

LYME REGIS TOWN COUNCIL

TOURISM, COMMUNITY AND PUBLICITY COMMITTEE

MINUTES OF THE MEETING HELD ON WEDNESDAY 11 MARCH 2020

Present

Chairman: Cllr K. Ellis

Members: Cllr B. Bawden, Cllr J. Broom, Cllr B. Larcombe, Cllr D. Ruffle, Cllr D. Sarson, Cllr G. Stammers, Cllr G. Turner, Cllr S. Williams

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

Absent: Cllr L. Howe

19/41/TCP Election of Chairman

The vice-chairman, Cllr K. Ellis opened the meeting.

Cllr C. Reynolds nominated Cllr K. Ellis as chairman of the Tourism, Community and Publicity Committee, seconded by Cllr G. Turner.

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

As the position of vice-chairman was vacant, Cllr K. Ellis invited nominations for the position.

Cllr K. Ellis nominated Cllr C. Reynolds as vice-chairman of the Tourism, Community and Publicity Committee, seconded by Cllr D. Ruffle.

There being no other nominations, Cllr C. Reynolds was duly **ELECTED** as vice-chairman of the Tourism, Community and Publicity Committee.

19/42/TCP Public Forum

K. Durham-Diggins

K. Durham-Diggins said she had spoken about the town signs at the last Full Council meeting. She said the award of a plastic-free community was incredibly prestigious and Lyme Regis was the 24th community qualified to receive it, for which everyone in the town, including the town council, worked so hard to get. She said the town was the first in Dorset to gain the award and in the two years since, another 88 towns had achieved it and 673 were still striving. K. Durham-Diggins said many councils who had the award were announcing it had the status; for example Falmouth, which had signs announcing you are entering a plastic-free community. She said in the current climate emergency, it was a marketable status to have. She said Visit Dorset promoted the status, as had

national newspapers and radio and it seemed the town council, who helped achieve the status, hadn't yet promoted it. K. Durham-Diggins said she was asking the town council, for tourism and for the community, to announce the status on signs and on the bottom of council emails to show how proud it was.

19/43/TCP Apologies

Cllr R. Doney
Cllr Mrs M. Ellis – unwell

19/44/TCP Minutes

Proposed by Cllr B. Larcombe and seconded by Cllr D. Ruffle, the minutes of the meeting held on 11 December 2019 were **ADOPTED**.

19/45/TCP Disclosable Pecuniary Interests

There were none.

19/46/TCP Dispensations

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

19/47/TCP Matters arising from the minutes of the previous meeting held on 11 December 2019

Sculpture trail in Langmoor and Lister Gardens

The deputy town clerk said he had received written information from Dorset Arts, which he would circulate to members in the briefing. He said two or three new sculptures would be arriving and the plan was to engage with students at Woodroffe School to display a piece of their art, as there was one plinth available.

The deputy town clerk said the council had allocated its funding as it was match funded as per the members' request.

Map-based marketing proposal

Cllr C. Reynolds said she was concerned the map had not yet been produced as the holiday season was about to start and asked why it was taking so long.

The administrative officer said there had been various hold-ups but it was now on target to be ready for Easter.

As the project was being delivered by an external contractor, it was agreed any further discussion would take place in exempt business.

Proposed by Cllr B. Larcombe and seconded by Cllr J. Broom 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.

19/48/TCP Update Report

Social media marketing

The administrative officer gave an update on the campaign so far, which had been very successful. She said the campaign adverts had been seen over 2.3 million times across the various media channels.

Visit Dorset

Cllr B. Larcombe said new images were needed for the Visit Dorset campaign.

Cllr C. Reynolds said the council had a bank of images it could use.

The administrative officer said it was intended to add new images to the bank of images the council already had.

19/49/TCP Green Dog Walker Scheme

Cllr B. Larcombe said the scheme was a good idea as it underpinned what it was to be a responsible dog owner, but it shouldn't detract from the other dog control measures the council wanted to see implemented.

Cllr C. Reynolds said more bins were needed in the Middle Mill area as people were leaving bags of dog waste and the operations manager had already said he would look into this.

Cllr S. Williams said more bins were also needed at Monmouth Beach.

Cllr K. Ellis suggested the scheme could be publicised on the council's website and social media but not with signs in the town.

Proposed by Cllr K. Ellis and seconded by Cllr B. Larcombe, members agreed to **RECOMMEND TO FULL COUNCIL** to support the Green Dog Walker Scheme by promoting it on the council's website and social media.

Members also agreed officers should look into putting more bins – and the associated emptying arrangements – at Middle Mill, Monmouth Beach and Church Cliff Walkway.

19/50/TCP Town Signage and Branding

Cllr C. Reynolds was concerned with the amount of wording it was proposed to have on the signs as people driving into Lyme Regis wouldn't be able to read it, and other organisations might also ask for their logos to be included. She said 'ancient royal borough' should come before 'plastic-free'.

Cllr G. Stammers agreed it was too much wording but felt it was important to have the plastic-free logo as it was recognised and it was the modern thing to do without losing sight of the town's heritage.

Members agreed 'ancient royal borough' should go above 'plastic-free' and also agreed only one plastic-free logo was necessary, preferably the Surfers Against Sewage logo.

Members also discussed the fossil on the existing signs and some members felt it should be removed and replaced with the town shield.

Cllr B. Bawden said the fossil should be retained as the shield would look old-fashioned.

It was also pointed out there was a twinning tripling with St George's and Jamestown, so this should be added to the signs.

The administrative officer said some towns had the names of their twin towns on a separate, smaller sign underneath the main welcome signs, so these could easily be changed if the twin towns changed. Members liked this idea and it was agreed this could be looked into.

Members discussed the proposal for signs to be displayed on the seafront celebrating the town's green credentials and there was some concern there were already too many signs.

Cllr B. Larcombe said the council needed to do an audit of signs on the seafront and requested this was considered by the Town Management and Highways Committee.

The deputy town clerk said it was intended to replace the big map at Bell Cliff so the green credentials could be incorporated into that.

The administrative officer said she would further discuss with Plastic Free Lyme Regis where they would ideally like to have signs on the seafront.

Members agreed the plastic-free logo should be added to the council's digital communications, at the bottom of emails and on the council's website.

Proposed by Cllr B. Larcombe and seconded by Cllr G. Turner, members agreed to **RECOMMEND TO FULL COUNCIL** to replace the 'welcome to Lyme Regis' signs, with the town shield replacing the fossil, the addition of one plastic-free logo, and the addition of twin town Jamestown, and mock-ups should be taken back to the Tourism, Community and Publicity Committee.

19/51/TCP Fossil Festival Event

Cllr J. Broom confirmed the town clerk had consulted him about this event before he agreed it could take place on the beach.

19/52/TCP Community Engagement

Cllr C. Reynolds said she believed the best way to engage was to go out to the community, such as attending coffee mornings and knocking on doors, and ask what they wanted the council to do for them.

Cllr B. Larcombe said he believed the council already listened to the residents and for a town the size of Lyme Regis, the council was already well-engaged and members could be easily contacted by the public.

Cllr J. Broom felt better use should be made of Lyme Voice as a form of engagement.

The administrative officer said as well as consulting the community on council matters, the council could also facilitate public meetings and debates on bigger issues that affect the town, such as the national park proposal.

Proposed by Cllr K. Ellis and seconded by Cllr J. Broom, members agreed to **RECOMMEND TO FULL COUNCIL** that Cllrs D. Sarson, C. Reynolds and B. Bawden work with the administrative officer to develop proposals on community engagement for consideration by this committee on 29 April 2020.

19/53/TCP Events 2020

Cllr C. Reynolds said she hoped a team of councillors could be put together to light the candles for Candles on the Cobb 2021.

19/54/TCP Managing Consultation Exercises

Cllr C. Reynolds said there was also a consultation on housing allocation policy and she encouraged members to respond.

It was agreed this would be publicised by the council.

Cllr B. Bawden said this was a good time for town and parish councils to influence Dorset Council policy because it was a new council.

Cllr C. Reynolds agreed and said town councillors should attend Dorset Council meetings when there was an item relevant to the town.

19/55/TCP Exempt Business

The administrative officer gave a more detailed update on the delays which had been experienced in delivering the map-based marketing proposal.

The meeting closed at 8.35pm.