



John Wright
Town Clerk

Lyme Regis Town Council

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Tourism, Community and Publicity Committee

Core Membership: Cllr J. Scowen (chairman), Cllr Miss K. Ellis (vice-chairman), Cllr Ms B. Bawden, Cllr J. Broom, Cllr R. Doney, Cllr Mrs M. Ellis, Cllr L. Howe, Cllr B. Larcombe, Cllr D. Ruffle, Cllr D. Sarson, 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 18 September 2019 commencing at 7pm, when the following business is proposed to be transacted:

John Wright
Town Clerk
13.09.19

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. 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 3 July 2019

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 3 July 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.

7. Update Report

To update members on issues considered at previous meetings

8. Lyme Regis Marketing Proposal

To allow members to consider a new map-based marketing proposal to be put forward by the committee chairman

9. Social Media Marketing

To provide members with a summary of the 2019 social media campaign, and allow members to consider the details of the 2020 campaign

10. Lyme Regis Guide 2020

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

11. Grant Agreement Review, LymeArts Community Trust

To inform members of the grant agreement review meeting with LymeArts Community Trust on 12 September 2019 and to receive a presentation from Gabrielle Rabbitts, director, Marine Theatre

12. Publicity Meetings

To allow members to consider re-establishing publicity meetings between members and officers

13. Guitars on the Beach – Change of Date

To allow members to consider allowing Guitars on the Beach to change the date of the event in 2020

14. Committee Objectives 2019-20

To allow members to consider and review objectives within this committee's remit

15. Managing Consultation Exercises

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

16. Exempt Business

LYME REGIS TOWN COUNCIL

TOURISM, COMMUNITY AND PUBLICITY COMMITTEE

MINUTES OF THE MEETING HELD ON WEDNESDAY 3 JULY 2019

Present

Chairman: Cllr J. Scowen

Members: Cllr B. Bawden, Cllr J. Broom, Cllr R. Doney, Cllr Miss K. Ellis, Cllr Mrs M. Ellis, Cllr L. Howe, Cllr B. Larcombe, Cllr D. Sarson, Cllr G. Turner, Cllr S. Williams

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

19/01/TCP Election of Chairman and Vice-Chairman

The mayor, Cllr B. Larcombe opened the meeting.

Cllr S. Williams proposed Cllr J. Scowen as chairman of the Tourism, Community and Publicity Committee, seconded by Cllr G. Turner.

There being no other nominations, Cllr J. Scowen was duly **ELECTED** as chairman of the Tourism, Community and Publicity Committee.

Cllr J. Scowen nominated Cllr Ms B. Bawden as the vice-chairman of the Tourism, Community and Publicity Committee, seconded by Cllr S. Williams.

Cllr J. Broom nominated Cllr Miss K. Ellis as vice-chairman of the Tourism, Community and Publicity Committee, seconded by Cllr Mrs M. Ellis.

Cllr Miss K. Ellis was duly **ELECTED** as vice-chairman of the Tourism, Community and Publicity Committee.

19/02/TCP Terms of Reference

The committee **RECEIVED** its terms of reference.

19/03/TCP Public Forum

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

19/04/TCP Apologies

Cllr D. Ruffle – personal commitment

Cllr Ms G. Stammers – personal commitment

19/05/TCP Minutes

Proposed by Cllr B. Larcombe and seconded by Cllr J. Broom, the minutes of the meeting held on 17 April 2019 were **ADOPTED**.

19/06/TCP Disclosable Pecuniary Interests

There were none.

19/07/TCP Dispensations

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

19/08/TCP Matters arising from the minutes of the previous meeting held on 17 April 2019

Grant agreement review, LymeArts Community Trust

Cllr Mrs M. Ellis asked if LymeArts Community Trust's (LACT) position with regards to grant funding had been clarified by officers. She asked if LACT was likely to come to the council to ask for further funding.

Cllr J. Scowen, the council's representative on LACT, said they had a new finance manager who was producing figures and this information would be provided to the council regularly. He said his advice to LACT was not to ask the council for more money before the next round of grants.

The administrative officer said she understood a report would be brought to the council in September with further information about LACT's financial position.

Event management deposit scheme

Cllr B. Larcombe asked if the council could ensure the review of the events' management plan could include a stipulation that gazebos should not be on the front edge of the parade and that benches should not be moved to accommodate them.

Cllr R. Doney left the meeting at 7.16pm.

19/09/TCP Update Report

Working with Visit Dorset

Cllr J. Scowen asked for the costs associated with working with Visit Dorset.

The administrative officer said this information could be provided to members outside of the meeting.

As an indication, the deputy town clerk said the marketing budget was £34k, the majority of which was spent on the town guide.

19/10/TCP **Lyme Regis Guide 2020**

Cllr B. Larcombe believed there was no longer a place for a free printed guide and the council should stop producing one.

It was proposed by Cllr B. Larcombe and seconded by Cllr S. Williams not to produce a printed Lyme Regis guide in 2020.

This motion was not voted on.

Cllr Mrs M. Ellis said she believed the council should continue to produce a guide, as not everyone had internet access, but to gradually reduce the numbers. She said the way in which they were dispatched needed to be reviewed as this was the most expensive element.

Cllr Ms B. Bawden said there needed to be some form of publication, but she wasn't keen on the current guide as there were too many adverts and the copy needed updating. She said there needed to be something useful to visitors with a map, events and pictures.

Cllr J. Scowen agreed with this and said he had an idea which would cost a fraction of the current guide, which he would like the opportunity to present to this committee at its September meeting. He said it was an A2 map which folded down, with photos, events and information on one side, and adverts on the other. He asked members to postpone a decision on the guide until he had had the opportunity to present his idea.

The deputy town clerk advised against deferring a decision because if members decided at the September meeting to continue with the guide, it wouldn't allow enough time to produce it within the normal timescale for 2020.

Members discussed what the difference was between a guide and brochure and acknowledged the current publication was intended to attract people to Lyme Regis, while Cllr J. Scowen's idea was intended to be used by people already in the town.

The administrative officer advised members to agree at this meeting that quotes for producing a guide in 2020 should be obtained, rather than deferring a decision, as the quotes could be considered alongside Cllr J. Scowen's idea at the September meeting.

Cllr J. Broom said he would also like to see quotes based on 12,500 copies.

Proposed by Cllr J. Broom and seconded by Cllr J. Scowen, members agreed to **RECOMMEND TO FULL COUNCIL** to instruct officers to obtain quotes for producing the 2020 Lyme Regis guide based on 12,500, 15,000, 17,500 and 20,000 copies.

19/11/TCP **Sculpture Trail in Lister and Langmoor Gardens**

Cllr B. Larcombe said the council should not give any further financial support to the trail as it already provided free exhibition space and had installed the plinths to put the sculptures on.

Cllr Mrs M. Ellis agreed and said it had been suggested in the past that local schools might like to display artwork on the plinths but this had not happened. She suggested the request for funding was made when the council considered annual grants.

The deputy town clerk said there was only funding in place for the sculptures to remain where they were until the autumn; beyond that, the sculptures were likely to be removed unless further funding was found as they were on loan.

Several members said they saw the value in the sculptures, residents and visitors enjoyed them, and they were of benefit to the council and the town.

Cllr Mrs M. Ellis said there was no budget for this and the council should be cautious of drawing money down from the reserves.

The deputy town clerk said there was no specific provision in the 2019/20 budget but £9k of match funding was available for 'seafront initiatives', which were things that benefitted residents and visitors on the seafront.

Cllr Ms B. Bawden said any funding should come with a condition that The Arts Development Company did community outreach work with schools.

It was proposed by Cllr B. Larcombe and seconded by Cllr S. Williams that Lyme Regis Town Council continues to show its support for the sculpture trail and encouragement of the sculptures in the gardens without giving financial support, but to continue to provide free exhibition space and maintain the exhibition sites free-of-charge.

This motion was not carried.

Cllr Mrs M. Ellis said any financial support should be on the basis match funding is provided to the same amount and on approval of the three to five-year management and business plan referred to by The Arts Development Company in its proposal.

Proposed by Cllr J. Broom and seconded by Cllr J. Scowen, members agreed to **RECOMMEND TO FULL COUNCIL** to provide funding of £5,000 in 2019/20 towards the continued development of the sculpture trail in Lister and Langmoor Gardens, providing there is match funding for this amount, on the condition the company does community outreach work with schools and on approval of the three to five-year management and business plan referred to by The Arts Development Company in its proposal.

The deputy town clerk said it was possible the business and management plan would be available for the council to see at the next meeting of this committee.

19/12/TCP Managing Consultation Exercises

Members noted the report.

The meeting closed at 8.09pm.

DRAFT

Committee: Tourism, Community and Publicity

Date: 18 September 2019

Title: Matters arising from the minutes of the previous meeting held on 3 July 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

19/11/TCP – Sculpture Trail in Lister and Langmoor Gardens

The three to five-year management plan for the trail focussing on longer-term and sustainable funding still needs to be completed by The Arts Development Company. The intention is to report in detail to the October meeting of this committee.

Mark Green
Deputy town clerk
September 2019

Committee: Tourism, Community and Publicity

Date: 18 September 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 development of the bespoke booking system for beach huts and weddings is nearing completion. We are on track to launch the booking system in October to coincide with beach hut bookings for 2020.

Seafront wi-fi

Club WiFi, the providers of the council's seafront WiFi, have written on 10 September advising that they *"are now getting ready for numerous updates on networks for the winter period. Part of the big plan is to implement a "NEW" updated login portal to allow much more proactive marketing to take place with your customers while onsite for your benefit."*

We are asked to consider our views about what improvements we would like to consider for our network. Given the timescales, this will be the subject of a report to the next meeting of this committee and may link to wider discussions about new marketing opportunities.

Mark Green
Deputy town clerk
September 2019

Adrianne Mullins
Administrative officer

Committee: Tourism, Community and Publicity

Date: 18 September 2019

Title: Lyme Regis Marketing Proposal

Purpose of Report

To allow members to consider a new map-based marketing proposal to be put forward by the committee chairman

Recommendation

Members consider a new map-based marketing proposal to be put forward by the committee chairman and, if supported, agree to officers obtaining three quotes for its production with a view to it being introduced prior to the 2020 season

Background

1. The council has a marketing budget of £60,000 in 2019/20, of which around £15,000 is for contractually-fixed sums for the lymeregis.org website (£12,002) and webcams (£3,131). This leaves a discretionary budget of around £45,000 for other marketing activities.
2. In 2018/2019, the other marketing budget allocations were as follows:

Town guide - £24,713
Visit Dorset (including a social media campaign with RH Advertising) - £6,640
Visiting bands in the shelters - £2,108
3. In 2018/19, a total of £5,937 was also spent on general in-year advertising and events' support (such as a new PA system).
4. This left an unallocated and unspent balance of £5,469.
5. The cost of producing a guide is partially offset by advertising income. This was £7,606 for 2019, up £600 from the previous year.
6. If this income is factored in, if the level of income remains consistent and if the overall level of spend in 2019/20 is similar to last year, then a total of £13,055 remains potentially available to be allocated to new marketing initiatives.
7. If members decide to either reduce the number of town guides or cease its production altogether – agenda item 10 refers – this will obviously affect the available budget. In addition, it may impact on the level of income; which will also need to be taken into account.

Report

8. At the last meeting on 3 July 2019, members considered the production of a guide for 2020 and, after considerable debate, instructed officers to obtain quotes for a

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reduced print run of 12,500, 15,000 and 17,500 copies for consideration at this meeting.

9. As part of that debate, the chairman mentioned a map-based marketing idea which he wanted the opportunity to present to members at this meeting and which he felt would be both more effective and considerably cheaper than the existing guide.
10. The chairman has subsequently developed his ideas and Wes Dowell of Coastline Creative will attend the meeting to help present and explain those ideas, together with indicative costings.
11. If members support the concept, it will be necessary for officers to obtain three quotes in the usual way. These can then be considered at the next meeting and still give adequate time for production prior to the 2020 season.
12. Depending on any subsequent decisions taken about the production of a guide for 2020, there may also be the opportunity to look at other new marketing initiatives within the available budget.
13. Any recommendations from this committee will be considered by the Full Council on 9 October 2019.

Mark Green
Deputy town clerk
September 2019

Committee: Tourism, Community and Publicity

Date: 18 September 2019

Title: Social Media Marketing

Purpose of Report

To provide members with a summary of the 2019 social media campaign, and allow members to consider the details of the 2020 campaign

Recommendation

Members approve the social media campaign put forward by RH Advertising; if the details are not available by the date of the meeting, delegated authority is given to officers, in consultation with the chairman of this committee, to approve the proposal up to an identified budget

Background

1. The council has a marketing budget of £60,000 in 2019/20, of which around £15,000 is for contractually-fixed sums for the lymeregis.org website (£12,002) and webcams (£3,131). This leaves a discretionary budget of around £45,000 for other marketing activities.
2. In 2018/2019, the other marketing budget allocations were as follows:

Town guide - £24,713
Visit Dorset (including a social media campaign with RH Advertising) - £6,640
Visiting bands in the shelters - £2,108
3. In 2018/19, a total of £5,937 was also spent on general in-year advertising and events' support (such as a new PA system).
4. This left an unallocated and unspent balance of £5,469.
5. The cost of producing a guide is partially offset by advertising income. This was £7,606 for 2019, up £600 from the previous year.
6. In 2019, a social media campaign was incorporated into the council's overall tourism marketing strategy to tie in with a wider marketing campaign with Visit Dorset. The campaign ran via Visit Dorset's social media feeds, mainly Facebook and Instagram, with videos on YouTube.
7. The campaign was run by Visit Dorset's media agency RH Advertising and was delivered from June to August, encouraging people to visit Lyme Regis for a short break during the summer holiday. The campaign focused on families, targeting parents aged 25-54 with children aged between three and 12.
8. It involved carousel adverts, paid searches, responsive displays and video.

9. The campaign cost £4,880, which included campaign set-up, management and reporting.

The 2019 campaign

10. Cllr J. Scowen, the deputy town clerk and the administrative officer met with RH Advertising on 12 July 2019 to discuss the success of the 2019 campaign and begin to discuss how it could possibly be extended next year, in a move towards more online promotion.
11. RH Advertising were very pleased with the success of the 2019 campaign, with the estimated impact either achieved or over-achieved across all platforms.
12. The paid search activity provided a click-through rate which far exceeded industry average on this platform. Users were keen to know more about Lyme Regis and had a strong interest in local activities. Visitors directed through to the website spent a good amount of time on the site, demonstrating they took the time to read through and consume information.
13. Cross-promoting adverts on Facebook and Instagram generated significant brand awareness for Lyme Regis and the total clicks were in line with other tourism clients. There was good engagement with the adverts.
14. Google display was the most cost-effective of the campaign elements, working as an awareness-driving format. There were a high number of impressions and clicks, with the click-through rate far exceeding the average on this platform, demonstrating the adverts were effective at generating and capturing interest.
15. YouTube pre-roll was also successful, achieving double the average view rate, demonstrating the content was resonating well with the family audience we were targeting. The clicks and click-through rate were in line with expectations.

The 2020 campaign

16. At the meeting in July, the 2020 campaign was discussed, which would continue to be part of a wider campaign with Visit Dorset, utilising the Visit Dorset website and social media platforms.
17. Given the success of the 2019 campaign and the move towards more digitally-based marketing, it was felt there was scope to extend the campaign and therefore the budget.
18. The 2019 campaign focused on families during June to August – this was partly driven by the budget available and the need to tie in with other promotional activities. However, there was discussion about extending the campaign to include other times of the year and other demographics, particularly the off-season, focusing on three audience groups – young couples, families and older couples. There would be promotion around history, archaeology, nature, arts and culture, and promotion of things to do during the off-season, such as bonfire night and Christmas and New Year.

19. RH Advertising went away and committed to coming back to us with a proposal based on the discussion.
20. A proposal has been received but in officers' view, it doesn't quite hit the mark. The campaign period is identified as October 2019 to April 2020. While it was agreed the campaign should include increasing activity during this period, it was hoped the campaign could be delivered in two parts – one in the off-season and one in the peak season.
21. Officers have gone back to RH Advertising to clarify this and to discuss an amended campaign, but at the time of writing, an amended plan was not yet available.
22. The campaign identifies a budget of £12,500, increased from £4,880.
23. It is hoped the amended plan will be available by the date of the meeting. If it is not available, it is suggested delegated authority is given to officers, in consultation with the chairman of this committee, to approve the proposal up to an identified budget.
24. Any recommendations from this committee will be considered by the Full Council on 9 October 2019.

Adrianne Mullins
Administrative officer
September 2019

Committee: Tourism, Community and Publicity

Date: 18 September 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 consider whether to continue producing a Lyme Regis guide, and if so, decide whether 12,500, 15,000, 17,500 or 20,000 copies should be produced, based on the quotes in paragraphs 19 to 26

Background

1. The council has a marketing budget of £60,000, of which around £15,000 is for contractually-fixed contracts for the lymeregis.org website (£12,002) and webcams (£3,131). This leaves a discretionary budget of around £45,000 for other marketing activities.

2. In 2019, the other marketing budget allocations were as follows:

Town guide - £24,713

Visit Dorset (including a social media campaign with RH Advertising) - £6,640

Visiting bands in the shelters - £2,108

In 2018/19 a total of £5,937 was spent on general in-year advertising and events' support.

3. This left a balance of £5,469.
4. The cost of producing a guide is partially offset by advertising income. This was £7,606 for 2019, up £600 from the previous year.
5. The town council has produced a guide for many years. 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.
6. 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.
7. 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.

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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.

8. A report was considered by this committee at its meeting on 3 July 2019, when members were asked to consider the way forward for the 2020 guide.
9. 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.
10. There was discussion at the last meeting about whether there was still a place for a free printed guide. Cllr J. Scowen said he had an idea for alternative promotion of the town, which may influence the council's decision on whether to produce a guide.
11. It was therefore agreed that officers should obtain quotes for the 2020 guide, to ensure normal timescales for its production could still be met if the council decided to continue to produce a guide. This would also mean the quotes could be considered alongside Cllr Scowen's proposal, which is at agenda item 8.
12. It was recommended, and subsequently resolved by the Full Council on 24 July 2019 'to instruct officers to obtain quotes for producing the 2020 Lyme Regis guide based on 12,500, 15,000, 17,500 and 20,000 copies
13. Members should be mindful of agenda items 8 and 9, as expenditure which may be agreed in relation to those promotional activities will have an impact on the remaining marketing budget, which may influence any decision on the future of the guide.

Report

14. As a comprehensive procurement exercise was undertaken last year, and it is not yet certain if the council will continue with the guide, quotes were obtained from the same suppliers as last year. This is with the exception of printing, as officers were not satisfied with the service received from the printers, and instead went back to the printers who produced the 2018 guide to a very high standard.
15. Based on 12,500, 15,000, 17,500 or 20,000 copies, the guides would be allocated as follows:

| | 12,500 | 15,000 | 17,500 | 20,000 |
|----------------------------------|--------|--------|--------|--------|
| Lead generation and fulfilment | 6,750 | 9,250 | 11,750 | 14,250 |
| Tourist information centres | 5,000 | 5,000 | 5,000 | 5,000 |
| Direct requests from our website | 500 | 500 | 500 | 500 |
| Local stock | 250 | 250 | 250 | 250 |

16. The quotes are shown below, as well as the 2019 costs to allow easy comparison. Carrier Direct did not provide quotes based on 12,500 copies; this was an oversight on their part and the costs could not be provided by the time the agenda was

produced. However, these figures will be available by the date of the meeting and will be reported verbally and if possible, provided to members before the meeting.

Lead generation and fulfilment

17. Leads would be generated at **52p** per request, compared with **50p** in 2019. This results in total costs as follows:

| Number of copies | 2020 | 2019 |
|-------------------------|-------------|-------------|
| 6,750 | TBC | N/A |
| 9,250 | £4,810 | £4,625 |
| 11,750 | £6,110 | £5,875 |
| 14,250 | £7,410 | £7,125 |

18. In addition, there would be a fee of **£500** for campaign management, which includes weekly fulfilment reports, storage and insurance, compared with **£600** in 2019.
19. To fulfil (pick and pack, postage), it would be **75p** per guide, compared with **61p** in 2019. This results in total costs as follows:

| Number of copies | 2020 | 2019 |
|-------------------------|-------------|-------------|
| 6,750 | £5,062.50 | N/A |
| 9,250 | £6,937.50 | £5,642.50 |
| 11,750 | £8,812.50 | £7,167.50 |
| 14,250 | £10,687.50 | £8,692.50 |

20. The cost of posting the 500 direct requests from the lymeregis.org website at 75p per guide is **£375**, compared with **£305** in 2019.

Printing

21. The cost of printing the guide would be as follows:

| Number of copies | 2020 | 2019 |
|-------------------------|-------------|-------------|
| 12,500 | £3,499 | N/A |
| 15,000 | £3,960 | £3,270 |
| 17,500 | £4,422 | £3,750 |
| 20,000 | £4,883 | £4,000 |

Design

22. The cost of refreshing the design of the guide would be the same as in 2019, at **£4,518**.

Tourist information centre fulfilment

23. The cost of supplying tourist information centres with 5,000 guides remains the same as in 2019, at **£378**.

Advertising sales

24. Based on 200 prospects, project management, design of a rate card/booking form and the processing of bookings, the quote for advertising sales is **£1,805**, compared with **£1,525** in 2019.

Total costs

25. Based on the quotes given, the total cost of producing the guide would be as follows:

| | |
|---------------|------------|
| 12,500 | TBC |
| 15,000 | £23,283.50 |
| 17,500 | £26,920.50 |
| 20,000 | £30,556.50 |

26. Any recommendations from this committee will be considered by the Full Council on 9 October 2019.

Adrianne Mullins
Administrative officer
September 2019

Committee: Tourism, Community and Publicity

Date: 18 September 2019

Title: Grant Agreement Review, LymeArts Community Trust

Purpose of Report

To inform members of the grant agreement review meeting with LymeArts Community Trust on 12 September 2019 and to receive a presentation from Gabrielle Rabbitts, director, Marine Theatre

Recommendation

Members note the report and receive a presentation from Gabrielle Rabbitts, director, Marine Theatre

Background

1. The town council grant funds LymeArts Community Trust: (LACT): on 3 February 2016, the Full Council agreed grant funding of £30,000pa for 2016-17, 2017-18, 2018-19 and 2019-2020. As part of this agreement, LACT had to allocate 20% (£6,000) from the town council's allocation to major works.
2. The grant agreement which supports this funding was approved by the Full Council on 13 July 2016 and the agreement was signed by both parties on 8 September 2016.
3. A condition of the grant agreement is meetings take place in March and September each year to review and evaluate the work of LACT against this agreement.
4. Any material issues arising out of these meetings will be reported to this committee, which is LACT's principal link with the town council.
5. Following consideration by this committee on 12 October 2016, on 2 November 2016 the Full Council resolved, 'to agree a sum of up to £2,500 is paid to LymeArts Community Trust to pay for drainage costs, and to deduct this amount from the next three grant payments.' This resolution amended LACT's payment schedule for quarter four in 2016/17 and quarters one and two in 2017/18.
6. Following consideration by the Strategy and Finance Committee on 1 February 2017, later that evening an extraordinary meeting of the Full Council resolved:

'to approve a proposal to bring forward £15,000 of grant payments to Lyme Arts Community Trust from the third and fourth quarters of its 2019/20 grant allocation on condition Lyme Arts Community Trust raises £15,000 itself by 1 October 2017, puts £1,500 from future town council grant payments in to a capital reserve from 1 October 2017 onwards, provides the council with two seats on its board, and provides council officers with monthly copies of its

management accounts, subject to Lyme Arts Community Trust providing its current creditors and debtors' list to the town clerk and finance manager before any monies are released, and if officers identify anything that puts the council at risk, they do not authorise the payment.'

7. On 3 February 2017, the finance manager and town clerk met with LACT's chairman to review its year-end forecast, debtors and creditors. The town clerk's assessment was LACT offered up enough information and assurances at this meeting to bring forward the release £15,000 of grant payment which had been scheduled for payment in the third and fourth quarters of 2019/20.
8. On 19 December 2018, the full council approved a loan of £40,000 to LACT to facilitate the installation of a lighting rig, training bar and desk¹. The project is complete, and repayment of the loan is imminent.
9. This committee last reviewed LACT's grant agreement on 25 April 2019. At that meeting, members were informed LACT's year-end forecast was a £1,500 surplus.
10. At that meeting, the town clerk reminded LACT its last grant payment from the town council would be on 1 July 2019. LACT acknowledged the importance of the council's advance grant payment in early-2018 but stated the lack of council funding for the last two quarters of 2019-20 would cause them some difficulty.
11. The town clerk also referred to the provision of major grants from 1 April 2020, onwards, and said the new council administration would be undertaking a comprehensive review of grants as part of its 2020-21 budget-setting exercise.
12. The council was also informed that LACT had significantly increased its revenue but there had been a corresponding increase in expenditure. To address the increase in expenditure, the theatre had introduced tighter financial controls, raised bar margins, reviewed and adjusted overheads and reduced the hours of casual staff.
13. The progress LACT had made in securing grant funding was also noted. This included:
 - £31,620 from the Coastal Revival Fund for the renovation of the auditorium, backstage areas and dressing rooms
 - £20,000 Section 106 funding for the replacement of technical equipment
 - £5,000 West Dorset District Council leisure development fund grant for PA equipment

¹ LACT secured a grant of £47,200 from Dorset LEADER for this project but a grant condition required LACT to have sufficient funds in its bank account to cover contractual payments, which it didn't have. The project is now complete and was signed off by Dorset LEADER on 12 September 2019. LACT are waiting grant payment from Dorset LEADER which should be paid by 26 September 2019. LACT will then repay the town council loan, plus legal expenses and interest.

- £43,200 Dorset LEADER funding for a new lighting rig.

Report

14. On 12 September 2019, a grant review meeting took place between LACT², the council's participating member, Cllr J. Scowen, and the town clerk.
15. LACT reported that at year-end on 31 March 2019 it had a deficit of £10,915. This is a material variance from the forecast surplus of £1,500 it had anticipated at the last grant review meeting on 18 March 2019. LACT will provide the town clerk with a detailed explanation of this variance.
16. LACT said its year-end forecast for 31 March 2020 is £2,313.16. If this forecast is realised, LACT will require no further funding from the council for the remainder of 2019-20. This is consistent with the agreement entered in to when the council authorised an advance payment to LACT on 1 February 2017.
17. To date, LACT's 2019-20 financial performance has been bolstered by one-off events, including Sir Ian McKellen waiving his fee for a performance at the theatre.
18. Looking forward, LACT believe a minimum of £30,000 per annum grant funding is required from the town council. LACT believes its financial position is likely to weaken with the possible withdrawal of grant funding from Dorset Council³ and uncertainty in the economy.
19. The town clerk said the town council would be undertaking a 'root and branch' review of grant funding as part of its 2020-21 budget-setting process and five-year financial plan. The town clerk said his expectation was the overall grants' budget was likely to reduce.
20. The town clerk added that other organisations may wish to apply for grant funding and the council would have to consider creating a budget for possible changes to council service provision in the town, e.g. the provision of public toilets.
21. LACT's director confirmed there had been no breaches of governance and there were no other risks facing the organisation, other than those detailed above, that the council needed to be made aware of.
22. Any recommendations from this committee will be considered by the Full Council on 9 October 2019.

John Wright
Town clerk
September 2019

² LACT were represented by: Paul Edmonds, trustee; Gabby Rabbits, director; and Claudia Betteridge, finance manager.

³ Dorset Council currently provides LACT with £6,938 grant funding

Committee: Tourism, Community and Publicity

Date: 18 September 2019

Title: Publicity Meetings

Purpose of Report

To allow members to consider re-establishing publicity meetings between members and officers

Recommendation

Members approve re-establishing publicity meetings between members and officers, on a monthly basis, and nominate several members to the group

Background

1. Weekly meetings between members and officers were established in 2017 to help co-ordinate and plan council publicity.
2. Until just before the May 2019 election, weekly meetings took place between former Cllr Cheryl Reynolds, as chairman of this committee, Cllr Richard Doney, as vice-chairman of this committee, and Cllr Jeff Scowen, as he was interested in this subject, the town clerk, and the administrative officer.
3. The meetings were not held during the pre-election period and have not been re-established since.

Report

4. Officers believe it would be useful to re-establish the meetings and would invite around three interested members to be nominated to the group.
5. Meetings were formerly held every week but this was felt by all to be unnecessary. As the council has a monthly column in Lyme Online, it is suggested the meetings are held monthly to co-ordinate with the timing of the column, although other press and publicity matters will also be discussed and planned.
6. Any recommendations from this committee will be considered by the Full Council on 9 October 2019.

Adrianne Mullins
Administrative officer
September 2019

Committee: Tourism, Community and Publicity

Date: 18 September 2019

Title: Guitars on the Beach – Change of Date

Purpose of Report

To allow members to consider allowing Guitars on the Beach to change the date of the event in 2020

Recommendation

Members approve Guitars on the Beach taking place on 27 June 2020

Background

1. For the past three events, Guitars on the Beach (GOTB) has been held on the third Saturday of June; this year it was held on 15 June.
2. The event is held on the sand beach and some areas of the Marine Parade Shelters are used.
3. As per the council's events' policy and procedure, this committee must approve dates of events if they are held on council-owned land.

Report

4. The organisers of GOTB have contacted the council to ask if they could change the date of the 2020 event as it clashes with the Axe Vale Show, which will be held on 22 and 23 June 2019.
5. As Uplyme Fete is taking place on 15 June 2020, the organisers of GOTB have asked if they can push the event back one week to 27 June 2020. No other major events normally take place on this date and we are not aware of any other events which are planned for this date.
6. Any recommendations from this committee will be considered by the Full Council on 9 October 2019.

Adrianne Mullins
Administrative officer
September 2019

Committee: Tourism, Community and publicity

Title: Committee Objectives 2019-20

Purpose of Report

To allow members to consider and review objectives within this committee's remit

Recommendation

Members consider and review objectives within this committee's remit

Background

1. On 20 February 2019, the Human Resources Committee agreed the town clerk's objectives for 2019-20; these objectives were subsequently approved by resolution of the Full Council on 20 March 2019.
2. During the discussion at the Human Resources Committee, the chairman suggested highlighting which objectives were the town clerk's, and which were allocated to other employees or even members.
3. **Appendix 14A**, details those objectives for 2019-20 that fall within the remit of this committee, it details progress, and identifies lead officers.
4. Any recommendations from this committee will be considered by the Full Council on 9 October 2019.

John Wright
Town clerk
September 2019

APPENDIX 14A

| Objective | Completion date | Progress | Lead officer | Lead member(s) |
|---|-----------------|--|--------------------|----------------|
| To improve experiences for visitors with disabilities, including an accessibility audit | Mar 2020 | Signed wheelchair route through the gardens, three beach wheelchairs purchased, two wheelchairs purchased, beach matting being introduced. | Matt Adamson-Drage | |
| To promote Lyme Regis to walkers, watersports enthusiasts and foreign visitors | Mar 2020 | | Adrianne Mullins | |
| To introduce a signed walking trail | Mar 2020 | | Matt Adamson-Drage | |

Committee: Tourism, Community and Publicity

Date: 18 September 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 Area of Outstanding Natural Beauty - Draft Management Plan for the Dorset Area of Outstanding Natural Beauty
 - Jurassic Coast World Heritage Site – Partnership Plan 2020-2024
 - Dorset Highways – Councillors' Satisfaction Survey
2. **Appendix 15A** 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 9 October 2019.

Adrianne Mullins
Administrative officer
September 2019

Managing Consultation Exercises

APPENDIX 15A

| 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 ran until 2 August 2019. |
| 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. |

Managing Consultation Exercises

APPENDIX 15A

| | | | | | | |
|---|----------|----------|-------------|---|-----|-----------------------|
| Jurassic Coast World Heritage Site Partnership Plan 2020-2024 | 07/08/19 | 04/10/19 | Public | Email to councillors LRTC's social media | N/A | Ongoing consultation. |
| Dorset Highways Councillors' Satisfaction Survey | 10/09/19 | 18/10/19 | Councillors | Members' briefing | N/A | Ongoing |