



John Wright
Town Clerk

Lyme Regis Town Council

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Tourism, Community and Publicity Committee

Core Membership: Cllr Ms B. Bawden, Cllr J. Broom, Cllr R. Doney, Cllr Miss K. Ellis, Cllr Mrs M. Ellis, Cllr L. Howe, Cllr B. Larcombe, Cllr D. Ruffle, Cllr D. Sarson, Cllr J. Scowen, Cllr Ms G. Stammers, 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 3 July 2019 commencing at 7pm, when the following business is proposed to be transacted:

M. Wright
P.P. John Wright
Town Clerk
28.06.19

The open and transparent proceedings of Full Council and committee meetings will be audio recorded and recordings will be held for one year by the town council.

If members of the public make a representation to the meeting, they will be deemed to have consented to being audio recorded.

If members of the public have any queries regarding audio recording of meetings, please contact the town clerk.

AGENDA

1. Election of Chairman and Vice-Chairman

To allow members to receive nominations and elect its chairman and vice-chairman for the council year 2019/20

2. Terms of Reference

To allow the committee to receive its terms of reference

3. 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

4. Apologies

To receive and record apologies and reasons for absence

5. Minutes

To confirm the accuracy of the minutes of the Tourism, Community and Publicity Committee meeting held on 17 April 2019

6. 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.

7. Dispensations

To note the grant of dispensations made by the town clerk in relation to the business of this meeting.

8. Matters arising from minutes of the previous meeting held on 17 April 2019

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.

9. Update Report

To update members on issues considered at previous meetings

10. Lyme Regis Guide 2020

To allow members to consider the way forward for the printed Lyme Regis guide for 2020

11. Sculpture Trail in Lister and Langmoor Gardens

To allow members to consider a proposal from The Arts Development Company for the continued development of the sculpture trail in Lister and Langmoor Gardens

12. Managing Consultation Exercises

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

Committee: Tourism, Community and Publicity

Date: 3 July 2019

Title: Election of Chairman and Vice-Chairman

Purpose of Report

To allow the committee to receive nominations and elect its chairman and vice-chairman for the council year 2019/20

Recommendation

- a) The committee receives nominations for the chairman of this committee and elects its chairman for the council year 2019/20
- b) The committee receives nominations for the vice-chairman of this committee and elects its vice-chairman for the council year 2019/20

Background

- 1. Standing order 4.d states the council may appoint standing committees and 'shall permit a committee to appoint its own chairman at the first meeting of the committee.
- 2. Consequently, nominations are sought for the chairman and the vice-chairman of this committee.
- 3. Other relevant standing orders that inform and govern the election of chairmen and vice-chairmen are detailed below.

- 4. Standing order 3.t states:

'Unless standing orders provide otherwise, voting on a question shall be by a show of hands. At the request of a councillor, the voting on any question shall be recorded so as to show whether each councillor present and voting gave their vote for or against that question. Such a request shall be made before moving on to the next item of business on the agenda. If at least two members request, voting may be by signed ballot.'

- 5. Standing order 8.a states:

'Where more than two persons have been nominated for a position to be filled by the council and none of those persons has received an absolute majority of votes in their favour, the name of the person having the least number of votes shall be struck off the list and a fresh vote taken. This process shall continue until a majority of votes is given in favour of one person. A tie in votes tie may be settled by the casting vote exercisable by the chairman of the meeting.

6. Standing order 8.b. states:

As the first business of a council is to elect a chairman (the mayor in the case of Lyme Regis Town Council) who is also an ex-officio voting member of all committees, they are in a position to open and chair a sub-committee meeting temporarily, with the benefit of a casting vote, until a committee chairman is elected. In the mayor's absence, the deputy mayor could officiate in the same way. The town clerk or other officer cannot open or chair a committee or sub-committee meeting.'

7. The election of the chairman and vice-chairman of the Tourism, Community and Publicity Committee will be reported to the Full Council on 24 July 2019.

John Wright
Town clerk
June 2019

Committee: Tourism, Community and Publicity

Date: 3 July 2019

Title: Terms of Reference

Purpose

To allow the committee to receive its terms of reference

Recommendation

The committee receives its terms of reference

Background

1. On 15 May 2019, the Full Council approved the terms of reference for its committees.
2. The terms of reference for the Tourism, Community and Publicity Committee, along with the general terms of reference that apply to all the council's committees is attached, **appendix 2A**.
3. Any recommendations from this committee will be considered by the Full Council on 24 July 2019.

John Wright
Town clerk
June 2019

Terms of Reference

2. Committees – General

- 2.1 The purpose of the council's committees is to consider issues under their remit. Issues will normally be outlined in a report prepared by officers and each report will normally include a recommendation.
- 2.2 Any recommendation(s) from a council committee will be considered at the subsequent meeting of the Full Council. Any decision or recommendation from a council committee has no status until it has been adopted by the Full Council by way of a resolution. This is unless a committee has devolved powers, i.e. Planning in respect of making recommendations direct to Dorset Council on planning applications.
- 2.3 Each committee will:
 - 2.3.1 Elect its chairman and vice-chairman from among its membership;
 - 2.3.2 Confirm the accuracy of the minutes of the last committee meeting;
 - 2.3.3 Agree and review the terms of reference for sub-committees, working or advisory groups that report to the committee;
 - 2.3.4 Receive nominations to existing sub-committees, working or advisory groups that report to the committee;
 - 2.3.5 Elect chairmen and vice-chairmen to existing sub-committees, working or advisory groups that report to the committee;
 - 2.3.6 Appoint any new sub-committees, working or advisory groups, confirmation of their terms of reference, the number of members (including, if appropriate, substitute councillors), receipt of nominations and the election of chairmen and vice-chairmen to them;
 - 2.3.7 To examine on behalf of the council various policies, strategies and plans relating to its subject area and to report these to the Full Council;
 - 2.3.8 To undertake reviews or policy development tasks in relation to any matters falling within the remit of the committee;
 - 2.3.9 To work with other relevant committees of the council where an area of work is shared with that committee.
- 2.4 Council-approved projects and objectives will be delegated to the relevant committee.

- 2.5 No business may be transacted at a committee meeting of the Full Council unless at least one third of the whole number of members of the committee are present and in no case shall the quorum of a meeting be less than three.

6. Tourism, Community and Publicity

- 6.1 The purpose of the Tourism, Community and Publicity Committee is to take active steps to develop the town and people's perception of it. This includes the development and management of:

6.1.1 Tourism policies

6.1.2 Economic and business initiatives

6.1.3 Marketing and publicity

6.1.4 Community engagement

6.1.5 Responding to consultations by external organisations

6.1.6 Managing the process of consulting the community and third sector groups on policy development

6.1.7 Twinning

6.1.8 Arts and heritage

6.1.9 Tourism services

6.1.10 Events' management

6.1.11 Promotion and publicity of the town

LYME REGIS TOWN COUNCIL

TOURISM, COMMUNITY AND PUBLICITY COMMITTEE

MINUTES OF THE MEETING HELD ON WEDNESDAY 17 APRIL 2019

Present

Chairman: Cllr Mrs C. Reynolds

Members: Cllr J. Broom, Cllr R. Doney, Cllr S. Larcombe, Cllr J. Scowen, Cllr G. Turner, Cllr S. Williams

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

Other members: Cllr B. Larcombe, Cllr S. Miller

Absent: Cllr D. Hallett, Cllr P. Ridley

18/69/TCP Public Forum

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

18/70/TCP Apologies

Cllr Mrs M. Ellis – civic duties
Cllr P. Hicks

18/71/TCP Minutes

Proposed by Cllr J. Broom and seconded by Cllr G. Turner, the minutes of the meeting held on 23 January 2019 were **ADOPTED**.

18/72/TCP Disclosable Pecuniary Interests

There were none.

18/73/TCP Dispensations

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

18/74/TCP Matters arising from the minutes of the previous meeting held on 23 January 2019

Footgolf proposal for Strawberry Field

Cllr J. Scowen asked when the footgolf would open.

The deputy town clerk said he was aware the leaseholder had done some preparatory work but he did not know the opening date.

Cllr J. Broom reported that the freeholder of Strawberry Field had not given permission for a shipping container to be sited on the land as alternative storage for the council.

It was agreed the freeholder would be approached about putting another hut on the land, similar to the one already there.

Cllr S. Williams also suggested there was land behind the allotments which could be used for storage.

Dorset Street Food Festival

Members were pleased local traders had been offered the opportunity to take part in the festival.

18/75/TCP Update Report

Working with Visit Dorset

Cllr B. Larcombe requested that the image that would appear on the homepage of Visit Dorset was not an atmospheric image which could be anywhere in the country, but something that was unique to Lyme Regis, such as the Cobb.

Lyme Regis guide

The administrative officer said in addition to the number quoted in the report, a further 3,958 guides had been sent to 94 tourist information centres (TIC). This was in addition to a local supply for the Lyme Regis TIC.

18/76/TCP Grant Agreement Review, LymeArts Community Trust

As the council's representative on LymeArts Community Trust (LACT), Cllr J. Scowen said the trustees had done very well to improve the trust's finances and he hoped the council would acknowledge this.

Cllr R. Doney said he was concerned LACT had said the lack of council funding in the last two quarters of 2019/20, due to an advance in funding, would cause them some difficulty and he asked what this realistically meant in terms of LACT's financial position. In the interests of risk management, he suggested officers asked LACT to clarify this.

Cllr B. Larcombe asked if the council had received copies of the monthly management accounts, as agreed by LACT when the advance of grant payments was agreed.

Cllr J. Scowen said they had not been provided but he was hopeful they would be available by the Full Council meeting on 1 May 2019 and he would press for this.

Cllr B. Larcombe asked if the amount of money the council had given to the theatre over the last 10 years could be reported to the Full Council.

Cllr R. Doney said he had supplied this information to members around two years ago, and the figure was c.£600k, but this would need to be updated.

Cllr S. Miller said there was no doubt there had been a huge improvement but it was still work-in-progress.

18/77/TCP Grant Agreement Review, B Sharp

Cllr S. Williams was concerned a member was not at the meeting between the town clerk and B Sharp as the member representative was unable to attend.

Cllr Mrs C. Reynolds said if a member representative could not attend, the details of the meeting were reported back to them by the town clerk.

Cllr J. Scowen suggested there were deputy representatives in future, and it was agreed this was something which could be considered by the next administration.

18/78/TCP Grant Agreement Review, The Hub

Members noted the report.

18/79/TCP LymeForward Grant Review Meeting

Mr C. Boothroyd, a director of LymeForward, was invited to answer members' questions.

Cllr B. Larcombe asked if LymeForward had been asked by the town clerk to help the council with public consultations related to the proposed Dorset National Park and the Hydrock traffic and transport survey.

Mr C. Boothroyd said LymeForward had not been asked to help with the National Park consultation and had been informed the traffic consultation was in Hydrock's hands.

Cllr B. Larcombe asked if the proposed Visit Lyme promotional material would overlap with the council's existing promotions, and he asked that the council was kept in the loop regarding the seafront railings due to planning implications.

Mr C. Boothroyd said these were both Coastal Communities Team (CCT) issues but the funding bid to the Coastal Communities Fund (CCF) had not been successful.

The deputy town clerk said the railings were a council objective but it wasn't progressed while the outcome of the CCF bid was unknown. He said the council needed to look at this again and find a way to progress it.

The deputy town clerk said the promotional material would have been in addition to what the council does and would have added value. He said this would also need to be re-visited.

Cllr B. Larcombe asked why expenditure for 'Miscellaneous' items had increased so significantly in 2018/19.

Mr C. Boothroyd said he would check this. In response to a member question, he said detailed accounts were available on the LymeForward website.

Mr C. Boothroyd updated members on health and wellbeing matters. He said with the end of the Virgin contract, Dorset Healthcare had won the contract for community services. This meant Dorset Healthcare would be running all community services as they did in the rest of the county. He said this was positive for Lyme Regis because it would bring the town links to more robust services.

Mr C. Boothroyd also spoke about social prescribing. He said the contract had recently been awarded to Help and Care, who would be attending a meeting at the Woodmead Halls on 26 April 2019 at 10am to talk to the health and wellbeing group. He said members were welcome to attend.

Members agreed business engagement needed to improve, although efforts had been made by the council to establish a chamber of commerce.

Mr C. Boothroyd said LymeForward was pursuing this but had made it clear it would be led by businesses, not the council.

18/80/TCP Event Management Deposit Scheme

Cllr Mrs C. Reynolds said the concerns about events and the suggestion for a deposit scheme had been raised by only one member of the public, and there had only been a problem with one event in 2018, specifically related to traffic and access.

Cllr J. Broom said he didn't believe a deposit scheme was workable; the main issue was controlling traffic. He said this could be helped by event organisers being given specific times to go on the parade and the council having control of the barriers.

The deputy town clerk said Food Rocks had produced a plan of the parade and where the stalls should be located and this worked well. He said Dorset Street Food Festival had an access plan but it didn't work well, and this was something that needed to be improved.

Cllr Mrs C. Reynolds suggested this was referred to the Town Management and Highways Committee to create a proper plan for traffic management.

Cllr B. Larcombe said the council also needed to ensure the enforcement officers and staff on duty knew the event plan. He also requested any plan ensured stalls were only at the back of the parade and not on the edge.

Members discussed whether a deposit scheme was still required and generally agreed a proper traffic management and event plan would help control the main issues.

There was some concern there was no penalty for events which did not comply with the council's rules. However, Cllr R. Doney said the ultimate sanction would be that the council would not allow the event to take place in future.

Proposed by Cllr J. Broom and seconded by Cllr G. Turner, members agreed to **RECOMMEND TO FULL COUNCIL** not to pursue an event management deposit scheme at this point in time and refer to the Town Management and Highways Committee the events' management plan, with a view to including a plan of the parade and traffic management controls.

18/81/TCP Managing Consultation Exercises

In response to a member question, the deputy town clerk said there was no update on Natural England's Coastal Margin proposals.

Cllr B. Larcombe asked if there was any idea if Dorset Council was going to adopt the West Dorset District Council draft Local Plan.

The deputy town clerk said there was a suggestion Dorset Council might want to re-visit this with a view to introducing a Dorset-wide Local Plan.

The meeting closed at 8.13pm.

Committee: Tourism, Community and Publicity

Date: 3 July 2019

Title: Matters arising from the minutes of the previous meeting held on 17 April 2019

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

18/74/TCP – Matters arising from the minutes of the previous meeting held on 23 January 2019

Footgolf

Jurassic Footgolf opened on 25 May 2019, in time for the half term week.

18/76/TCP – Grant Agreement Review, LymeArts Community Trust

The town clerk is provided with regular financial information from LymeArts Community Trust. The information supports the bi-annual report the town clerk provides to this committee.

18/79/TCP – LymeForward Grant Review Meeting

The discrepancy in LymeForward's accounts for 2018/19 was an error. Details were emailed to members on 27 June 2019.

18/80/TCP – Event Management Deposit Scheme

The Town Management and Highways Committee will review the events' management plan at its meeting on 11 September 2019.

Mark Green
Deputy town clerk
June 2019

Adrianne Mullins
Administrative officer

Committee: Tourism, Community and Publicity

Date: 3 July 2019

Title: Update Report

Purpose of the Report

To update members on issues considered at previous meetings

Recommendation

Members note the report

Report

Town council website

The town council website was launched on 7 May 2019 as scheduled. Some pages are still under development as they require a lot of information gathering, and the target date for completing these is 31 August 2019.

Blue Level is now developing a bespoke booking system for beach huts and weddings and a meeting is scheduled to take place mid-July to discuss the details. It is anticipating the booking system will be launched in October to coincide with beach hut bookings for 2020.

Working with Visit Dorset

The social media campaign in conjunction with Visit Dorset was run between May and June by RH Advertising. This included:

- Paid search – this involved Lyme Regis being advertised within sponsored listings, targeting those looking for family breaks/accommodation in Lyme Regis
- Facebook and Instagram carousel adverts – these promoted family-orientated attractions and days out
- Responsive display – these are adverts which automatically adjust in size and appearance to fit available advert spaces on Google. They targeted users of selected websites and reached those who are similar to current Lyme Regis visitors
- YouTube pre-roll – these are the 15-second videos which are shown before YouTube videos, promoting short family breaks and days out in Lyme Regis

Three 15-second videos were commissioned from Sound View, the company which creates the promotional videos for Visit Dorset. All three videos are now the council's to use as it wishes, so these will be used on the website and social media.

AGENDA ITEM 9

All the advertising has focused on areas up to two hours' drivetime from West Dorset, highlighting short breaks, days out and staycations with young families as the primary target audience.

Officers are now working with Visit Dorset to put together a blog post of the 'top 10 things to do in Lyme Regis' and an e-newsletter focused on families. The blog post is expected to go live on the Visit Dorset website in July and the e-newsletter will also be sent out in July to the Visit Dorset consumer database (20,000 contacts).

Officers are meeting with RH Advertising at their Exeter office on 12 July 2019 to go through and analyse the results of the campaign and start discussing options for the future. It is hoped the chairman of this committee, when decided, will be able to attend with officers.

Seafront wi-fi

The three western-most transmitters will be affected by the work to the roof of Swim, the amusement arcade and antique and craft centre, but as this work is scheduled for the quieter period between November and February, every effort will be made to minimise the 'down' time of the system.

Lyme Regis guide 2019

By the end of May 2019, just over 13,209 guides had been sent to individuals who had either made direct requests or were already on an existing database.

Adrianne Mullins
Administrative officer
June 2019

Committee: Tourism, Community and Publicity

Date: 3 July 2019

Title: Lyme Regis Guide 2020

Purpose of Report

To allow members to consider the way forward for the printed Lyme Regis guide for 2020

Recommendation

Members instruct officers to obtain quotes for producing the 2020 Lyme Regis guide based on 15,000, 17,500 and 20,000 copies

Background

1. The council has produced a town guide for many years and has a marketing budget, which includes a budget of £34,421 in 2019/20 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 and quotes were obtained for these services.
3. As a result, Carrier Direct Marketing carried out the design, advertising sales, and lead generation and fulfilment of the 2017 and 2018 guides, and Blackmore Group printed both the 2017 and 2018 guides.
4. For the 2017 guide, it was agreed to reduce the number of guides printed from 30,000 to 20,000. However, stock was running low by mid-April 2017 and there were not enough copies to fulfil the requests already made. As such, it was agreed a further 5,000 guides would be printed; a total of 25,000 copies of the 2017 guide.
5. Based on the previous year's experience, 25,000 copies of the 2018 guide were printed.
6. In 2018, some members raised concerns about the cost of the guide and several reports were considered by this committee. This resulted in the council agreeing to reduce the number of printed guides from 25,000 to 20,000 in 2019. Carrier Direct carried out the design, advertising sales, printing and lead generation and fulfilment, and Take One Media carried out the promotion and fulfilment of the guides to tourist information centres.
7. The cost of producing a guide is c.£28,000, which is partially offset by advertising income. This was £7,606 for 2019, up £600 from the previous year.

8. There is no statutory requirement on any council to produce a tourism guide, and it is more common for a principal council, e.g. a borough, city or district council, to produce a guide for a town, county or region.
9. As well as producing a guide for 2019, and to help offset the reduction in the print run, the council agreed to work more closely with Visit Dorset on online promotion. This included a social media campaign, an increased presence on the Visit Dorset website, blog posts and e-newsletters. This was in addition to paid adverts in the West Dorset visitor guide and the Exploring West Dorset leaflet. A more detailed explanation of the 2019 campaign is included in the Update Report at agenda item 9.

Report

10. Members are now asked to consider the way forward for the 2020 guide.
11. In the past, it has been suggested the council could gradually reduce the number of printed guides, with a view to phasing it out completely and concentrating on other forms of promotion, primarily online.
12. Officers would advise against scrapping the guide completely at this point. It is still a valid form of promotion and there is a market for a printed guide, particularly among the older age group.
13. Last year, the council asked officers to obtain costs to produce the 2019 guide based on 15,000, 17,500 and 20,000 copies. This would seem a sensible way forward this year, to be able to provide members with more detailed information to base a decision on.
14. Based on last year's costs, the total cost of producing a guide based on these numbers are:

15,000 – c.£21,000
17,500 – c.£24,500
20,000 – c.£27,750
15. These are indicative costs only, based on quotes given last year, and these are likely to change. Some costs would remain the same, regardless of the number of guides printed, such as design costs and the cost of the advertising sales service. The saving on printing between 15,000 and 20,000 copies is not significant, somewhere around £1,000. The biggest savings would be achieved in lead generation and fulfilment, as each lead generated costs around 50p, and it costs around 60p to post each guide.
16. At this point, officers would advise members to agree that further quotes are obtained based on 15,000, 17,500 and 20,000 copies, and for this information to be brought back to this committee on 18 September 2019 to allow members to make an informed decision.

AGENDA ITEM 10

17. In the meantime, officers are meeting with RH Advertising on 12 July 2019 and will begin to discuss how the social media campaign could possibly be extended next year, in a move towards more online promotion. A report on this meeting could be brought to this committee on 18 September 2019 to sit alongside the report on the guide.
18. Any recommendations from this committee will be considered by the Full Council on 24 July 2019.

Adrianne Mullins
Administrative officer
June 2019

Committee: Tourism, Community and Publicity

Date: 3 July 2019

Title: Sculpture Trail in Lister and Langmoor Gardens

Purpose of Report

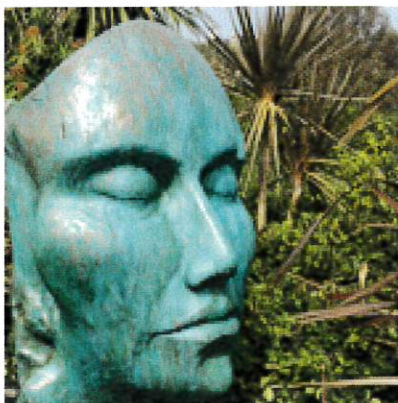
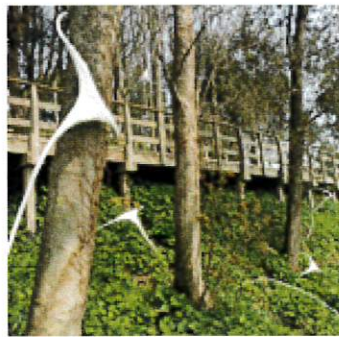
To allow members to consider a proposal from The Arts Development Company for the continued development of the sculpture trail in Lister and Langmoor Gardens

Recommendation

Members consider a proposal from The Arts Development Company for the continued development of the sculpture trail in Lister and Langmoor Gardens

Background

1. It was reported to the last meeting of this committee that four new (replacement) pieces had been installed in the gardens as part of the ongoing development of the trail. The full complement of sculptures now comprises those shown below:



AGENDA ITEM 11

2. It was noted the council continued to insure the sculptures, but this was at no additional overall premium.
3. The council had previously received a report via the former LymeForward manager about how the trail might be developed in future to make it more sustainable, to enable greater community engagement with the project and to become, over time, less dependent on financial support from the town council.
4. Since that time, The Arts Development Company have taken on the developmental work, secured the new sculptures referred to above, provided new and improved signage within the gardens and worked to achieve some other sources of funding.

Report

5. The Company has now submitted a proposal for additional funding amounting to £7,000 in 2019/20 towards the continued development of the trail. The total cost of the proposal is identified as £10,500. The full proposal is set out in **appendix 11A**.
6. No specific budget exists for this purpose in the 2019/20 budget, although there is an amount of £9,000 set aside as match funding towards seafront initiatives. In addition, some of the S106 monies secured for the lighting project could potentially be utilised given the link between the two projects.
7. The sculpture trail is certainly well-received by visitors, has been incorporated into the lighting proposals and enhances the general town 'offer'; particularly if sculptures are changed on a regular basis. The proposed community outreach work involving local schools and others could also be an extremely attractive part of the ongoing development of the trail.
8. If members are minded to support the request, it is suggested that this be made conditional on the referred to match funding being achieved and on approval of the proposed 3-5 year management plan.
9. Any recommendations from this committee will be considered by the Full Council on 24 July 2019.

Mark Green
Deputy town clerk
June 2019

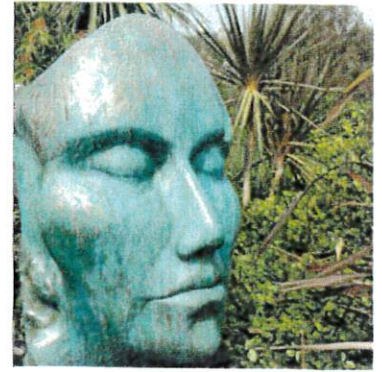


Lyme Regis Sculpture Trail

Proposal

Project Overview:

The Langmoor and Lister Gardens in the heart of Lyme Regis have hosted the Lyme Regis Sculpture Trail since 2015. Perched above the beach, with far-reaching views to the Cobb and Jurassic coastline beyond, the gardens provide a stunning outdoor gallery to exhibit contemporary high quality sculptures.



The sculpture trail have benefited residents and visitors through:

- Enhancing the appeal and experience of the gardens, leading to increased repeat visits and appreciation of the natural space.
- Providing a year round cultural offer, increasing visitation in the particularly important shoulder seasons.
- Supporting the implementation of cultural experiences and tourism, which in turn benefit the economy, health and well-being.
- Compliments the Lyme Regis Town Councils wider development work, notably the lighting scheme for the gardens in 2019.



"I love it. Thank you so much for the free art! I live in Lyme so I thoroughly enjoy the yearly changing art installations. Please keep doing what you do. It's great for us who live here and tourists." Oania Brett (Lyme resident)

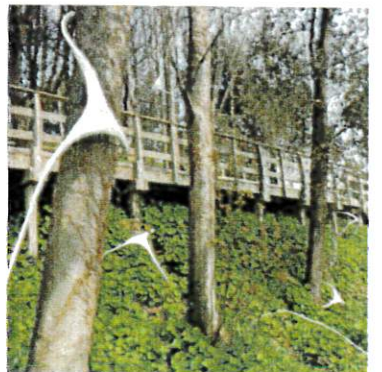
"Absolutely beautiful sculptures superbly placed in the Gardens. What a wonderful concept, thank you". Phillippa Headley, Visitor



Who We Are:

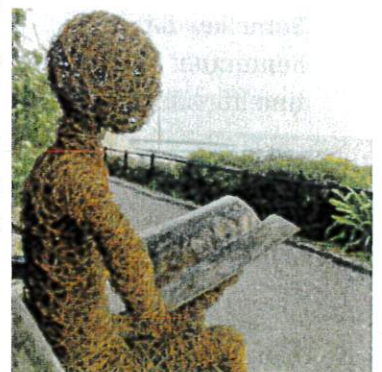
The Arts Development Company (TADC) have managed the sculpture trail since 2017, working in close collaboration with the LRTC to deliver a high quality curated exhibition of sculptures from a range of South West regional artists.

TADC is a social enterprise, set up by former Dorset County Council arts development staff in 2015. We are leading arts development for Dorset and beyond, through working with a range of stakeholders, funders and commissioners to deliver collaborative programmes and projects to improve lives in the community. TADC strongly believe in the power of the arts to transform environments.



The Proposal:

- Continue to manage the annual exhibition of sculptures in the gardens through a rolling curated programme so that the sculptures change, offering more opportunities for artists and to encourage repeat visits
- Work alongside LRTC for the sculpture trail to coordinate with the delivery of the gardens lighting project to enhance the overall experience and value
- Develop a 3-5 year management plan for the sculpture trail focussing on longer term sustainable funding; better integration into the local business network and commitment; and embedding the regions arts and creative industry into longer term cultural development in Lyme Regis.



Committee: Tourism, Community and Publicity

Date: 3 July 2019

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:
 - Natural England – Coastal Margin
 - 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
 - Dorset Area of Outstanding Natural Beauty - Draft Management Plan for the Dorset Area of Outstanding Natural Beauty
 - Lyme Regis Development Trust – summer activities programme at The Hub
 - Dorset Community Action – town and parish councils questionnaire
2. **Appendix 12A** 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 24 July 2019.

Adrianne Mullins
Administrative officer
June 2019

Organisation and topic	Start date	End date	Who is being consulted	Consultation promoted by LRTC through	The response	Update/Decision made
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.
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.	Dorset Council has confirmed it intends to start from scratch on a new Local Plan for the whole of the Dorset Council area, rather than continue to progress the part-complete district-wide reviews of existing Local Plans. The first stage of the new process is a Statement of Community Consultation, which began on 21 June 2019 and runs until 2 August 2019.
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 public examination has now been completed and the inspector has issued his findings, which include a number of modifications to the plan. None of these affect Lyme Regis or the surrounding area in any way and this council has not commented further.

Managing Consultation Exercises

APPENDIX 12A

Pre-Submission Draft Bournemouth, Dorset and Poole Waste Plan	01/12/17	31/01/18	The public	LRTC's social media and members' briefing		As above.
Draft Management Plan for the Dorset Area of Outstanding Natural Beauty	08/08/18	03/10/18	Councillors	Email to councillors	N/A	The Dorset AONB Management Plan 2019-24 was adopted by its five local authorities by the end of March 2019 and it will go through a subsequent adoption by Dorset Council in due course.
Lyme Regis Development Trust (The Hub) – Summer activities programme for primary age children	March 2019	26/04/19	The public (parents and carers)	Social media and newspaper column	N/A	No further update.
Dorset Community Action – Town and Parish Councils Questionnaire	June 2019	Unknown	Town and parish councils	Members' briefing	N/A	Dorset Community Action requested that town and parish councils complete a short questionnaire to assist them in establishing views of connection and engagement with the VCSE sector and the new Dorset Council.