



John Wright
Town Clerk

Lyme Regis Town Council

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Tourism, Community and Publicity Committee

Core Membership: Cllr C. Reynolds (chairman), Cllr K. Ellis (vice-chairman), Cllr B. Bawden, Cllr J. Broom, Cllr M. Ellis, Cllr B. Larcombe MBE, Cllr D. Ruffle, Cllr D. Sarson, Cllr R. Smith, Cllr G. Stammers, Cllr G. Turner, Cllr T. Webb, Cllr S. Williams

Notice is given of a meeting of the Tourism, Community and Publicity Committee to be held at the **Guildhall, Bridge Street, Lyme Regis** on Wednesday 29 September 2021 commencing at 7pm when the following business is proposed to be transacted:

John Wright
Town Clerk
24.09.21

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.

Members are reminded that in reaching decisions they should take into consideration the town council's decision to declare a climate emergency and ambition to become carbon neutral by 2030 and beyond.

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 30 June 2021

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 30 June 2021

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

There are no updates.

8. Community Engagement Strategy

To allow members to consider and agree a community engagement strategy

9. LymeForward Grant Agreement

To allow members to consider LymeForward's grant agreement and to instruct officers

10. Newspaper Column

To allow members to consider the frequency of the newspaper column

11. Publicity Group

To allow members to appoint members to the publicity group

12. Seasonal Concessions

To allow members to consider existing and potential new concessions

13. Visitor Information

To allow members to consider the provision of information for visitors at the council office

14. Seagull Control

To allow members to consider falconry as a method of seagull control during peak periods

15. Jubilee Pavilion Christmas Event

To allow members to allowing the Jubilee Pavilion to be used for a Christmas event

16. Managing Consultation Exercises

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

17. Exempt Business

LYME REGIS TOWN COUNCIL

TOURISM, COMMUNITY AND PUBLICITY COMMITTEE

MINUTES OF THE MEETING HELD ON WEDNESDAY 30 JUNE 2021

Present

Chairman: Cllr C. Reynolds

Members: Cllr J. Broom, Cllr B. Larcombe MBE, Cllr D. Sarson, Cllr G. Stammers, Cllr G. Turner, Cllr M. Ellis, Cllr K. Ellis

Officers: A. Mullins (support services manager), K. Weekley (administration assistant)

Absent: Cllr S. Williams

The mayor, Cllr B. Larcombe made a statement regarding standards of behaviour within the council. He said the disrespect and point-scoring that was being shown to other members was not in the interests of the town that the council represents.

Cllr B. Larcombe said an immediate improvement must take place and any more unacceptable behaviour would not be tolerated. He also talked about the remarkable things that the council had achieved, particularly during Covid, and the lasting benefit to Lyme which should not be masked by disrespectful behaviour towards other council members and staff.

21/01/TCP Election of Chairman and vice Chairman

It was proposed by Cllr K Ellis and seconded by Cllr J. Broom that Cllr C. Reynolds is chairman of the Tourism, Community and Publicity Committee.

There being no other nominations, Cllr C Reynolds was duly **ELECTED** as chairman.

It was proposed by Cllr C Reynolds and seconded by Cllr G. Stammers that Cllr K. Ellis is vice-chairman of the Tourism, Community and Publicity Committee.

There being no other nominations, Cllr K. Ellis was duly **ELECTED** as chairman.

21/02/TCP Terms of Reference

Proposed by Cllr B. Larcombe and seconded by Cllr K. Ellis, the terms of reference were **RECEIVED**.

21/03/TCP Public Forum

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

21/04/TCP Apologies

Cllr R. Smith – work commitments
Cllr B. Bawden – felt unable to attend
Cllr D. Ruffle – unwell
Cllr T Webb – unwell

21/05/TCP Minutes

Proposed by Cllr B. Larcombe and seconded by Cllr J. Broom, the minutes of the meeting held on 24 March 2021, were **ADOPTED**.

21/06/TCP Disclosable Pecuniary Interests

There were none.

21/07/TCP Dispensations

There were none.

21/08/TCP Matters arising from the minutes of the previous meeting held on 24 March 2021

Cllr. D. Sarson asked about the service level agreement for the Tourism Microsite. The support services manager said it had now been received.

21/09/TCP Update Report

Cllr M. Ellis asked if there was anything the council was doing to promote the maps online to download.

The support services manager said when visitors go to the site, they can scan the QR code, the map is there for them. She also said many people still preferred a map to hold and the local shops are asking for more which could be distributed on request.

Cllr D. Sarson asked why there was a resistance to volunteer ambassadors in Lyme Regis.

Cllr C. Reynolds explained that several people had contacted her and had felt it was inappropriate to volunteer as ambassadors when Dorset Council (DC) had taken away the Tourist Information Centre in Lyme. They felt DC was offering a voluntary job when it should be paid. Cllr. C Reynolds said people were also concerned about Covid-19.

The support services manager said the council had been asked to help promote the volunteer ambassadors and this would be done through, social media, LymeForward, Lyme Regis Development Trust and also working with Woodroffe School as part of the Duke of Edinburgh Award Scheme. She added that Lyme Regis had many people who already volunteered and other towns were also struggling to find volunteers.

21/10/TCP Queen's Platinum Jubilee Working Group Minutes of meeting held on 15th June 2021

It was noted Cllr M. Ellis was recorded as being present twice and this would be amended.

Proposed by Cllr D. Sarson and seconded by Cllr G. Turner, the minutes were **RECEIVED**.

21/11/TCP Membership packages For Tourism Microsite

The support services manager reported that everything was progressing well, but an outstanding issue was the advertising fees which would need to be agreed to merge with Visit Dorset's charges. A package would be needed which suited both LRTC and Visit Dorset and would be suitable for half the year's advertising on both websites.

The support services manager said as the Visit Dorset team were doing all the administration, it was fair to do a 70/30 split in favour of Visit Dorset. She said this was only until April 2022 when a review would take place and as the current advertising fees were too low, they would inevitably need to go up in line with other towns and be a level playing field for all advertisers.

Cllr B. Larcombe asked if it would be one site for both tourism and the town council.

The support services manager said it would be two sites as they had very different content.

Cllr J. Broom asked what the costs would be for a whole year.

The support services manager said this was not yet known what the future pricing would be as it hadn't yet been discussed but an indication was in paragraph 9 of the report.

Cllr J. Broom asked why officers had felt a 70/30 split was justified.

The support services manager said was the figure that had been suggested and it was felt that this figure was justified given that Visit Dorset were doing all the work.

Cllr. B. Larcombe said it was good value for money and it was important to have strong links with the rest of Dorset.

The support services manager said since Lyme had been a part of this, other councils were now coming on board and it could be that all major towns in Dorset would share that same platform.

Proposed by Cllr. B. Larcombe and seconded by Cllr K. Ellis, members agreed to **RECOMMEND TO FULL COUNCIL** to approve:

- a one-off introductory six-month membership package with the following prices: Bronze £90, Silver £120, Gold £200 (accommodation and things to do, only)
- all Lyme Regis advertisers who are already on Visit Dorset will feature on the Lyme Regis microsite for free
- All Discover Lyme Regis advertisers will feature on the microsite for free as they have already paid a fee
- a 70/30 income split in Visit Dorset's favour.

21/12/TCP Lyme Regis Youth Council

Cllr C. Reynolds said she and Cllr K. Ellis had spoken to Dan Watts, headteacher at Woodroffe and he was very keen to reinstate this project and would like it to start in October. She said it has been suggested that members from each year group would be represented and Chris Loder MP would take the Youth Council to the Houses of Parliament.

Cllr C. Reynolds said she would like the £2,000 which was not used before to be given back to enable this project to move forward.

Cllr G. Stammers asked what links they would have with the town council.

Cllr C. Reynolds said that could be included in committees and projects and have meetings with the town clerk and the mayor, as well as Dorset Council.

Cllr M. Ellis left the room at 7:32pm and returned at 7:33pm.

Proposed by Cllr J. Broom and seconded by Cllr M. Ellis, members agreed to **RECOMMEND TO FULL COUNCIL** to re-allocate the £2,000 funding for the Youth Council project.

21/13/TCP Dorset Council Parking and Permit Survey

Cllr C Reynolds said there was scope to raise parking charges and she felt there was the need for proper traffic regulation in the town, which when being reviewed should include the Hydrock report.

Cllr C. Reynolds suggested the council delegated two members to work with the deputy town clerk to respond to the survey.

Cllr B Larcombe reported that the signs for the park and ride were now going up on the A35.

The support services manager said DC had not asked the council to do the survey but there is nothing to stop the council sending its views.

Cllr J. Broom said he would welcome an increase to DC's charges.

Cllr D. Sarson said he was concerned people with a Dorset permit were stopping Lyme residents from parking near their homes.

Cllr M. Ellis said many people lived outside of Lyme but worked here and could not afford to pay high parking charges when earning low income and the council should not push them onto the street where residents would otherwise park.

Cllr C. Reynolds raised the possibility of cheaper rate permits for people who worked in the town.

Cllr B. Larcombe said this would be supporting people from Devon and other places and their places of employment should increase their pay to support their staff parking in town.

Proposed by Cllr B. Larcombe and seconded by Cllr M. Ellis, members agreed to **RECOMMEND TO FULL COUNCIL** that Cllr B. Larcombe and Cllr J. Broom work with the deputy town clerk to formulate a view from this council on Dorset Council's proposals for parking charges and permits, and that the council requests a wider scoped traffic regulation study for Lyme Regis.

21/14/TCP **Managing consultation exercises**

Following Dorset and Wiltshire Fire and Rescue Service's consultation on its draft Community Safety Plan, Cllr C. Reynolds said she was happy the co-responders were back in Lyme, but there was a need to check they were being deployed.

The support services manager gave timescales of the Community Governance Review as follows.

- Terms of reference will be published in July 2021
- The twelve-week public consultation starts on 5 August 2021
- Draft recommendations will go to Dorset Council in December 2021
- Public consultation again in December 2021
- Final approval in April 2022.

The meeting closed at 7:59pm.

DRAFT

Committee: Tourism, Community and Publicity

Date: 29 September 2021

Title: Matters arising from the minutes of the previous meeting held on 30 June 2021

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

21/08/TCP – Matters arising from the minutes of the previous meeting held on 24 March 2021

The service level agreement for the tourism microsite has been received and signed by the chairman of this committee. A counter-signed copy is awaited.

21/09/TCP – Update Report

As reported to the Town Management and Highways Committee, the Dorset Volunteers Ambassador scheme was pioneered, through Dorset Council, across Dorset towns for re-opening after lockdown but failed to attract enough volunteers in Lyme Regis to run a regular service across the summer months. The organisers subsequently decided to focus their efforts elsewhere in Dorset.

21/11/TCP – Membership Packages for Tourism Microsite

The new Visit Dorset website went live on 11 August 2021, <https://www.visit-dorset.com/>

As this build is now complete, Simple View and the Visit Dorset team have turned their attention to the Lyme Regis microsite and the build is well underway. Initial designs have been received and feedback given.

21/12/TCP – Lyme Regis Youth Council

The Woodroffe School headmaster Dan Watts has agreed that the Youth Council be made up of a representative from every year, as well as sixth formers. These representatives will be voted in by the rest of their year group ready to hopefully start during October.

21/13/TCP – Dorset Council Parking and Permit Survey

Dorset Council's proposed Future Parking Strategy report was taken to the Town Management and Highways Committee on 22 September 2021.

Adrienne Mullins
Support services manager
September 2021

Committee: Tourism, Community and Publicity

Date: 29 September 2021

Title: Update Report

Purpose of the Report

To update members on issues considered at previous meetings

Recommendation

Members note the report

Report

Improvements to the beach hut booking system

The improvements to the system are now in the final stages and staff have been rigorously testing it and feeding back any glitches.

The two beach hut booking days are on 12 and 13 October 2021.

Sculpture trail in Lister and Langmoor Gardens

Three new sculptures have been installed in the gardens as part of the trail – ‘Time’, ‘Spare Part Bird’ and ‘Woman’.

One of the established sculptures, ‘Reader’ which was believed to have been stolen was later found and has been reinstalled on the original bench.

One condition of the council’s £2,500 funding was that the Arts Development Company should work with Woodroffe School to fill any unused plinths. Facilitated by Cllr Cheryl Reynolds, the Arts Development Company is working with students to create artwork from willow, which will then be placed in the gardens as part of the trail.

Adrienne Mullins
Support services manager
September 2021

Committee: Tourism, Community and Publicity

Date: 29 September 2021

Title: Community Engagement Strategy

Purpose of Report

To allow members to consider and agree a community engagement strategy

Recommendation

Members consider the report and instruct officers

Background

1. On 11 March 2020, this committee considered a report that asked members how they wanted to engage with the local community. The report detailed how the council engaged with its community, i.e., the annual meeting, public forums, member involvement in local organisations, consultation on objectives, the press, website and social media, single issues, Lyme Voice, grant provision and elections.
2. The report suggested there were two main reasons why the council needed to think about community engagement:
 - the council's approach (which isn't broken) had evolved and a more strategic approach about engaging with the community needed to be considered
 - LymeForward's approach to the community engagement had 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.
3. The report suggested the council needed to think about its definition of community engagement, what it wanted to achieve, the mechanisms it wants to use, and who should undertake this work.
4. At that point in time, i.e., immediately before Covid-19 lockdown, the intention was to work with three members to develop an approach to community engagement, hold discussions with LymeForward and Lyme Regis Development Trust about their respective role in community engagement and to provide a further report to this committee on 29 April 2020.
5. The changing demands and constraints place on local organisations and the council during Covid-19 meant meaningful discussions about respective community engagement roles didn't take place.
6. We are now moving in to a 'post Covid-19' era and grant agreements with local organisations are being completed.

Report

7. On 22 February 2021, a group of members¹ met to discuss community engagement and came up with the suggestions detailed in **appendix 8A**.

¹ Cllr B. Bawden, Cllr C. Reynolds and Cllr D. Sarson.

8. The suggestions were considered and augmented at the members' awayday 24 July 2021, **appendix 8B**.
9. Both sessions focussed on the identification of community engagement mechanisms but didn't properly explore the issues of definition, what the council wants to achieve and who should undertake this work.

Defining community engagement

10. There are several definitions in use, the town clerk suggests the following because of its simplicity:

'a strategic approach to the relationships, communication and interactions between community members and an organization to try to influence outcomes for both.'

What does the council want to achieve through community engagement?

11. Community engagement can lead to positive outcomes and benefits for the council and the community it serves.
12. Engaging with communities, should help the council make better, more informed decisions, because it has a better view of the big picture, better understands needs and priorities, and better understands the impact of what it does or doesn't do.
13. Doing community engagement properly can help the council develop into a more socially responsible and accountable organization. It increases the council's chances of being understood and accepted and reduces negative perception.

What mechanisms should the council use to engage its community?

14. Existing and new mechanisms are detailed in paragraph 1 and **appendices 8A and 8B**. At first glance, it seems there are too many.
15. We must be realistic about how much we can do and the value each method of engagement adds.
16. Officers suggest continuing with those arrangement already in place, i.e., the annual meeting, public forums, member involvement in local organisations, consultation on objectives, the press, website and social media, single issues, Lyme Voice, grant provision and elections, along with a Youth Council and greater involvement with other community organisations.

Who should undertake this work?

17. All tiers of council have a responsibility to understand the needs of their communities to be able make informed decisions. This requires mechanisms and partnership arrangements.
18. The town council works with three community organisations: LymeForward, Lyme Regis Development Trust and Lyme Regis Community Support.
19. Other organisations are active in the community but work independently, e.g., the Rotary Club, the faith community, the Lyme Regis Society, Turn Lyme Green. The council needs to consider how it should work with these organisations.

LymeForward

20. Over recent years, the council has delegated a significant part of its community engagement activities to LymeForward. In addition, specific community-based objectives have been identified for LymeForward to deliver.
21. LymeForward is a community interest company and community activity features heavily in its objectives. These are detailed in Article 5 of its Articles of Association, **appendix 8C**.
22. In February 2020, the council approved a fixed-term grant of £10,000 per annum to support LymeForward's activities; the grant runs from April 2020 until March 2025.
23. Moving forwards, the council needs to properly understand Lyme Forward's approach to community engagement and agree objectives that have a fit with LymeForward's community plan.
24. A meeting took place with LymeForward on 22 September 2021² to gain a better understanding of how LymeForward saw its future community engagement role and to discuss objectives. The meeting did not conclude, Cllr C. Reynolds, and the LymeForward representatives left the meeting.
25. Further details on this meeting are referred to elsewhere on the agenda in the LymeForward Grant Agreement report.

Lyme Regis Development Trust

26. Lyme Regis Development Trust undertake community-based activities and projects. These include: a youth club, memory café, death café, community café, art group, community workshop, photography group, community radio station and a 'seaside store' which distributes food.
27. In February 2020, the council approved a fixed-term grant of £10,000 per annum to support the running costs of The Hub; the grant runs from April 2020 until March 2025.
28. In April 2021, the council approved a community grant of £999 to Lyme Regis Development Trust's Community Workshop.

Community Support Group

29. The Community Support Group was set up during the pandemic to offer voluntary services to those isolating or in need, including prescription collections, shopping, and personal and social support. During this time, the council provided administrative support to the group and continues to do so, but to a lesser extent.
30. The group is in the process of registering as a charitable incorporated organisation (CIO) and continues to provide practical, emotional and social support to the elderly, vulnerable, isolated and those in need. Activities include soup runs, driving people to appointments and groups, food bank deliveries, dog walking, befriending, wellness calls and interventions which require sharing information with other organisations, i.e. GPs.
31. In April 2021, the council approved a one-off grant of £1,000 to Lyme Regis Community Support to help with running costs.

² The meeting was attended by Sue Davies, LymeForward director; Nick Sarahs, LymeForward chief executive officer; Cllr M. Ellis, LRTC liaison member for LymeForward; Cllr C. Reynolds, chairman, LRTC Tourism, Community and Publicity Committee; Adrienne Mullins, support services manager and; John Wright, town clerk.

32. In April 2021, the council approved a community grant of £1,000 to Lyme Regis Community Support to purchase tablets and laptops to help those without internet access to be able to access online services.
33. Any recommendations from this committee will be considered by the Full Council on 27 October 2021.

Adrienne Mullins
Support services manager
September 2021

John Wright
Town clerk

Community engagement suggestions 22 February 2021

- Open house event
- Community conferences
- Citizens' panels
- Better interactivity – online polls
- Community grants
- Annual town meeting – make it less formal, invite a speaker, wine, not a Friday
- Councillors to attend coffee mornings
- Councillor profiles on web/social media/column
- Door-to-door
- Make better use of Lyme Voice
- Youth Council
- Members to attend events
- Members to go out to organisations
- Meetings with sectors of the community
- Meetings with other coastal towns
- Constraints – time, money, commitment, delivery vehicle (LymeForward)

Awayday augmented suggestions

- A list of 'which council (or organisation) does what' would be particularly useful, either in hard copy to hand out or electronically and hosted on websites, etc
- Using information available via DAPT
- The roles of Lyme Regis Community Support, Lyme Forward and Lyme Regis Development Trust are all important and probably require greater clarity to avoid duplication and confusion
- The changing roles and interests of councillors needed to be taken into account
- Signposting was an important tool; especially for grant availability
- For major funding bids, working collaboratively with the local community and other organisations was important as was avoiding multiple, competing local bids. The latter could give the impression to funding bodies that the local community couldn't agree about its priorities
- A discussion evening with local organisations was suggested and supported
- Having projects which were 'ready to go' was important to many funders
- As far as DC was concerned, there appeared to be a disconnect between rhetoric and reality. There was also concern about an apparent desire to promote thematic bids in preference to 'place based' bids, which could work to Lyme's disadvantage
- Taking stands at the seafront was suggested as a way of engaging with the public

LymeForward Legal Objectives

LymeForward's Objects are stated in the [Articles of Association](#).

Article 5 Objects

The objects..are to carry on activities which benefit the community and in particular (without limitation) to:

5.1. act as the Local Area Partnership for Lyme Regis and the surrounding area, thus enabling statutory bodies, voluntary groups and organisations, and community sector providers to take a strategic overview of economic, community and environmental development within the area

- maintaining and reviewing the Community Plan by:
 - identifying local needs through consultation and evidence
 - setting priorities and targets
 - evaluating progress
- participating in other relevant local strategic alliances

5.2. act as a means of mutual support for those who volunteer with or are employed in community activities and service provision by:

- providing a forum for exchange of information and for debate
- providing the services of a partnership coordinator to:
 - assist individuals and groups in fulfilling their particular objectives
 - coordinate and assist with identifying and implementing funding bids

5.3. initiate projects and undertake activities that meet identified need and, where applicable, take advantage of funding opportunities

5.4. enable informed local responses to public consultations.

Committee: Tourism, Community and Publicity

Date: 29 September 2021

Title: LymeForward Grant Agreement

Purpose of Report

To allow members to consider LymeForward's grant agreement and to instruct officers

Recommendation

Members consider the report and instruct officers

Background

1. On 8 September 2021, the Full Council considered LymeForward's grant agreement. For ease of reference, a copy of that report is attached, **appendix 9A**, along with a copy of LymeForward's grant application, **appendix 9B**. The Full Council resolved:

'to defer consideration of LymeForward's grant agreement until after the Tourism, Community and Publicity Committee has set objectives for LymeForward, which can be included in the grant agreement.'

Report

2. A meeting took place with LymeForward on 22 September 2021³ to gain a better understanding of how LymeForward saw its future community engagement role and to discuss objectives. The meeting did not conclude; Cllr C. Reynolds, and the LymeForward representatives left the meeting.
3. At this point in time officers have no negotiated objectives to put to this committee.
4. Any recommendations from this committee will be considered by the Full Council on 27 September 2021.

John Wright
Town clerk
September 2021

³ The meeting was attended by Sue Davies, LymeForward director; Nick Sarahs, LymeForward chief executive officer; Cllr M. Ellis, LRTC liaison member for LymeForward; Cllr C. Reynolds, chairman, LRTC Tourism, Community and Publicity Committee; Adrienne Mullins, support services manager and; John Wright, town clerk.

Committee: Full Council

Date: 8 September 2021

Title: LymeForward Grant Agreement

Purpose of Report

To allow members to consider and approve the grant agreement for LymeForward

Recommendation

Members approve LymeForward's grant agreement

Background

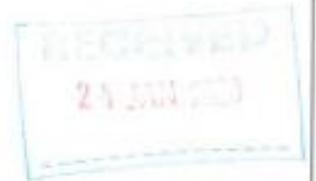
1. On 4 February 2020, the Full Council approved a five-year term grant for LymeForward. The grant runs from 1 April 2020 until 31 March 2025.
2. Covid-19 restrictions meant, to a greater or lesser extent, term grant recipients haven't been able to act in accordance with their grant applications.
3. We are moving into a post-covid era and on 19 July 2021 a meeting took place with LymeForward⁴ to consider future compliance with its grant application.
4. LymeForward confirmed it was moving back to normal operations and focussing on community engagement.
5. The council still has to identify specific objectives for LymeForward; this will be considered at the Tourism, Community and Publicity Committee on 29 September 2021. Members may wish to consider whether to approve the grant agreement at this meeting, or defer approval of the agreement until the objectives have been agreed and may be included in the agreement.
6. I have drafted LymeForward's grant agreement for consideration and approval by the council, **appendix 16A**.

John Wright
Town clerk
August 2021

⁴ LymeForward was represented by Sue Davies, chairman, and Nick Sarahs, chief executive officer. The town council was represented by Cllr M. Ellis, external body representative, Adrienne Mullins, support services manager, and John Wright, town clerk.



LYME REGIS TOWN COUNCIL
TERM GRANT APPLICATION FORM 2020



PLEASE NOTE: Read the accompanying guidelines before completing this form

1. Name of organisation LymeForward CIC
2. Name of person submitting the application Christopher Tipping
 Position held in organisation Manager
 Contact address The Hub, Church Street, Lyme Regis, DT7 3BS

- Telephone no. 01297 445021
 Email Manager@lymeforward.com
 Website www.lymeforward.com

3. What are the main activities of the organisation?
 We address local, social, economic and Health & Wellbeing issues through community engagement, collaboration and partnership working, and we will work with individuals, families, partners and groups to identify their needs. We also provide support for local initiatives through advice, consultation and developing funding sources.
- We also engage with the wider area of Uplyme, Charmouth and surrounding villages and we also are developing "cross border" links with Devon – a good example being the River Lim path project which successfully brought together two different highways authorities
- Our current areas of operation are:
- Weekly Bulletin – we have over 170 subscribers to our weekly information bulleting disseminating information to the wider population
- Bi – monthly funding bulletin which goes to just over 30 organisations in the area
- Coastal Community Team – which collaborates across a number of organisations and seeks to find funding on local economic issues. We are also heavily engaged in the development of the Dorset Local

Industrial Strategy (LIS) in conjunction with Dorset LEP.

Foodbank – which address poverty and disadvantage in our local area

The Old School House Community Café – which was developed from our Community Lunches and is a way of addressing social isolation, loneliness and vulnerability from cradle to grave.

Carers Café – we have enabled this support group for the hidden army of local unpaid carers.

Memory Café – which is designed to support early onset dementia or memory loss, but also (not by design) helps with loneliness in old age, and supporting the wider family members.

Death Café – another support group to help those affected by Death and giving a safe space to talk about it.

Health and Wellbeing group: Over the last 18 months carried out a detailed needs analysis of, and recommendations for the provision and delivery of Medical and Social Care services to Lyme, Charmouth and Uplyme. Exploring opportunities for partnership working with Primary Care Network, cross-border partners and Integrated Care system within West Dorset. With the aim of shaping the local environment for healthier lives.

FoodSchool - (shortly to be launched in early 2020). A programme of courses aimed at teaching the local community kitchen and cookery skills. Aligned to the needs identified from Foodbank and other local referrers.

We are home to over 30 active volunteers who “gift their time” across our projects, whom we liaise with and support on a regular basis, which recognises their contribution and best utilises their skills and knowledge.

We are continuing develop Social Marketing increasing knowledge and access to our services, encouraging donations and to attract volunteers

4 . What is funding required for?

Funding is needed to contribute to the Core Costs of:

(3 year projection shown)

EXPENDITURE	2020/2021	2021/2022	2022/2023
Staff Costs	12,000	14,000	15,000
Rent & Service Charges	700	2,100	3,120
Office costs, eg: printing/phones	200	200	200
Equipment			
Insurance & audit & accounts	1,100	1,100	1100
IT & Web	253	230	230
Travel	100	150	150
Meeting Costs	100	125	125
Misc (including training)	200	750	750

This will enable us to continue to deliver LymeForward services at the current level, and help enable us to work toward making LymeForward a self-sustaining social enterprise.

Please note that LymeForward ringfences capital and purchase costs for specific projects and this purely reflects the core costs.

We are working collaboratively with Lyme Regis Development Trust so that we can utilise funding and be more efficient in managing our costs for the benefit of our projects and more importantly members of local community

5 What are the objectives of the organisation and/or the project for which funding is required?

Our objectives are:

Social : Working in partnership and collaboration with other organisations to develop projects that bring people together and address loneliness and isolation creating links with local systems supporting people to live their best lives.

Economic: To optimise and attract larger scale funding such as the Local Economic Partnership (LEP) or the future replacement for the Coastal Communities Fund, to enhance productivity, sustainability, healthier living and caring communities.

Health and Wellbeing: Influence and shape from a Community perspective the local local Health, Social Care and Wellbeing provision working in conjunction with Healthier Lives.

With all our projects we will continue to monitor the “need” and adapt and change where necessary

- 6 What length of time is the funding required for (funding will not normally exceed five years)?

5 years which will enable LymeForward to transform into a self-sustaining social enterprise.

- 7 How will the funding benefit the town, its residents and/or visitors?

Funding will benefit the town in 3 ways:

Social – our projects address loneliness and social isolation and also

help to support others affected by these issues, We will also act as an enable of social cohesion e.g bringing people together.

Economy – we will be helping to upskill the local population and also act as a signposter for help and advice. Additionally we would look via the Coastal Community Team for funding that addresses the issues of the “seasonality” and look to develop the tourism economy by promoting longer visitor stays which translates to more money spent in the town.

Health and Wellbeing – our work addresses the true concept of safer neighbourhoods which encompasses healthy living and access to services. With our increasing ageing population plus greater numbers of frail elderly and people with dementia this will bring an emphasis on care closer to home with Social Prescribing being an essential part of the new provision. There will be a gap in the provision of care in local communities which has been and will have to be filled by using the voluntary sector.

8

. How will the objectives and benefits of the organisation and/or project be measured?

There are various ways we can measure the impact of LymeForward

- Funds raised – we can measure the amount of funding we have attracted to our area for projects where we are either involved or have assisted in fundraisings
 - Users – we can measure on the number of users of our services as a measure of success, and in the case of any training we give, the percentage of which go onto find local employment
 - Volunteers – the number of volunteers we attract is a measure of need and success
 - SLA level feedback – via requirements of funders
 - Anecdotal evidence – feedback from users both verbal and written.
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- Surveys – surveys of users and impact e.g. any social prescribing we are involved in can and should be measured by follow up questions regarding satisfaction and results.
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9. Please provide details of other grant applications and/or fundraising activities in relation to the organisation and/or project

Funding from Dorset Council has been confirmed for 2020-2021 at £6k

Other funding is project specific and would not form part of core costs

10. How will you inform others the organisation has received funding from the council?

LymeForward has a large readership of it's weekly bulletin of 170 recipients with an average 65% read rate, so it would be appropriate to announce in this bulletin

In addition we would announce over our well followed Social Media feeds and in the local press

11. Total anticipated cost of project or annual running costs £ 14,653 in year one
12. Amount of funding sought from Lyme Regis Town Council. If funding is sought for up to five years, what is the annual sum required? £ 10,000 pa
13. Please tick to show you have enclosed information that covers the following required information:
- a) A business plan that includes a clear understanding of the organisation's operating environment, risk exposure, and details of the projected income and expenditure
 - b) Bank references
 - c) Audited accounts for the previous financial year
 - d) Registration documentation
14. Please tick if any other supporting information has been attached and specify the type of documentation:
- Attached copies of operational roadmaps.

The application form must be signed by **two** of the organisation's officers.

Signature

Name

(Print)

Position

held

Date

Christopher Tipping

Manager

23/01/2019

Signature

Name

(Print)

Position

held

Date

Susan Davies

Director

23/01/2019

Notes to applicants

1. Please read the accompanying term grants policy and procedure to check the eligibility of your organisation and/or project, what you must include in your application, any restrictions on the funding, and how grants will be monitored and reviewed.
2. Applications will only be considered on submission of the completed application form together with the relevant supporting documentation.
3. Applications should be addressed to John Wright, Town Clerk, Lyme Regis Town Council, Guildhall Cottage, Church Street, Lyme Regis, Dorset, DT7 3BS.
4. Applications must be received by **noon on Monday 27 January 2020**. All applications will be acknowledged.
5. Applications will be considered at an extraordinary Full Council meeting on Tuesday 4 February 2020.

Committee: Tourism, Community and Publicity

Date: 29 September 2021

Title: Newspaper Column

Purpose of Report

To allow members to consider the frequency of the newspaper column

Recommendation

Members consider changing the frequency of the newspaper column from monthly to every other month

Background

1. On 14 February 2018, the Full Council agreed to 'take a monthly full-page column in the digital and print edition of Lyme Online for £65 a month'.
2. The council used to produce a monthly newsletter but there were practical issues in delivering it to every household in Lyme Regis. At that time, Lyme Online was also being delivered to households so a monthly column was seen as a practical alternative to the newsletter. The column is also available on the Lyme Online website.

Report

3. The council continues to have a monthly column in the newspaper but officers would like members to consider reducing the frequency to every other month.
4. Guidance suggests local councils should consider publishing a newsletter four times a year, so a monthly column is significantly ahead of best practice.
5. Although de minimus, moving from a monthly to a bi-monthly column would save the council £390pa.
6. Any recommendations from this committee will be considered by the Full Council on 27 October 2021.

Adrienne Mullins
Support services manager
September 2021

Committee: Tourism, Community and Publicity

Date: 29 September 2021

Title: Publicity Group

Purpose

To allow members to appoint members to the publicity group

Recommendation

Members appoint three members to the publicity group

Background

1. Weekly meetings between members and officers were established in 2017 to help co-ordinate and plan council publicity. Three members were appointed from this committee to attend those meetings.
2. As membership of the council and this committee, as well as chairmanship of this committee, have changed since the group was established, three members were re-appointed to the group by this committee in October 2019.
3. Members also agreed at that point to move from weekly to monthly meetings, partly to coincide with the monthly column in Lyme Online, although the meeting also discusses and plans other press and publicity matters.

Report

4. As membership and chairmanship has changed again since 2019, it is necessary to re-appoint members to the group. Officers would advise there being no more than three members.
5. Meetings are purposely restricted to half an hour so they are focused, and the day and time of those meetings can be arranged to suit the appointed members. Depending on the decision made regarding the frequency of the newspaper column, as per agenda item 10, it is suggested the meetings co-ordinate with the timing of the column.
6. Any recommendations from this committee will be considered by the Full Council on 27 October 2021.

Adrienne Mullins
Support services manager
September 2021

Committee: Tourism, Community and Publicity

Date: 29 September 2021

Title: Seasonal Concessions

Purpose of Report

To allow members to consider existing and potential new concessions

Recommendation

Members consider existing and potential new concessions

Background

1. Each year the council advertises concessions for the coming season and beyond. The following concessions are offered: deckchairs; trampolines or similar; hair braiding and henna tattooing; children's games and activities; arts and crafts; and non-motorised watersports.
2. The deckchairs, trampolines and children's games and activities concessions are currently on three-year agreements, which run up-to-and-including 2022.
3. The three-year hair braiding and henna tattooing concession was due to end in 2020 but on 20 January 2021, Full Council approved a one-year extension to include 2021 due to the uncertain trading conditions as a result of the pandemic.
4. Full Council approved on 20 January 2021 not to advertise the arts and crafts concession for 2021 and beyond, also due to the continuing uncertainty and restrictions, and to advertise its availability from 2022.
5. The non-motorised watersports concession, granted to two different operators, has also ended and would need to be re-advertised for 2022 onwards.

Report

6. At the Full Council meeting on 3 March 2021, members discussed the re-opening of council services and facilities as Covid restrictions were lifted, which included the operation of concessions. At that meeting Cllr B. Larcombe said he felt the council should give proper thought in future to the value of concessions. The town clerk said he would welcome further discussion on concessions as members approved them on a three-year basis but often raised issues with them in the intervening years.
7. As concessions are normally advertised in December/January for the upcoming season, members are asked at this point to give some thought to the future of concessions. Note some concessions are already on a three-year agreement – deckchairs, trampolines and children's games and activities – and will run in 2022 regardless.
8. The 2020-21 income for concessions was £9,700.

New concessions

9. Members may also wish to consider any new concessions. Officers would suggest consideration is given to an 'exercise and fitness' concession. The office has regular enquiries from fitness instructors who would like to run outdoor exercise classes on the beach or Anning Road playing field.

10. While there is a covenant on the playing field that restricts its use to children, only, which means use of the space isn't viable, the beach could be used for this purpose. Members may think other areas in the town are also suitable.
11. If members were in favour of this kind of concession, it is suggested the exercise classes would need to be early morning sessions, for example finishing by 9am. Several concessions could run on different days, maximising the income.
12. Any recommendations from this committee will be considered by the Full Council on 27 October 2021.

Adrienne Mullins
Support services manager
September 2021

Committee: Tourism, Community and Publicity

Date: 29 September 2021

Title: Visitor Information

Purpose of Report

To allow members to consider the provision of information for visitors at the council office

Recommendation

Members consider the purchase of an iPad and secure stand to provide an information terminal for visitors

Members consider signing up to the TIC Top-up service to provide information leaflets on the local area to visitors

Background

1. Following the closure of the tourist information centre (TIC) by Dorset Council (DC) in 2020, the town council's reception has moved into the ground floor of Guildhall Cottage previously occupied by the TIC.
2. The reception and operations team took occupation of the ground floor in July 2021 when the office re-opened following the pandemic.

Report

3. Since opening a reception desk on the ground floor, an overwhelming number of people who come into the office are looking for tourist information, either because they remember the TIC used to be based there, or there are some old DC signage and maps which still advertise the TIC as being open.
4. Staff help the public as much as they can and they usually go away with one of the town maps. The main enquiries staff have answered relate to tide times, walking routes, bus times and a town trail.
5. People are generally advised to access things like tide times and bus timetables on the internet via their smart phone and in many instances, this is sufficient. However, there is a large proportion of people who either don't have smart phones, don't have good enough phone signal or access to wi-fi, or would simply rather have a paper copy of a timetable or local attraction.
6. Although the council is not a tourist information service, the enquiries are being made regardless and staff are encouraged to help people where possible. Ultimately, we are here to help and want people to go away with a positive perception of the local council.

Tourist information

7. To help both the staff and the public, it is proposed the council makes an iPad available in the reception area which the public can use to access visitor information. Shortcuts can be provided to the most commonly requested information, as well as lymeregis.org and visitdorset.com.

8. Visitors will be encouraged to use the iPad themselves but staff can help if needed. While this will take up some staff time, that time is already being taken up in trying to answer enquiries; for example, searching the internet for tide times or bus times.
9. An iPad would cost around £320 and a secure stand, as shown in **appendix 13A**, would be an additional £348.90. This is unbudgeted expenditure.

Information leaflets

10. It is also suggested the council makes available information leaflets about local attractions, as you would often see at hotels, service stations and supermarkets. This would be at no cost to the council and the racking to display the leaflets is still in situ from the TIC.
11. Officers would recommend using a company called Take One Media, which runs a service called TIC Top-up, supplying and delivering visitor literature to TICs, visitor information points, libraries, colleges, councils and ticket offices.
12. The service is free and would require the council to register to be able to order the required leaflets online. We would receive a monthly email prompting us to order a selection of literature, as often as we like. The order would then be received in one consignment.
13. The only 'cost' to the council would be in staff time to check the stock levels and re-order as appropriate.
14. Any recommendations from this committee will be considered by the Full Council on 27 October 2021.

Adrienne Mullins
Support services manager
September 2021



iPad Enclosure Brandable Floor Stand - Space BrandMe

★★★★★

- Continuous Charging While Mounted
- Brandable Panel (Matches Stand Color)
- Full Reverse Tilting Mount
- Secure Storage Compartment
- Wiring and Cable Management
- Compatible with our Security Cable Lock

  
Tilt Secured Bolttable

£348.90

Stand *
BrandMe Floor stand - Black

Filter By Screen Size *
7.9" - 9.7" 10.2" - 11" 12.9"

Tablet Model & Color *
iPad 10.2" 7-9th Gen (2019-2021), "Space" Enclosure - Black

Optional Add-ons

- Anchor point for security cable **£11.50** ⓘ
- Battery Pack 10,000 mAh **£53.64** ⓘ
- Universal Keyboard Tray - Black **£35.75** ⓘ
- Vesa Rotating Plate - Black **£27.60** ⓘ



Committee: Tourism, Community and Publicity

Date: 29 September 2021

Title: Seagull Control

Purpose

To allow members to consider falconry as a method of seagull control during peak periods

Recommendation

Members consider using a falconer during peak periods to help control seagulls

Background

1. Cllr Richard Doney and the operations manager met with Xtreme Falconry on the seafront in September 2018 to discuss if falconry could help with the seagull problem and subsequently the topic was first formally discussed at the Town Management and Highways Committee in November 2018.
2. Members narrowly voted against employing a periodic falconer for the 2019 summer season at Full Council on 29 May 2019, due primarily to impermanence and cost.
3. Seagulls regularly attack people on the seafront for food and ice cream. Complaints from members of the public indicate that this problem continues to get worse and, anecdotally, the gull population appears to be particularly vicious in Lyme Regis compared to other seaside locations. Due to the complaints this summer, this subject has been brought back to committee for discussion.

Report

4. The solution to the seagull problem will ultimately be a combination of measures, of which falconry is just one, due to its impermanence. The intention being to only use falconry during peak periods and for specified times to keep the costs as low as possible while gaining the most benefit for those visiting the seafront.
5. The falconer demonstrated the effectiveness of falconry in 2018 as he brought an American eagle with him. The seagulls began to circle overhead and call warnings to other seagulls who, in turn, came over to circle above the bird of prey; at all times remaining above the threat. He explained that with birds of prey perched along the roof above SWIM and with a further bird on a gauntlet towards the eastern end of the seafront, it should be possible to keep seagulls airborne and focused on their own security rather than feeding.
6. The additional benefit of the introduction of birds of prey to the seafront is as a tourist attraction; a crowd of interested passers-by formed quickly to ask the falconer about the eagle during our meeting.
7. The intention would be to book the falconer for peak periods. For example, weekend lunchtimes during peak periods, the next being Easter 2022. Costs are £95 per hour and they would not charge for agreed days that are wet or have very low visitor numbers. They are fully insured, would provide risk assessments and can be flexible in terms of times and duration but recommend at least two hours. The falconer would remain on site with the birds of prey at all

times. The fee is unchanged since 2019 and will go towards bird of prey conservation at Dorset Falconry Park.

8. Officers will also investigate additional solutions to the gull problem that will complement the current Public Space Protection Order and 'no feeding' signage.
9. Any recommendations from this committee will be considered by the Full Council on 27 October 2021.

Matt Adamson-Drage
Operations manager
September 2021

Committee: Tourism, Community and Publicity

Date: 29 September 2021

Title: Jubilee Pavilion Christmas Event

Purpose of Report

To allow members to allowing the Jubilee Pavilion to be used for a Christmas event

Recommendation

Members consider allowing the Jubilee Pavilion to be used for a Christmas event

Background

1. The council has previously agreed the Jubilee Pavilion would be let on a commercial basis.
2. However, due to issues with water ingress, it has not yet been possible to pursue the commercial letting of the space while this issue is addressed.

Report

3. Cllr C. Reynolds would like the council to consider allowing the Jubilee Pavilion to be used for a Christmas event for children and families, such as a Santa's grotto.
4. Members are asked if they would support the use of the pavilion in principle and consider the council's input, if any, to such an event in terms of financial, operational and volunteer support.
5. Any recommendations from this committee will be considered by the Full Council on 27 October 2021.

Adrienne Mullins
Support services manager
September 2021

Committee: Tourism, Community and Publicity

Date: 29 September 2021

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 – Climate and Ecological Emergency Strategy
 - Dorset Council – car parking charges and permits
 - Dorset Council – Working Together Protocol for town and parish councils
 - Charmouth Neighbourhood Plan
 - Dorset Council – Community Governance Review
 - Dorset Council – Blue Badge holders parking survey
 - Dorset Council – Rights of Way Improvement Plan
2. **Appendix 16A** 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 27 October 2021.

Adrienne Mullins
Support services manager
September 2021

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	18/01/21	15/03/21	Statutory consultees and the public	Discussed by Planning Committee, 16 February 2021 Press release LRTC's social media and website	Council's response formulated by the Planning Committee on 16 February 2021 and approved by Full Council on 3 March 2021.	Dorset Council is still in stage 1 of the process – initial evidence gathering, review of former district/borough local plans, consultation. Stage 2 is publication of the draft local plan for comment, which is expected in May 2022.
Dorset Council – Climate and Ecological Emergency	29/10/20	20/01/21	Stakeholders, town and parish councils, community groups, and public	Reports to council LRTC's social media and website	Agreed at Full Council meetings on 16 December 2020 and 20 January 2021	The Dorset Council Climate and Ecological Emergency Strategy and Action Plan was adopted by the Full Council on 15 July 2021.
Dorset Council – Car parking charges and permits	22/06/21	11/07/21	The public, stakeholders and town and parish councils	Town Management and Highways, 16/06/21 Tourism, Community and Publicity, 30/06/21	Considered by TMH and TCP and a response provided by the deputy town clerk, Cllr Broom and Cllr Larcombe on the council's behalf	The Dorset Council Proposed Future Parking Strategy report has been published and was reported to the Town Management and Highways Committee on 22 September 2021.
Working Together Protocol: Dorset Council and Town and Parish	27/05/21	11/06/21	Town and parish councils	Members' briefing, 28/05/21	Response sent by the town clerk and copy provided to members	The following response was received from Dorset Council on 11/06/21:

Councils						<p><i>We would like to apologise for any confusion caused by naming the document a 'protocol.' This was rather a grandiose term to describe what is in effect simply a dedicated enquiry helpline and email address for town and parish councils to use to help resolve any issues you may have with Dorset Council services that cannot be addressed through reporting on our website. We believe this dedicated enquiry helpline and email address will be particularly useful for smaller parishes and new clerks who have recently joined a town or parish council, providing easy and efficient ways to contact us.</i></p> <p><i>If you have existing contacts with officers at Dorset Council, please be reassured that it is fine to continue using these contacts.</i></p>
Charmouth Neighbourhood Plan	18/06/21	30/07/21	Adjacent town and parish councils	To be considered by Planning Committee on 06/07/21	Council support for the plan, agreed at the Planning Committee meeting on 06/07/21	An independent examiner Andrew Mead BSc (Hons) MRTPI MIQ has been appointed to examine the Charmouth Neighbourhood Plan.
Dorset Council – community governance review	05/08/21	28/10/21	Town and parish councils, local MP, DAPTC, local groups and interested parties	Strategy and Finance Committee	Considered by S&F on 31/03/21 and 12/05/21. Agreed no changes should be requested	Consultation still open.

Dorset Council - Blue Badge Holders, parking survey		26/09/21	The public	Planning special newsletter in the members' briefing and social media		Consultation still open.
Dorset Council – Rights of Way Improvement Plan		31/10/21	The public and local stakeholders	To be considered by the Environment Committee on 06/10/21		Consultation still open.