



John Wright  
Town Clerk

**Lyme Regis Town Council**

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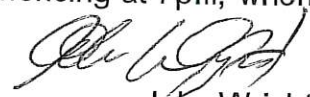
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**Tourism, Community and Publicity Committee**

**Core Membership:** Cllr K. Ellis (vice-chairman), Cllr B. Bawden, Cllr J. Broom, Cllr R. Doney, Cllr M. Ellis, Cllr L. Howe, Cllr B. Larcombe, Cllr C. Reynolds, Cllr D. Ruffle, Cllr D. Sarson, Cllr 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 11 March 2020 commencing at 7pm, when the following business is proposed to be transacted:

  
John Wright  
Town Clerk  
06.03.20

*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**

To allow the committee to receive nominations and elect a chairman for the remainder of the council year 2019/20

**2. 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*

**3. Apologies**

To receive and record apologies and reasons for absence

**4. Minutes**

To confirm the accuracy of the minutes of the Tourism, Community and Publicity Committee meeting held on 11 December 2019

**5. 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.

**6. Dispensations**

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

**7. Matters arising from minutes of the previous meeting held on 11 December 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.

**8. Update Report**

To update members on issues considered at previous meetings

**9. Green Dog Walker Scheme**

To provide members with information about the Green Dog Walkers scheme and to consider the council's involvement in the scheme, if any

**10. Town Signage and Branding**

To allow members to consider proposals from Plastic Free Lyme Regis for signage to celebrate the town's plastic-free status

**11. Fossil Festival Event**

To inform members the town clerk has given permission for an event on the beach as part of the 2020 Lyme Regis Fossil Festival

**12. Community Engagement**

To allow members to consider how it wants to engage with the local community

**13. Events 2020**

To provide members with the list of major events in 2020

**14. Managing Consultation Exercises**

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

**15. Exempt Business**

**Committee:** Tourism, Community and Publicity

**Date:** 11 March 2020

**Title:** Election of Chairman

**Purpose of Report**

To allow the committee to receive nominations and elect a chairman for the remainder of the council year 2019/20

**Recommendation**

The committee receives nominations and elects its chairman for the remainder of 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. Cllr Jeff Scowen, the former chairman of this committee, resigned from the council on 16 December 2019. Consequently, nominations are sought for a chairman for this committee for the remainder of the 2019/20 council year.
3. Other relevant standing orders that inform and govern the election of 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 may be settled by the casting vote exercisable by the chairman of the meeting.'

John Wright  
Town clerk  
January 2020

**LYME REGIS TOWN COUNCIL**

**TOURISM, COMMUNITY AND PUBLICITY COMMITTEE**

**MINUTES OF THE MEETING HELD ON WEDNESDAY 11 DECEMBER 2019**

**Present**

**Chairman:** Cllr J. Scowen

**Members:** Cllr B. Bawden, Cllr J. Broom, Cllr L. Howe, Cllr B. Larcombe, Cllr D. Sarson, Cllr Ms G. Stammers, Cllr S. Williams

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

**Guests:** Mr F. Stone (Clevera), Mr W. Dowell (Coastline Creative)

**19/28/TCP Public Forum**

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

**19/29/TCP Apologies**

Cllr R. Doney – other commitment  
Cllr Miss K. Ellis – unwell  
Cllr Mrs M. Ellis – other commitment  
Cllr D. Ruffle – personal commitment  
Cllr G. Turner

**19/30/TCP Minutes**

Proposed by Cllr B. Larcombe and seconded by Cllr S. Williams, the minutes of the meeting held on 18 September 2019 were **ADOPTED**.

**19/31/TCP Disclosable Pecuniary Interests**

There were none.

**19/32/TCP Dispensations**

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

**19/33/TCP Matters arising from the minutes of the previous meeting held on 18 September 2019**

**Sculpture trail in Langmoor and Lister Gardens**

Cllr B. Larcombe asked if there was any update on the match funding.

The deputy town clerk said the match funding was in place but the programme for community engagement and future development had not been received, which he would chase up.

**19/34/TCP      Update Report**

**Visit Dorset**

Cllr B. Larcombe asked if members could see copies of the adverts approved by officers.

**19/35/TCP      Map-Based Marketing Proposal**

Proposed by Cllr S. Williams and seconded by Cllr B. Larcombe, members **RESOLVED** that under Section 1, Paragraph 2 of The Public Bodies (Admission to Meetings) Act 1960, the press and public be excluded from the meeting for this item of business as it included confidential matters relating to relating to the financial or business affairs of any particular person within the meaning of paragraphs 1 and 8 of schedule 12A to the Local Government Act 1972 (see Section 1 and Part 1 of Schedule 1 to the Local Government (Access to Information) Act 1985), as amended by the Local Government (Access to Information) (Variation) Order 2006.

The chairman invited Mr F. Stone, of Clevera, to present their proposal and he answered members' questions regarding timescales, maintenance and costings.

Mr F. Stone said the quote was based on some assumptions, but elements could be changed depending on requirements. He explained the idea of developing an app as a second phase of the project.

It was clarified the costings given didn't take into account any revenue which the council may generate from advertising.

*Mr F. Stone left the meeting at 7.46pm.*

The chairman invited Mr W. Dowell, of Coastline Creative, to present their proposal and he answered members' questions regarding maintenance, potential advertising income and costings.

Members discussed the relationship of the proposed town trail website with the existing tourism website and how advertising would work across both.

Mr W. Dowell said he would aim to work with local photographers to build up a bank of images.

*Mr W. Dowell left the meeting at 8pm.*

Proposed by Cllr B. Larcombe and seconded by Cllr D. Sarson, members agreed to **RECOMMEND TO FULL COUNCIL** to accept the proposal from Coastline Creative for a map-based marketing concept.



**19/36/TCP      Tourism Website Contract**

Proposed by Cllr J. Broom and seconded by Cllr B. Larcombe, members agreed to **RECOMMEND TO FULL COUNCIL** to approve a one-year extension to the contract with Simpleview (formerly NVG) for the tourism website, lymeregis.org, at a cost of £6,550 plus VAT.

**19/37/TCP      LymeForward Grant Review Meeting**

Members noted the report.

**19/38/TCP      The Hub Grant Review Meeting**

Members noted the report.

**19/39/TCP      B Sharp Grant Review Meeting**

Members noted the report.

**19/40/TCP      Managing Consultation Exercises**

Cllr B. Larcombe asked if there was any update on Natural England's coastal margin proposals.

The deputy town clerk said as of October, it appeared as though the proposals for coastal margins had been implemented but he needed to confirm this. He said a map on Natural England's website showed the extend of the margins, which seemed more limited than originally intended and in Lyme Regis, only included the beach.

Cllr Ms B. Bawden asked if the council should be responding as a single body to the Dorset Police consultation. She believed town and parish councils as a collective voice should be putting more pressure on the police for a local presence, especially during major events.

It was noted the Dorset police and crime commissioner Martyn Underhill was scheduled to attend a council meeting in February 2020, although members felt it would also be beneficial to speak to the local PCSO as she was more aware of the local issues.

It was agreed the PCSO would be invited to attend a meeting with members.

The administrative officer said the police consultation ended on 12 December 2019 and members agreed they would respond individually.

*The meeting closed at 8.22pm.*

**Committee:** Tourism, Community and Publicity

**Date:** 11 March 2020

**Title:** Matters arising from the minutes of the previous meeting held on 11 December 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**

**19/33/TCP – Matters arising from the minutes of the previous meeting held on 18 September 2019**

**Sculpture trail in Langmoor and Lister Gardens**

The programme for community engagement and future development has not yet been received but the deputy town clerk is meeting with the sculpture trail organisers on 11 March 2020 and will discuss it at that meeting.

One of the sculptures, The Air We Breathe, has been vandalised. It has been collected and returned to the sculptor.

The organisers have sent proposals for the replacement of some of the sculptures but a better understanding of the plan is needed. A report will be brought to the next meeting of this committee.

**19/40/TCP – Managing Consultation Exercises**

The local PCSO Amanda King has been invited to meet with members. She will be attending the annual town meeting of electors on 17 April 2020 and hopes Sergeant Matt Whetham will be able to join her.

Adrianne Mullins  
Administrative officer  
March 2020



**Committee:** Tourism, Community and Publicity

**Date:** 11 March 2020

**Title:** Update Report

**Purpose of the Report**

To update members on issues considered at previous meetings

**Recommendation**

Members note the report

**Report**

**Visit Dorset**

Officers are meeting with Dorset Council's Visit Dorset team in April to discuss the 2020 campaign, the details for which will be reported back to this committee. It is intended the campaign will launch in late-spring, ahead of the peak season.

**Guitars on the Beach**

Following the council's approval to change the date of the event to 27 June 2020, the organisers have announced this year will be the last event.

The change of date meant there was potentially a clash with Lyme Day of Morris. However, after speaking to the organisers of Lyme Day of Morris, this event will now be held on Saturday 18 July.

A list of 2020 major events is elsewhere on this agenda.

**Social media marketing**

The social media campaign started in November and is now well underway. Rh Advertising has been asked for a campaign update and this will be available by the time of the meeting. A verbal update will be given.

Adrianne Mullins  
Administrative officer  
March 2020

**Committee:** Tourism, Community and Publicity Committee

**Date:** 4 March 2020

**Title:** Green Dog Walker Scheme

**Purpose**

To provide members with information about the Green Dog Walkers scheme and to consider the council's involvement in the scheme, if any

**Recommendation**

Members consider the information about the Green Dog Walkers scheme, decide if the council would like to be involved in the scheme, and if so, to what extent

**Background**

1. A local resident emailed the council recently to highlight the Green Dog Walkers scheme and asked if the council would consider supporting the scheme.
2. The resident also asked if the council would consider installing more dog bag dispensers around the town. There was already a dispenser at Georges Square and a further four dispensers have been purchased. They are due to be installed at Jericho, in the cemetery near the King's Way entrance, Monmouth Beach, and on Marine Parade railings near the sandy beach.

**Report**

3. Green Dog Walkers is a scheme adopted by over 40 councils across the country. It allows a proven, non-confrontational and friendly way to change attitudes about dog fouling and encourages responsible dog ownership. The scheme acts as a reminder to others that they need to pick up after their dog has fouled and keep them under control.
4. Green Dog Walkers sign a pledge to:
  - always clean up after their dog
  - dispose of the bag responsibly
  - carry extra dog waste bags
  - gladly give a bag to those without one
  - be a friendly reminder to other dog walkers to clean up after their dogs.

In return, they receive an enamel Green Dog Walkers badge to display on their coat or dog lead, a car window sticker and a leaflet about the campaign.

5. The pledge details:
  - I will wear the badge as often as possible when walking my dog
  - I will clean up after my dog and dispose of the bag responsibly
  - When others walk my dog I will encourage them to clean up after my dog
  - I understand that wearing the badge indicates that I carry extra doggie bags to distribute if requested
  - I will always be friendly and courteous when talking to dog walkers about dog fouling. I fully understand that Green Dog Walkers is intended to be a non-confrontational and friendly campaign to change attitudes about dog fouling
  - I will always have my dog near to me or within easy recall and be aware of the wildlife. Where there is livestock, I will keep my dog on a lead
  - I will always follow advice on local signs to reduce disturbance to plants, animals and children
6. Chichester District Council is an example of one council which has adopted the scheme, <https://www.chichester.gov.uk/greendogwalkers>
7. Members are asked to consider if the council should support this scheme, and if so, the extent to which it is supported. To have any effect, some advertising would be needed across the town to highlight it, which would be at the council's expense. The council could also support the scheme by publicising it on the website and social media, at no expense.
8. Any recommendations from this committee will be considered by the Full Council on 1 April 2020.

Matt Adamson-Drage  
Operations manager  
March 2020

**Committee:** Tourism, Community and Publicity

**Date:** 4 March 2020

**Title:** Town Signage and Branding

**Purpose**

To allow members to consider proposals from Plastic Free Lyme Regis for signage to celebrate the town's plastic-free status

**Recommendation**

Members consider proposals from Plastic Free Lyme Regis for signage and branding to publicise the town's plastic-free status

**Background**

1. At the Full Council meeting on 19 February 2020, a member of the Plastic Free Lyme Regis (PFLR) Strategy Group spoke in the public forum about town signage, specifically in relation to the town's Surfers Against Sewage (SAS) Plastic Free Communities award.
2. A number of suggestions were made:
  - The council uses the PFLR and/or SAS logos on its website, emails, and social media
  - Signs are displayed on the seafront (Cobb Gate and the Cobb were suggested) celebrating the town's green credentials, e.g. plastic-free, Refill stations, Boomerang Bags
  - The 'Welcome to Lyme Regis' signs at the town's three entry points are replaced and include the plastic-free logo and strapline. A mock-up of how this might look is below.



**Report**

3. Adding the logos to the council's digital communications could be implemented immediately at no cost.
4. PFLR said it would be prepared to create the proposed signs for the seafront but would need the council to approve the locations. If this is approved, it is suggested the same style of sign as the Bell Cliff advertising boards is used to ensure consistency.
5. The council could approve signs on the seafront railings near Cobb Gate, but not around the Cobb as it is owned by Dorset Council. However, another location on the western end of the seafront could be identified.
6. The town entry signs are faded and could do with replacing. However, officers would advise against adding any other logos or wording as it could become too cluttered and may detract from the other important information.
7. However, members may wish to consider the replacement of these signs as a separate project.
8. It was also suggested the council may wish to develop a branding policy to ensure consistency across all its communications.
9. Any recommendations from this committee will be considered by the Full Council on 1 April 2020.

Adrianne Mullins  
Administrative officer  
March 2020

**Committee:** Tourism, Community and Publicity

**Date:** 4 March 2020

**Title:** Fossil Festival Event

**Purpose**

To inform members the town clerk has given permission for an event on the beach as part of the 2020 Lyme Regis Fossil Festival

**Recommendation**

Members note the report

**Background**

1. The Fossil Festival is taking place this year on 2 and 3 May.

**Report**

2. The festival organiser approached the town clerk about using an area of the sandy beach for a new activity aimed at making the festival more family-friendly and fun.
3. The activity is 'T-Rex, It's a Knockout', with around 10 teams of four people representing different groups in Lyme Regis, playing games against each other in T-Rex costumes. The games would use equipment such as soft balls, hoops and buckets, rather than inflatables.
4. The area required would be around 30m x 20m for three hours' maximum.
5. The organiser has provided a risk assessment for the event and the town clerk has given consent.
6. The operations manager will liaise with the organiser about the specific location on the beach.
7. Any recommendations from this committee will be considered by the Full Council on 1 April 2020.

Adrianne Mullins  
Administrative officer  
March 2020



**Committee:** Tourism, Community and Publicity

**Date:** 11 March 2020

**Title:** Community Engagement

**Purpose of Report**

To allow members to consider how it wants to engage with the local community

**Recommendation**

Members consider the report and identify three members who will work with the administrative officer to develop proposals on community engagement for consideration by this committee on 29 April 2020

**Background**

1. The council engages with its community in many ways, these include:
  - the annual town meeting
  - public forums before council meetings
  - member involvement in local organisations
  - consultation on objectives
  - the press, website and social media
  - single issues such as the redevelopment of the town's playing field, the bowling club's leases and the Coastal Communities Team projects
  - Lyme Voice.
2. The ultimate form of engagement is through the ballot box where public opinion informs who does and doesn't get elected.
3. The council also engages the community as a grant provider; in 2019-20 approximately 30 local organisations benefited from town council grants. Moving forward, the town council has approved a grants' budget of £400,000 over the next five years.
4. The town council works with LymeForward in delivering some of its community engagement activities.

**Report**

5. So why does the council need to think about community engagement? There are two main reasons.
  - the council's approach (which isn't broken) has evolved and a more strategic approach about engaging with the community needs to be considered



- LymeForward's approach to the community engagement has changed. It has moved away from a 20-year Community Plan which addressed: economy; environment; health, wellbeing and safer communities; housing; sport, culture and life-long learning; traffic and transport; and young people. It is now much more involved in project delivery, e.g. the food bank, the memory cafe and community lunches. The relationship between LymeForward and Lyme Regis Development Trust is likely to change shortly.
6. The council needs to think about what it means by community engagement, what it wants to achieve, the mechanisms it wants to use, and who should undertake this work.
7. To develop thinking further, the administrative officer would like to:
- work with three members to develop an approach to community engagement
  - hold discussions with LymeForward and Lyme Regis Development Trust about its future role in community engagement
  - provide a further report to this committee on 29 April 2020 for consideration by members.

Adrianne Mullins  
Administrative officer  
March 2020

**Committee:** Tourism, Community and Publicity

**Date:** 4 March 2020

**Title:** Events 2020

**Purpose**

To provide members with the list of major events in 2020

**Recommendation**

Members note the report

**Report**

1. This committee is jointly responsible with the Town Management and Highways Committee for overseeing events which take place on council-owned land.
2. The council compiles a list of major events each year, including those that do not take place on council-owned land. The 2020 events are attached, **appendix 13A**.
3. Not for 2020, but the Rotary Club of Lyme Regis has confirmed it will be holding Candles on the Cobb on 29 August 2021 and consent has been given by this council.

Adrianne Mullins  
Administrative officer  
March 2020

**April**

10-11 – Lyme Regis Beer Festival

12 – Easter Bonnet Parade

**May**

2-3 – Lyme Regis Fossil Festival

8-10 – VE Day commemorations

10 – May Fete

17 – Blessing of the Boats

22-25 – Jazz Jurassica

30 – Sailing Club Youth Regatta

**June**

6 – Uplyme Fete

7 – Masters Gig Regatta

26-28 – Lyme Crime – crime writing festival

27 – Guitars on the Beach

28 – Coast to Coast charity motorcycle run

**July**

4 – B Sharp's Busking Festival

11 – Uplyme and Lyme Regis Horticultural Society Show

18 – Day of Morris

22 – Somers Day celebrations and parade

25-31 – Lyme Regis Lifeboat Week

**August**

1-8 – Lyme Regis Regatta and Carnival Week

1-2 – Sailing Regatta

8 – Gig Regatta

14-16 - Albacore and K1 National Sailing Championships (TBC)

22-23 – Lyme Splash Water Polo Championship

28-31 – Lyme Folk Weekend

**September**

4-6 – Food Rocks

12-13 – Bart's Bash International Sailing Race

13 – Lyme Splash – Lyme Regis to Charmouth sea swim

**November**

7 – Bonfire Night and fireworks

8 – Remembrance Day parade and civic service

28 – Christmas lights' switch-on

**December**

18-20 – Christmas Tree Festival

23 – Carols Round the Christmas Tree

**Committee:** Tourism, Community and Publicity

**Date:** 11 March 2020

**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 Council – Local Plan
  - Dorset Council Plan
  - Dorset Police – Your Dorset. Your Police. Your View
  - Dorset Council – Lyme Regis Tourist Information Centre
  - Dorset Council – Dog-related Public Space Protection Orders
  - Dorset Council – Voluntary Community Sector Grants Review
2. **Appendix 14A** 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 1 April 2020.

Adrianne Mullins  
Administrative officer  
March 2020

## Managing Consultation Exercises

### APPENDIX 14A

Organisation and topic	Start date	End date	Who is being consulted	Consultation promoted by LRTC through	The response	Update/Decision made
Dorset 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.	The first stage of public consultation, an options appraisal, will be circulated in the autumn. The town council will respond to the consultation.  It is Dorset Council's intention to have an adopted plan in place by 2023.
Dorset Council Plan	28/10/19	20/12/19	Councillors and public	Presentation to members by Cllr D. Turner and members' briefing	N/A	The plan was adopted by Dorset Council on 18 February 2020.
Dorset Police – Your Dorset. Your Police. Your View	14/10/19	12/12/19	Councillors and public	Members' briefing and social media	N/A	The second phase of the consultation closed on 12 December 2019.
Dorset Council – Lyme Regis Tourist Information Centre	16/12/19	10/02/20	The public	Social media	N/A	No further updates since the end of the consultation.
Dorset Council – Dog-related	24/01/20	Ongoing – ending 19/04/20	The public	Report to TM&H, members'	The town council takes all opportunities	Ongoing.

## Managing Consultation Exercises

### APPENDIX 14A

Public Spaces Protection Order				briefing, website and social media, newspaper column	available to express its wish to see a dog ban on the Front Beach all-year-round and express it by any means possible, including contacting officers on how this might best be achieved.	
Dorset Council – Voluntary Community Sector Grants Review	15/01/20	Ongoing – ending 11/03/20	The public, primarily those who either work for or who benefit from any of Dorset's voluntary community sector organisations	Report to S&F and social media	Response delegated to the town clerk in consultation with Cllrs B. Larcombe and B. Bawden.	Ongoing.