

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.