

**LYME REGIS TOWN COUNCIL**

**TOURISM, COMMUNITY AND PUBLICITY COMMITTEE**

**MINUTES OF THE MEETING HELD ON WEDNESDAY 10 FEBRUARY 2021**

**Present**

**Chairman:** Cllr K. Ellis

**Members:** Cllr C. Reynolds, Cllr B. Bawden, Cllr J. Broom, Cllr B. Larcombe, Cllr D. Ruffle, Cllr D. Sarson, Cllr G. Stammers, Cllr G. Turner, Cllr S. Williams, Cllr M. Ellis

**Officers:** A. Mullins (support services manager), K. Weekley (administrative officer)

**Absent:** Cllr R. Doney

**20/56/TCP Public Forum**

There were no members of the public who spoke at this time, however, J. Sheppard spoke at item 8.

**20/57/TCP Apologies**

Cllr R. Doney

**20/58/TCP Minutes**

Cllr B. Bawden said Cllr C. Reynolds was not shown in the minutes as attending but was at the meeting.

Proposed by Cllr B. Larcombe and seconded by Cllr D. Sarson, the minutes of the meeting held on 11 March 2020, with the above amendment, were **ADOPTED**.

**20/59/TCP Disclosable Pecuniary Interests**

There were none.

**20/60/TCP Dispensations**

There were none.

**20/61/TCP Matters arising from the minutes of the previous meeting held on 11 March 2020**

**Town signage**

Cllr B. Bawden asked about the Discover Lyme Regis Trail and the signage for that.

The support services manager said it was all part of the contract, the main sign at Bell Cliff would be replaced and the new signs would hopefully be in place by February half term. The node signs at the 10 points around town would follow. She said there was a little bit of work to do as consent needs to be given by landowners as one of the nodes positioned by the harbour would need consent from Dorset Council or RNLI, but this is all part of the contract and was in the process of being done.

Cllr B. Bawden asked if the council had any say in the design and look of the signs.

The support services manager said the signs were nodes with a number and QR code which would link to the website for more information.

Cllr B. Larcombe asked for an audit of all signage, particularly on the seafront and for old and out-of-date signage to be removed.

The support services manager said the external works' team could do an audit of the signs.

Cllr B. Larcombe asked for the number of A-Boards to be included in this audit. He said discussions with Dorset Council included the town council's enforcement officers being able to control the A-Boards and the town clerk was pursuing this.

Cllr M. Ellis said the council should check its leases with commercial tenants to see if there was anything that would control the A-Boards and suggested this should be included in leases in future.

### **Sculpture Trail and Langmoor and Lister Gardens**

The support services manager said the three-year contract was ending and the Arts Development Company had been trying to secure sponsorship but had been hindered by the pandemic. She said the deputy town clerk had met with the Arts Development Company and confirmed the existing sculptures were safe and would be funded until August 2021. She added the deputy town clerk would meet with them again at the end of February and would report back at the next meeting.

Cllr B. Larcombe asked if the Arts Development Company had found the match funding.

The support services manager said the deputy town clerk had seen evidence that the funding was in place therefore the council provided the funding, but anything from August onwards would be subject to a new agreement.

### **Map-based marketing proposal**

The support services manager updated the members on the advertising income for the Discover Lyme Regis Map and the website, which was estimated at £12,000 but only managed to achieve £4,280 which was considerably less and probably due to the pandemic.

## **Social Media Campaign**

The support services manager said the media campaign would normally be run through a company called RH Advertising. As it was not appropriate to market the area under the circumstances, this had been suspended and would remain so until the situation had changed. If it was resumed, then it would follow the messages of Visit Dorset and Visit England.

## **Green Dog Walkers Scheme**

The support services manager said the scheme had been supported by putting information on the website and on social media.

She said the operations manager had investigated putting more bins at Monmouth Beach, Middle Mill and Church Cliff Walkway but he had not been able to find a suitable place at Monmouth Beach as the tenants didn't want a bin near their property. Feedback had been that the current location was too rocky, but when they have been removed in the past, complaints have been received that the bins were too far away.

The support services manager said Middle Mill was private land, but the operations manager had made enquiries with Dorset Council about Church Cliff Walkway. She went said the bins would cost £368 plus VAT and collection costs and as currently the town council had suspended non-contractual expenditure, she asked if this was something members wished to pursue.

Members discussed whether Middle Mill was private or public land, but Cllr G. Turner confirmed Richard Trim owned the land. Members agreed there needed to be more bins in this location.

Cllr J. Broom asked if the bin at Slopes Farm was still possible.

The support services manager confirmed Slopes Farm was still being investigated.

It was pointed out bins had been moved at Monmouth Beach and members asked that they were returned to the original position.

## **Plastic Free Logo**

The support services manager said the plastic free logo had been added to the e-mails and on the footer of every page on the council website. She said there was no budget for the new signs which were previously agreed and asked the members if this was something to pursue now or at a future date.

Cllr B. Bawden asked if it could be considered as part of the audit.

The support services manager said this was about creating new signs rather than the numbers of existing signs.

Members agreed this project should be put on hold until the council was in a stronger financial position.

**20/62/TCP Update Report**

There are no updates.

**20/63/TCP Queen's Platinum Jubilee and Jazz Jurassica**

The chairman invited J. Sheppard, organiser of Jazz Jurassica, to speak on this item.

J. Sheppard said she would like the town council and Jazz Jurassica to work together for the Queen's Platinum Jubilee, which would take place from 2 to 5 June 2022. She explained that there were two elements to the festival; the first took place at the Marine Theatre and was ticketed and self-supporting; the second was a programme of events which would take place in the shelters and around town in places such as pubs and restaurants. She said the events would be community-based and predominately for local people, including singalongs and workshops which would be tailored to the audience and age related.

Members agreed it would be sensible to co-ordinate the two events and for the council, Jazz Jurassica and other local organisations to work together on the programme.

Cllrs D. Sarson, C. Reynolds, K. Ellis, M. Ellis and B. Larcombe expressed an interest in joining the working group.

Cllr K. Ellis said it had been suggested three members would be sufficient although it was acknowledged it was unlikely every member would be able to attend all the meetings.

*Cllr M. Ellis left the meeting at 7.40pm*

Proposed by Cllr. B. Larcombe and seconded by Cllr G. Turner, members agreed to **RECOMMEND TO FULL COUNCIL** to work with the organisers of Jazz Jurassica to develop a joint programme of events for the Queen's Platinum Jubilee in June 2022, to agree the residents weekend objective if re-prioritised and the proposed £8,000 budget is made available for the events, and appoint Cllrs D. Sarson, C. Reynolds, K. Ellis, M. Ellis and B. Larcombe to the working group to help plan the events.

**20/64/TCP Tourism Microsite**

The support services manager said the content needed to be re-written and three members would be the optimum number of members to work on it.

It was agreed Cllrs B. Bawden, C. Reynolds and D. Sarson would work with officers on this project.

Proposed by Cllr K. Ellis and seconded by Cllr G. Stammers, Members agreed to **RECOMMEND TO FULL COUNCIL** that Cllr B. Bawden, Cllr C. Reynolds and Cllr D. Sarson work with officers on the development of the new tourism microsite.

#### **20/65/TCP Town Mill Stakeholder Questionnaire**

The support services manager stressed that the nominated members would need to meet the time constraint of 19 February 2021.

Cllr B. Larcombe felt members needed to be clear on how much support the council was willing to give to the Town Mill.

Cllr C. Reynolds was concerned that as the Town Mill was a money-making business, the council should not be contributing to it.

The support services manager said there was no suggestion of anything other than a view from a local stakeholder but couldn't comment on future contribution or expectations.

Cllr B. Bawden said she would be happy to help on the basis that there were no expectations of current or future financial support.

Proposed by Cllr K. Ellis and seconded by Cllr B. Larcombe, Members agreed to **RECOMMEND TO FULL COUNCIL** Cllr B. Bawden should work with the deputy town clerk on the Town Mill stakeholder questionnaire and circulate the response to members.

#### **20/66/TCP Diary of Major Events 2021**

The support services manager said the officers did not view this as a firm calendar as Covid-19 restrictions may mean some of these events would not go ahead. She said the Carols Round the Christmas Tree event had been changed from the previously advertised 22 December to 23 December 2021.

The support services manager said Landance was an arts' event involving music and dance in different areas around the town.

Cllr B. Larcombe asked if events were cancelled due to Covid-19, would there be an expectation to be placed later in the year as this would affect other commitments.

The support services manager said if an event was cancelled, they would not automatically be moved to another time unless the diary was free but there was no expectation and the council wouldn't allow an event to clash.

Members agreed that if an event had to be cancelled, they should be offered alternative dates on a first-come-first-served basis.

Cllr B. Bawden said members had previously agreed the free parking dates with Dorset Council in line with the Totally Locally events, so if an event was changed to one of these dates, the loss of parking income could be more significant.

**20/67/TCP**      **Lyme Regis Community Support**

Cllr C. Reynolds talked about the support group and what they had done over the last year, including soup runs on top of all the usual shopping and everyday requests. She said it was transitioning to becoming a Charitable Incorporated Organisation (CIO).

Cllr B. Bawden thanked Cllr C. Reynolds for all the hard work and also thanked the support services manager and administrative assistant. She said it had become much busier since the third lockdown, with more liaising and more complex enquiries received.

Cllr K. Ellis said well done to everyone involved.

**20/68/TCP**      **Managing Consultation Exercises**

The support services manager informed the council of another consultation, the new Dorset Traffic Regulation order which had come in after the agenda had gone out. This would go out via the briefing and on the council's social media.

*Cllr M. Ellis returned to the meeting at 8.05pm*

Cllr B. Bawden said the Local Plan was a really good thing which she was doing lots of work on and was happy to share.

The support services manager said the Local Plan would be discussed at the next Planning Committee meeting on 16 February 2021 and this had been advertised.

*The meeting closed at 8.08pm.*