the year, which can be decided at a later date and timed to coincide with specific seasons or events.
9. This would cost between £200 and £390, depending on which months the adverts appear.

E-newsletter advertising

10. At £150 for a dedicated Lyme Regis e-newsletter to around 30,000 people, this represents excellent value for money. Officers would therefore suggest two e-newsletters a year, at a total cost of £300.

Social media campaign

11. The campaign would run via Visit Dorset's social media feeds, mainly Facebook and Instagram, with videos on YouTube. It would be run by Visit Dorset's media agency RH Partners and would be delivered from June to August, encouraging people to visit Lyme Regis for a short break during the summer holiday. The campaign would focus on families, targeting parents aged 25-54 with children aged between three and 12.

12. The campaign would involve carousel adverts, paid searches, responsive displays and video.
13. This campaign would cost £4,880, which includes campaign set-up, management and reporting.
14. This method of promotion is clearly the most expensive of the proposals, but social media is the most cost-effective way of promotion, it is easy to measure the effectiveness of a media campaign, which will give us a valuable insight into the types of visitors who come to Lyme Regis.

Print

15. In 2017 and 2018, we took out adverts in the printed Visit Dorset guide and the Exploring West Dorset leaflet. Also as part of the package we would get listings on the visit-dorset website for charitable or not-for-profit attractions in Lyme Regis (museum, Town Mill and Marine Theatre).
16. For 2019, the cost of this package is £1,170, which will be discounted by £100 as we are a local authority.
17. Officers would recommend we continue with the print adverts to achieve a multi-channel marketing approach and ensure brand continuity across Visit Dorset's promotional channels.

Other opportunities

18. There are several other promotional opportunities which will be at no cost and officers intend to pursue them. They are:
 - Blog posts – this would be a guest blog on Visit Dorset's blog section, linking to the Lyme Regis section of the website and promoted via the Visit Dorset social media. Blog ideas include 10 great reasons to visit Lyme Regis, summer events, and 48 hours in Lyme Regis. The Visit Dorset team would create the content based on ideas from us.
 - Competitions – for example, win a beach hut for a week. This would be promoted on the visit-dorset homepage and social media.
 - Homepage image – Visit Dorset would use an image of Lyme Regis on their homepage and social media for five weeks of the year. Images would be supplied by us and would be already featured on lymeregis.org or in the guide to ensure brand continuity.

Budget

18. The total cost of these suggested opportunities is £6,640.
19. As stated in the report at agenda item 9, the 2018/19 budget for the town guide is £34,421. Assuming members agree to the recommendations for the 2019

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guide, the total cost will be c. £23,500. This leaves almost £11,000 for other promotional activities, comfortably accommodating the recommendations in this report.

20. Any recommendations from this committee will be considered by the Full Council on 31 October 2018.

Adrianne Mullins
Administrative officer
October 2018

APPENDIX 10A

Lyme Regis Town Council & www.visit-dorset.com – opportunities for 2019

Below are a list of options available to enhance the presence of Lyme Regis on www.visit-dorset.com. We currently have a section on the website dedicated to Lyme Regis - <https://www.visit-dorset.com/explore/towns/lyme-regis> and any additional promotional activity would point to this area on the site.

We will actively change and expand this content and would welcome any specific suggestions that you may have. We are always looking for new imagery to support these pages.

Option	Detail	Cost
<p>Homepage banner advertising</p> <p>* See appendix for details of where these adverts appear on the homepage</p>	<p>These feature on the 'Dorset Highlights' section on the homepage of the website.</p> <p>Several different options as detailed below.</p> <ul style="list-style-type: none"> • Small Banner advert - this can be specifically designed to meet your requirements. • Large Feature advert – the information displayed is generated from the image and description that we put into our content management system but can be altered to suit your requirements. • Small Feature advert (as large featured advert above). 	<p>Prices are based on a monthly basis but discount could be applied for multiple months:</p> <p>From £125 - £250 per month</p> <p>From £350 - £450 per month</p> <p>From £100 - £195 per month</p> <p>Prices differ dependant on month chosen</p>
E-newsletter advertising	<p>Sent to approx. 30,000 consumers</p> <p>We could create an e-newsletter completely dedicated to Lyme Regis i.e. 'Discover Lyme Regis' with several different articles all about Lyme Regis as per your requirements.</p> <p>Advertising slot in one of our general consumer e-newsletter.</p>	<p>£150 per edition</p> <p>£75 per edition</p>

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Sponsored / corporate banner	<p>There are 3 banner adverts that feature at the bottom of the site and appear on the bottom of every page on the website and would link to the Lyme Regis section on the website.</p> <p>The website receives approx. 5 million page views per annum.</p>	£250 per month or £1,400 for 6 months
Social media campaign	This would be overseen by our media agency, RH Partners. A spring/summer campaign delivered in 2 bursts mixing destination marketing with events promotion. We would look at timings and target audiences in more details if you decided to proceed.	We could offer a campaign for £3,000 or £5,000 dependant on budget available
Partnership photo comp via social media	Joint social media photo competition (Lyme Regis have done in the past)	No cost

In addition to the above we would be able to offer the following benefits for free as part of your chosen paid options from above:

Benefit	Detail
Blog posts	<p>We currently have a blog section on the site and you could 'guest blog' here - https://www.visit-dorset.com/ideas-and-inspiration/blog. We would link to these blogs from the Lyme Regis section and promote via our social media and may occasionally link to these on the homepage (subject to space). Suggestions for topics as follows:</p> <p>10 great reasons to visit Lyme Regis (could be seasonal)</p> <p>Lyme Regis summer events</p> <p>48/72 hours in Lyme Regis</p> <p>We could create content from ideas generated by you.</p>
Competitions	

APPENDIX 10A

	For example – win a beach hut for a week. This would be promoted on our website homepage and also via our social media channels.
Homepage image	We would use an image of Lyme Regis as our homepage header image and also on our social media channels for 5 weeks of the year.

Committee: Tourism, Community and Publicity

Date: 10 October 2018

Title: Managing Consultation Exercises

Purpose

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

Recommendation

Members note the report

Report

1. The following public consultations affecting residents and services in Dorset have recently taken place, are coming up, ongoing, or have been completed:
 - Dorset Councils – Re-shaping Your Councils
 - Natural England – Coastal Margin
 - NHS Dorset Clinical Commissioning Group – Clinical Services Review
 - West Dorset District Council – Local Plan
 - Dorset County Council – Pre-Submission Draft Bournemouth, Dorset and Poole Mineral Sites Plan
 - Dorset County Council – Pre-Submission Draft Bournemouth, Dorset and Poole Waste Plan
 - South Western Railway – Timetable consultation
 - Dorset Police – Future Policing
 - Dorset County Council – Supporting families with young children in Dorset
 - Dorset County Council – puffin crossing in Broad Street
 - Local Government Boundary Commission for England – Dorset Council electoral arrangements
 - Dorset Highways – councillors' satisfaction survey
 - Dorset Area of Outstanding Natural Beauty - Draft Management Plan for the Dorset Area of Outstanding Natural Beauty
2. **Appendix 11A** details the start and end dates, who has been consulted, how the town council promoted the consultation, the council's response to the consultation (if any), and the decision made or an update on the consultation if a decision has not yet been made.
3. Any recommendations from this committee will be considered by the Full Council on 31 October 2018.

Adrianne Mullins
Administrative officer
October 2018

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	Update/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	Matt Prosser has been formally appointed as the first Chief Executive of the new Dorset Council following approval at the meeting of the full Shadow Authority on 27 September. Graham Farrant has been recommended as Chief Executive of the new Bournemouth, Christchurch and Poole Council. 174 elected members representing 206 wards make up the Shadow Council. Accountancy employees from the county, district and borough councils are working to bring the finances for six councils into one new organisation, with one budget, which is estimated to be around £290m.
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.

Managing Consultation Exercises

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NHS Dorset Clinical Commissioning Group – Clinical services review <ul style="list-style-type: none"> • Integrated community services • Use of major hospitals 	01/12/16	28/02/17	The public through a questionnaire	Public meeting 12/12/16 LRTC's social media LRTC members' briefing	12,000 questionnaires 1,000 telephone surveys 1,800 people attended drop-in events	The decision to reorganise Dorset NHS hospital services went to judicial review following claims brought by a Swanage resident. Dorset CCG won the judicial review and the High Court dismissed all claims.
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.	Preferred Options consultation ended on 3 October. This council's comments submitted. Precise timing of next stages not yet clear. Timetable has slipped significantly since review commenced.
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		The Mineral Sites Plan was submitted to the Secretary of State for Communities and Local Government on 29 March 2018. Consultation on the Pre-Submission Draft, the final version of the plan, closed on 31 January 2018. The plan has now been submitted, along with all the responses received and the

						supporting documents that have been prepared. The Mineral Sites Plan will be subject to a public examination with a planning inspector.
Pre-Submission Draft Bournemouth, Dorset and Poole Waste Plan	01/12/17	31/01/18	The public	LRTC's social media and members' briefing		The Waste Plan was submitted to the Secretary of State for Communities and Local Government on 29 March 2018. Consultation on the Pre-Submission Draft, the final version of the plan, closed on 31 January 2018. The plan has now been submitted, along with all the responses received and the supporting documents that have been prepared. The Waste Plan will be subject to a public examination with a planning inspector.
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		<p>Following public consultation, a number of key issues were raised and SWR has been discussing these with the Department for Transport and amending its proposals for December 2018 accordingly.</p> <p>An outcome report is available on the SWR website southwesternrailway.com, along with a set of more regionally focused reports.</p> <p>Final timetables cannot be produced yet as they still need to be reviewed by Network Rail as part of the approval process.</p>

Managing Consultation Exercises

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Dorset Police- Future Policing	29/07/18	27/08/18	The public	LRTC's social media and members' briefings		<p>A full business case for the proposed merger of Devon & Cornwall Police and Dorset Police was produced and is available to view at futurepolicing.co.uk. A unanimous decision about whether to submit it to the Home Office has not yet been reached.</p> <p>The Devon and Cornwall PCC's current view is not to support the submission of the business case to the Home Office and she will be taking it to the Devon and Cornwall Police and Crime Panel meeting for further discussion on Friday 5 October.</p> <p>A final decision will be made on Monday 8 October after both Police and Crime Panel meetings.</p> <p>Not yet made</p>
Dorset County Council – puffin crossing	05/07/18	27/07/18	The public and stakeholders	LRTC's social media and monthly newspaper column	LRTC support proposal for puffin crossing	Final recommendations are expected to be published on 23 October 2018.
Local Government Boundary Commission for England – Dorset Council electoral arrangements	03/07/18	27/08/18	The public and stakeholders	LRTC's social media and monthly newspaper column	LRTC support for a single- councillor ward for Lyme Regis and Charmouth, with Marshwood	

Managing Consultation Exercises

APPENDIX 11A

							Vale as a separate ward	
Dorset Highways' councillors' satisfaction survey	29/08/18	12/10/18	Councillors	Email to councillors	N/A	Consultation ongoing.		
Draft Management Plan for the Dorset Area of Outstanding Natural Beauty	08/08/18	03/10/18	Councillors	Email to councillors	N/A	Not yet made.		