



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 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 21 November 2018 commencing at 7pm, when the following business is proposed to be transacted:

John Wright
Town Clerk
16.11.18

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 10 October 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 10 October 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. Wedding Brochure

To allow members to a proposal to produce a printed and digital wedding brochure to advertise the Guildhall, at no cost to the council

9. Town-Wide WiFi

To allow members to consider the principle of extending publicly-accessible WiFi to other areas of the town

10. Community Minibus

To allow members to consider whether they support the principle of the council either acquiring and/or managing a minibus for use by local community groups

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 10 OCTOBER 2018

Present

Chairman: Cllr Mrs C. Reynolds

Members: Cllr J. Broom, Cllr P. Hicks, Cllr S. Larcombe, Cllr J. Scowen, Cllr G. Turner, Cllr S. Williams

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

Absent: Cllr P. Ridley

18/35/TCP Public Forum

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

18/36/TCP Apologies

Cllr R. Doney - holiday
Cllr Mrs M. Ellis – attending another meeting
Cllr D. Hallett

18/37/TCP Minutes

Proposed by Cllr J. Broom and seconded by Cllr S. Larcombe, the minutes of the meeting held on 1 August 2018 were **ADOPTED**.

18/38/TCP Disclosable Pecuniary Interests

There were none.

18/39/TCP Dispensations

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

18/40/TCP Matters arising from the minutes of the previous meeting held on 1 August 2018

Sculpture trail maps

Cllr J. Scowen asked who had paid for the trail maps.

The deputy town clerk said the council had previously agreed to underwrite the maps up to £5,000 and the costs had been met from that allocation, but would be paid back from an event by Hix's restaurant.

Gateway Card

Cllr S. Larcombe said he was still unable to determine which accommodation was giving its cards to guests to use.

I Love Lyme Day

Cllr S. Larcombe said he hoped the council would host this event again next year as it was a brilliant success.

18/41/TCP Update Report

Webcam

Cllr S. Williams asked if the webcam had been fixed as it was well used.

The deputy town clerk said the new parts should be arriving within days and he was reasonably confident this would solve the problems.

Army Cadet Force

Cllr Mrs C. Reynolds said there were almost 30 young people interested in signing up.

Cllr Mrs C. Reynolds said the owner of The Tunnel, Richard Clist, was happy for his minibus to be used as a community bus by any organisation. As such, members would be asked at the next meeting to consider paying for the servicing and maintenance of the minibus to allow this to happen.

Town council website

Cllr J. Scowen asked if any dates had been set to meet to progress this project.

The administrative officer said dates would be arranged for November.

18/42/TCP Minutes of the WWI Commemorations and Memorial Refurbishment Working Group meeting held on 7 September 2018

The minutes of the WWI Commemorations and Memorial Refurbishment Working Group meeting held on 7 September 2018 were **RECEIVED**.

18/43/TCP Lyme Regis Guide 2019

Members looked at and felt the two different types paper proposed by Carrier Direct and Zenith Media and agreed the matt paper proposed by Carrier Direct was preferred.

Proposed by Cllr G. Turner and seconded by Cllr S. Larcombe, members agreed to **RECOMMEND TO FULL COUNCIL** to approve using Carrier Direct for the printing of the 2019 town guide.

Members agreed the number of guides produced should be gradually decreased over a period of time, and as such, reducing the number from 25,000 to 20,000 was appropriate.

The administrative officer confirmed there was no intention to print further copies mid-year when the 20,000 ran out.

Proposed by Cllr J. Scowen and seconded by Cllr P. Hicks, members agreed to **RECOMMEND TO FULL COUNCIL** to approve printing 20,000 copies of the 2019 Lyme Regis guide.

Proposed by Cllr S. Larcombe and seconded by Cllr J. Scowen, members agreed to **RECOMMEND TO FULL COUNCIL** to approve using Carrier Direct Marketing for the design, advertising sales service, and lead generation and fulfilment of the 2019 town guide.

The administrative officer said Take One Media's approach to supplying tourist information centres (TIC) with guides was much more cost-effective as the guides would only be supplied specifically to TICs who had requested them.

The administrative officer said Take One Media offered a much more flexible service as there was also the option to cap the number of guides which were supplied to particular TICs, counties or regions, and a supply could be held back until later in the year to ensure guides were available for a longer period.

Proposed by Cllr S. Larcombe and seconded by Cllr P. Hicks, members agreed to **RECOMMEND TO FULL COUNCIL** to use Take One Media for the promotion and fulfilment of the 2019 town guide to tourist information centres.

18/44/TCP Working with Visit Dorset

Members agreed the proposals represented good value for money.

The administrative officer said officers were unsure whether running the social media campaign in June, July and August would be the most effective, as people were likely to have already booked their holiday by then or already be on holiday. Therefore, they would like the opportunity to discuss the timing of the social media campaign with the company, with the option of pulling it forwards. She added that this might change the cost, so members could consider approving a social media campaign up to the suggested budget amount.

Proposed by Cllr J. Scowen and seconded by Cllr G. Turner, members agreed to **RECOMMEND TO FULL COUNCIL** to 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 up to a budget amount of £4,880 with further discussion required on the timing of the campaign
- Printed adverts in Visit Dorset and Exploring West Dorset at £1,070

18/45/TCP Managing Consultation Exercises

Cllr J. Broom asked if there was any update on the proposed Dorset and East Devon National Park.

The deputy town clerk said there was no update.

It was noted the proposed merger between Dorset Police and Devon and Cornwall Police would not be going ahead.

The meeting closed at 8.04pm.

Committee: Tourism, Community and Publicity

Date: 21 November 2018

Title: Matters arising from the minutes of the previous meeting held on 21 November 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

18/41/TCP – Update Report

Webcams

The new parts were installed on the Marine Theatre webcam and it is now working.

There is now an issue with the Cobb webcam and the operations manager has been trying to resolve the issue in consultation with our IT consultant. It is believed one of the aerials – either the one on the end of the Cobb buildings or at St Michael's Business Centre – might be broken or facing the wrong way and this is in the process of being checked.

If the aerials are not the cause of the problem, the council may need to consider overhauling the system.

Army Cadet Force (ACF)

The Reserve Forces and Cadets Association (RFCA) has confirmed The Tunnel is a suitable location for the ACF to meet. The detachment is now in the process of being set up.

The ACF has applied to the Rotary Club of Lyme Regis for funding for signs, non-slip matting for wooden steps, and security lights.

18/43/TCP – Lyme Regis Guide

The project schedule has been agreed with Carrier Direct. The rate card has been updated and approved and Carrier will start contacting potential advertisers w/c 19 November 2018.

AGENDA ITEM 6

We're aiming for the artwork to be with the printers by 19 December 2018, and the guide will be available for promotion and distribution by 10 January 2019.

Mark Green
Deputy town clerk
November 2018

Adrianne Mullins
Administrative officer

Committee: Tourism, Community and Publicity

Date: 21 November 2018

Title: Update Report

Purpose of the Report

To update members on issues considered at previous meetings

Recommendation

Members note the report

Report

Mary Anning statue

The website is almost ready to go live, and Twitter and Facebook accounts have been set up.

A news article about the statue featured in The Times newspaper on 13 November 2018 and has generated several offers from the public who would like to help fund the statue.

A Crowdfunding page will be set up in the spring to raise the funds required.

Youth Council

The youth council is in the process of selecting its officers and several members will be attending the Full Council meeting on 12 December 2018.

Sculpture trail

The Clare Trenchard sculpture 'Trapeze' has now been replaced with one from the same 'hare series' called 'Juggler'.

Seafront wi-fi

We have not yet received more comprehensive user data from Club Wifi. The data protection issues which have previously been raised are not believed to be an insurmountable problem. A further conversation will take place prior to the meeting and a verbal update will be provided.

Open-air cinema

The organisers of the open-air cinema had been notified that events were not possible for next year due to the planned replacement of the shelters roofing material and other associated works.

AGENDA ITEM 7

Now that the commencement of works has been moved back to September 2019, a spring and, possibly, late-summer showing are feasible. Further discussions will be held with the operators and a full report brought back to the next meeting.

Mark Green
Deputy town clerk
November 2018

Adrianne Mullins
Administrative officer

Committee: Tourism, Community and Publicity

Date: 21 November 2018

Title: Wedding Brochure

Purpose of Report

To allow members to a proposal to produce a printed and digital wedding brochure to advertise the Guildhall, at no cost to the council

Recommendation

Members approve accepting the proposal from the Marketing Consultancy to produce a printed and digital wedding brochure to advertise the Guildhall, at no cost to the council

Background

1. Wedding ceremonies are held at the Guildhall and this service is advertised on the council website. One-off adverts are sometimes run in local publications and newspaper wedding supplements. A leaflet is produced and printed in the office and is made available from the office or sometimes sent by post to anyone who requests it. The venue is also listed on Dorset For You as a registered venue in Dorset.
2. The council has been approached by a company called the Marketing Consultancy based in Blackpool with an opportunity to produce a wedding brochure to advertise ceremonies at the Guildhall.
3. The number of ceremonies held at the Guildhall has dropped off in the last couple of years, from 32 in 2016, to 15 in 2017, and 26 in 2018. This could be for various reasons, including Hix Oyster and Fish House now being a registered wedding venue, and the lack of marketing.
4. The Marketing Consultancy has put forward a proposal to produce a brochure, both as A4 hard copy and digital format, free-of-charge. The only thing asked of the council would be to supply editorial content and images for the publication.
5. The cost of the brochure would be covered by local businesses providing wedding services, such as photographers, car hire and florists. The council can help by providing names of local businesses.
6. The Marketing Consultancy would deal with all the advertising activity and would aim to feature two of each category of business. This offers variety to couples who are thinking of booking a wedding.
7. All sales activity would be carried out via phone and email.
8. From start to finish, including securing advertisers, designing the brochure, proofing and printing, the process is expected to take around 16 weeks.

9. As part of the proposal, the Marketing Consultancy would provide 500 printed copies of the brochure. However, the focus would be on a digital brochure, which can be featured on the council website, promoted on our social media page with a link to the brochure and emailed to couples on request. However, the council could consider printing further copies when the 500 have gone, which would obviously be at the council's cost.
10. The printed copies and digital brochure run for two years initially, with no rolling agreement and an option to renew after that. We would still be able to use any remaining brochures and continue to use the digital brochures after the two years.
11. The advertising rates for the two-year period (at least) are as follows:

Quarter page – £300
Half page – £500
Full page – £900
12. These prices are set by the Marketing Consultancy as they know what they need to charge to cover their costs.
13. Examples of brochures already produced by the Marketing Consultancy are as follows:
 - Murthyly Castle, Perthshire
<https://indd.adobe.com/view/99e17506-11d9-4506-a2f0-12cbea3536de>
 - Paxton House, Berwick-Upon-Tweed
<https://indd.adobe.com/view/ef0c9b44-fe91-4637-be80-bdc156ed11fd>
 - Lartington Hall, Teesdale
<https://indd.adobe.com/view/a7ec5da2-ae95-4e22-a684-44c17197e6bf>
14. An example of a hard copy will be brought to the meeting.
15. Any recommendations from this committee will be considered by the Full Council on 12 December 2018.

Adrianne Mullins
Administrative officer
November 2018

Committee: Tourism, Community and Publicity

Date: 21 November 2018

Title: Town-Wide WiFi

Purpose of Report

To allow members to consider the principle of extending publicly-accessible WiFi to other areas of the town

Recommendation

Members consider the principle of extending publicly-accessible WiFi to other areas of the town

Background

1. A member has requested that the council considers extending publicly-accessible WiFi to the town centre. In addition, a separate request has been received to consider extending the existing seafront system to include the Monmouth Beach area, especially the area of the caravan and chalet park.

Report

2. Before officers embark on considerable work to investigate possible schemes and their respective specifications, performance and cost, members are requested to consider the wider issues of principle and scheme objectives.
3. If the principle is supported then the next step would be to look at areas to be covered, target groups and system parameters and performance specification. This stage would require external specialist advice.
4. No budget currently exists for this purpose.
5. Any recommendations from this committee will be considered by the Full Council on 12 December 2018.

Mark Green
Deputy town clerk
November 2018

Committee: Tourism, Community and Publicity

Date: 21 November 2018

Title: Community Minibus

Purpose of Report

To allow members to consider whether they support the principle of the council either acquiring and/or managing a minibus for use by local community groups

Recommendation

Members indicate whether they support the principle of the council either acquiring and/or managing a minibus for use by local community groups, and if so, ask officers to work up proposals into greater detail, to be reported to Full Council on 12 December 2018

Report

1. The council has received an approach from Richard Clist, owner of The Tunnel, near Charmouth, who has offered the council a minibus for use by the wider community.
2. The minibus is a 2016 long-wheel based Ford Transit, equipped with full roof rack, in apparently good condition and with low mileage.
3. Richard Clist has indicated that the council could buy the minibus outright for £3,000. Alternatively, he would be willing to simply make the minibus available for community use, on the basis that the council dealt with all aspects of booking, management, maintenance and insurance.
4. If members are minded to support the principle of the council providing such a facility, it is suggested that more work needs to be done to ascertain detailed costs and to look at likely levels of demand and the practical implications of managing such a facility.
5. In particular, arrangements for insurance, estimated cost £850, and the booking, issuing and return of the vehicle would require very careful thought before any final decisions were made.
6. Members are therefore asked to indicate whether they support the principle of the council either acquiring and/or managing a minibus for use by local community groups, and if so, ask officers to work up proposals into greater detail.
7. Members should note that no budget currently exists for this purpose.
8. Any recommendations from this committee will be considered by the Full Council on 12 December 2018.

Mark Green
Deputy town clerk
November 2018

Committee: Tourism, Community and Publicity

Date: 21 November 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 12 December 2018.

Adrianne Mullins
Administrative officer
November 2018

Managing Consultation Exercises

APPENDIX 11A

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	Recruitment is under for five roles covering Place, Adults, Children's, Corporate Development and Legal and Democratic to join the new senior leadership team for Dorset Council. Applications were open to internal and external candidates and closed on 5 November. Technical interviews have taken place and candidates are now being shortlisted for invitation to participate in the assessment centre. The assessment centre will be held on 28 and 29 November, with final interviews with members on 3 and 4 December. The successful candidates will be appointed by member panels and the statutory roles by the Shadow Council in December. A new logo has been chosen following a series of engagement sessions with residents, councillors and employees. Four logos were shortlisted, with the proposed logo being the favourite with all groups consulted. The logo will not be used until 7 January 2019.
Natural England – 'Coastal Margin'		12/12/16	LRTC	Council consideration	To oppose the proposed coastal margin	Not yet made.

Managing Consultation Exercises

APPENDIX 11A

					at Monmouth Beach and suggested this area should be treated as an exception	
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	NHS Dorset Clinical Commissioning Group has published a report and summary document regarding the benefits of having specialist hospitals. 'Patient benefits resulting from creating a major emergency hospital and a major hospital for planned care' is available to download from https://www.dorsetsvision.nhs.uk/#news
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 15 October. This council's comments submitted. Precise timing of next stages not yet clear. Timetable has slipped significantly since review commenced.
Pre-Submission Draft	01/12/17	31/01/18	The public	LRTC's social media and		The Mineral Sites Plan was submitted to the Secretary of State for Communities

Managing Consultation Exercises

APPENDIX 11A

Bournemouth, Dorset and Poole Mineral Sites Plan				members' briefing		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. An examination into the soundness of the plan was held during public hearings in Dorchester from 25 to 27 September and also from 2 to 3 October.
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 was subject to a public examination with a planning inspector in June 2018.
South Western Railway timetable consulting, affecting services to and from Axminster, Honiton, Exeter, Dorchester and Weymouth	29/09/17	22/12/17	Customers and stakeholders	LRTC's social media		The timetable changes were expected to take effect from 9 December 2018. However, SWR will not be implementing any changes to the December 2018 timetable and instead rolling over the May 2018 timetable.

Managing Consultation Exercises

APPENDIX 11A

Dorset Police- Future Policing	29/07/18	27/08/18	The public	LRTC's social media and members' briefings		Following the Devon and Cornwall Police and Crime Panel meeting on 5 October, Devon and Cornwall PCC Alison Hernandez has decided she does not support the submission of the proposed merger full business case to the Home Office.
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	The matter will be considered by Dorset County Council's Regulatory Committee on 6 December 2018. Any recommendations are likely to be referred to the next Cabinet meeting.
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 Vale as a separate ward	Following a public consultation, the Local Government Boundary Commission for England (LGBCE) have published their final recommendations for ward boundaries for Dorset Council. The new wards will be represented by 82 councillors and the arrangements will come into effect at the first elections in May 2019. LGBCE's final recommendations propose six three-councillor wards, 18 two-councillor wards and 28 one- councillor wards. Following public feedback, LGBCE has changed some of the proposals it put forward in July. Details can be found on the website.

Managing Consultation Exercises

APPENDIX 11A

							The proposed new arrangements must now be implemented by parliament. A draft order – the legal document which brings into force the proposals – will be laid in parliament in the coming weeks.
Dorset Highways' councillors' satisfaction survey	29/08/18	12/10/18	Councillors	Email to councillors	N/A	No results yet published.	
Draft Management Plan for the Dorset Area of Outstanding Natural Beauty	08/08/18	03/10/18	Councillors	Email to councillors	N/A	The final draft of the Dorset AONB Management Plan 2019-24 to be presented to the Partnership Board can be downloaded at https://www.dorsetaonb.org.uk/the-dorset-aonb/management-plan	