



John Wright
Town Clerk

Lyme Regis Town Council

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Tourism, Community and Publicity Working Group

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

Notice is given of a meeting of the Tourism, Community and Publicity Working Group to be held on the Zoom conferencing facility <https://us02web.zoom.us/j/83173296282> on Wednesday 19 January 2022 commencing at 7pm when the following business is proposed to be transacted:

John Wright
Town Clerk
14.01.22

This is a formal council meeting, where the same standards of behaviour as normal are expected and all members are bound by the code of conduct.

This meeting will be 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 you wish to speak, please raise your hand and you will be invited to speak by the chairman, at which point your microphone will be unmuted.

Voting will also take place by show of hands and the chairman will indicate the votes have been noted.

If members have a pecuniary interest, they will be placed in the 'waiting room' where they cannot hear or participate in discussion and voting.

*Members of the public can make representations at the beginning of the meeting in the usual way. **To ensure the smooth running of the meeting, members of the public are asked to provide advance notice and details of the issue they intend to raise.***

If technical issues occur, the meeting may be paused to re-establish a connection. If a technological failure prevents the public from accessing the meeting or the meeting is no longer quorate, the chairman may adjourn the meeting.

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 working group

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 19 November 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 19 November 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

To update members on issues considered at previous meetings

8. Review of Social Media Policy

To allow members to review the council's social media policy

9. Grant Review, The Hub

To inform members of the Hub's compliance with its grant agreement

10. Grant Review, CAB

To inform members of Bridport and District Citizens Advice's compliance with its grant agreement

11. Seafront WiFi

To inform members about recent reductions in the line speed serving the publicly accessible and free-to-use seafront WiFi and to allow members to consider the best response to the 'problem'.

12. Seagull Control

To allow members to consider seagull deterrents for the seafront areas

13. Launch of Tourism Microsite

To update members on the progress of the launch of the tourism microsite

14. Harbour Consultative Group

To inform members about recent discussions at the Lyme Regis Harbour Consultative Group

15. Managing Consultation Exercises

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

16. Seafront and Beach Concessions

To allow members to consider a policy on seafront and beach concessions

To allow members to consider applications for the following concessions: hair braiding and henna tattooing; non-motorised watersports; arts and crafts; and fitness and exercise

*That in view of the confidential nature of the business about to be transacted, it is advisable in the public interest that the press and public be temporarily excluded while members consider **the tenders** in accordance with the Public Bodies (Admission to Meetings) Act 1960*

17. Exempt Business

To move 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 in view of the likely disclosure of confidential matters about information relating to an individual, and information 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.

a) Agenda item 16 – Seafront and Beach Concessions (tenders)

LYME REGIS TOWN COUNCIL

TOURISM, COMMUNITY AND PUBLICITY COMMITTEE

MINUTES OF THE MEETING HELD ON WEDNESDAY 17 NOVEMBER 2021

Present

Chairman: Cllr C. Reynolds

Members: Cllr B. Bawden, Cllr R. Smith, Cllr B. Larcombe, Cllr D. Sarson, Cllr G. Turner, Cllr M. Ellis

Officers: J. Wright (town clerk), A. Mullins (support services manager), K. Weekley (administrative assistant)

21/29/TCP Election of Vice-Chairman

It was proposed by Cllr B. Bawden and seconded by Cllr M. Ellis members that Cllr R. Smith is vice-Chairman of the Tourism, Community and Publicity Committee.

There being no other nominations, Cllr R. Smith was duly **ELECTED**.

21/30/TCP Public Forum

C. Salter

C. Salter, a member of the Secular Society, spoke in relation to agenda item 10, Seafront and Beach Concessions. He said he was asking the council to grant him some quality space on the sand beach this summer at the same time as United Beach Missions. He said his intention was to teach children the theory of evolution dressed as Charles Darwin, with the help of someone else dressed as Mary Anning and using fossils. C Salter said he would make sure any helpers were vetted to interact with children and they would have public liability insurance to safeguard children while in their care. He said to the best of his knowledge United Beach Missions had been coming to Lyme Regis for 50 years and he thought it was time there was a change.

21/31/TCP Apologies

Cllr D. Ruffle – holiday
Cllr S. Williams – illness
Cllr J. Broom – holiday
Cllr G Stammers – holiday
Cllr T Webb – illness

21/32/TCP Minutes

Proposed by Cllr D. Sarson and seconded by Cllr B. Larcombe, the minutes of the meeting held on 29 September 2021, were **ADOPTED**.

21/33/TCP Disclosable Pecuniary Interests

There were none.

21/34/TCP Dispensations

There were none.

21/35/TCP Matters arising from the minutes of the previous meeting held on 29 September 2021

LymeForward grant agreement

Cllr B. Larcombe asked if the grant agreement had been signed.

The town clerk said the officers had not yet sent the grant agreement to LymeForward but aimed to do this within the next week.

Seagull deterrents

Cllr D. Sarson asked if seagull deterrents had been looked into.

Cllr C. Reynolds said she had spoken to the operations manager who was currently looking into many different options and would bring a report to the next meeting.

21/36/TCP Update Report

Members noted the report.

21/37/TCP Community Engagement Strategy

Cllr B. Larcombe felt some of the wording on the proposed strategy could imply the council was not currently engaging and he wouldn't want people to think the council wasn't being a socially responsible organisation.

The town clerk said he felt everyone realised the council needed to do more community engagement and it had an obligation to do that, but with it came a degree of social responsibility and accountability.

Cllr B Bawden suggested 'socially responsible' was changed to 'socially responsive' and there was general agreement for this.

Several members felt the council wasn't engaging enough with the community and although the council had representatives on many organisations, there were many more that didn't have representatives and many people who were isolated and were not members of any groups.

Cllr B. Larcombe suggestion 'to develop a greater community understanding of what the council does' was amended to 'to provide a raised awareness of what the town council does and what the unitary authority does' as people needed to understand the respective responsibilities of the two organisations.

Cllr C. Reynolds agreed and said it would be helpful to have a leaflet so the public could see which council did what. She added the council needed to understand the public as much as the public needed to understand the council.

The town clerk said this was the town council's community engagement strategy so it was about the town council and what it wanted to do. He said the council did a lot in terms of talking to the community but it didn't have a clear structure and a plan for doing it within.

Members felt the council should not only tell people what it does but also listen to the community, hear the community and take action on what it hears.

Proposed by Cllr B. Larcombe and seconded by Cllr G. Turner members agreed to **RECOMMEND TO FULL COUNCIL** to approve the community engagement strategy, but to amend 'socially responsible' to 'socially responsive' and amend 'to develop a greater community understanding of what the council does' to 'to provide a raised awareness of what the town council does and what the unitary authority does'.

21/38/TCP Seafront and Beach Concessions

Cllr C. Reynolds said that the council needed a policy for concessions to make it easier on the officers to know how many concessions should be allowed and how often to advertise them.

Cllr B. Larcombe suggested a policy which considered concessions on a case-by-case basis.

Cllr M. Ellis said two concessions doing the same thing should not be in the same place at the same time but agreed that a policy would be very good with more delegation to the officers.

Members talked about the size of the beach and decided that it was not big enough for two concessions of the same type.

The support services manager pointed out that due to concession renewals in January it would be better to look at the request from Mr Salter now and look at the details of the policy later.

Cllr D. Sarson asked Mr Salter if what he would be teaching conflicted with the teachings of the United Beach Mission.

Mr Salter said United Beach Mission had been coming to Lyme Regis for 50 years and times had changed to an age of science where there was room for other opinions.

The support services manager confirmed that the United Beach Mission held a three-year concession on the beach until the end of summer 2022. She said if another similar concession would want to be on the beach at same time, it would be easier to establish terms of when and where the concessions could be if they were discussed at the same time.

Mr Salter said he would be willing to withdraw his current application and submit it again when the United Beach Mission applied to renew their concession.

Members agreed officers should put together a policy for concessions to be brought to a future meeting, with a copy to go Mr Salter.

Members discussed the introduction of new fitness and exercise concession.

Cllr M. Ellis suggested other venues such as the pebble beach, the roof, or the putting green to be utilised for this purpose.

Proposed by Cllr B. Larcombe and seconded by Cllr M. Ellis, members agreed to **RECOMMEND TO FULL COUNCIL** to approve the introduction of new fitness and exercise concession.

Proposed by Cllr M. Ellis and seconded by Cllr D. Sarson, members agreed to **RECOMMEND TO FULL COUNCIL** to introduce a policy on how operators each concession will be granted to and how often they will be advertised.

21/39/TCP Green Dog Walkers Scheme

Cllr C. Reynolds said she felt the people who would sign up to the Green Dog Walkers scheme were not the problem and it was the irresponsible dog walkers who would not sign up that were causing problems.

Cllr B. Larcombe said he had concerns with the letter written by Claire Humphreys, as included in the report, which suggested the removal or the reduction of the Public Space Protection Order (PSPO) in Lyme Regis and would not want to support it. Cllr B. Larcombe felt all dog walkers should be Green Dog Walkers without the need for a scheme.

Cllrs M. Ellis said it was down to the individual dog walker to make the pledge and not for the council to spend money on. She said she would rather see that money go on more enforcement.

Cllr B. Bawden said for the council to support the scheme would encourage others to be more responsible.

The support services manager said the council had already supported the scheme and advertised it on social media, but no funding had been allocated to it.

Proposed by Cllr B. Larcombe and seconded by Cllr M. Ellis members agreed to **RECOMMEND TO FULL COUNCIL** not to extend the council's involvement in the Green Dog Walkers Scheme.

21/40/TCP Gateway card

Cllr C. Reynolds said she felt the council should continue with the Gateway cards for DT7 postcodes only.

Cllr M. Ellis explained that when this was talked about during the recent Strategy and Finance Committee meeting, the idea was that it was not a discount card for people with a DT7 postcode which included Uplyme but Lyme Regis residents only as they pay the precept here.

Cllr M. Ellis suggested a re-launch of the Gateway card.

As the council had previously made a decision to extend the scheme to Uplyme and Charmouth, members discussed whether they still wanted this to apply. It was generally felt the scheme should only be for Lyme Regis residents.

The support services manager said even though it wasn't advertised, there were about 10 people in Uplyme that had a Gateway Card and there was no way of getting them back.

Cllr M. Ellis suggested issuing a new card which were for Lyme Regis residents only.

The support services manager explained how the beach hut booking system would need to have new numbers to recognise the new cards.

Cllr B. Larcombe said the new cards should have a term life on them.

Members discussed the option of rather than putting an expiry date on the card, it should just have a year of issue which could be extended at a later date.

Proposed by Cllr B. Larcombe and seconded by Cllr G. Turner members agreed to **RECOMMEND TO FULL COUNCIL** to introduce new Gateway Cards with the same design as the existing cards but with the year of issue as 2022 and new card numbers on them, to be issued only to Lyme Regis residents.

21/41/TCP Eat Festival

Cllr B. Larcombe asked if the council could charge a fee that included all council costs. He said he wanted to make sure local businesses were happy and were not going to lose money because of the festival.

The support services manager said these points would be picked up at the meeting with the event organiser, which would be attended by the chairman of the Town Management and Highways Committee and the Tourism, Community and Publicity Committee.

Some members felt these events were good for the town, most people enjoyed them, and they brought people into the town which helped local businesses.

Proposed by Cllr M. Ellis and seconded by Cllr B. Larcombe members agreed to **RECOMMEND TO FULL COUNCIL** to approve the request to hold the Eat Festival on 7 May 2022.

21/42/TCP Dorset Council Libraries Consultation

Cllr C. Reynolds suggested the committee delegated two people to do the consultation on behalf of the council.

Cllr B. Larcombe agreed but said individuals should contribute as well. He said libraries should continue to provide factual and fictional books along with modern media services, and that the opening times needed regulating.

Members agreed libraries provided a good service within the community including audio books, e-books, and children's books.

Proposed by Cllr M. Ellis and seconded by Cllr G. Turner members agreed to **RECOMMEND TO FULL COUNCIL** that Cllr B. Larcombe and Cllr B. Bawden complete Dorset Council libraries' consultation the consultation on behalf of the council.

21/43/TCP Managing Consultation Exercises

Members noted the report.

21/44/TCP Video for Tourism Website

Proposed by Cllr M. Ellis and seconded by Cllr D. Sarson, 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.

Members discussed the quote from Max Redwood to create a video for the homepage of the new tourism website and felt that it was reasonable on cost and previous footage by Max Redwood had been good.

Proposed by Cllr B. Larcombe and seconded by Cllr G. Stammers members agreed to **RECOMMEND TO FULL COUNCIL** to approve the quote from Max Redwood to create a video for the homepage of the new tourism website

The meeting ended at 8.43pm.

Working Group: Tourism, Community and Publicity

Date: 19 January 2022

Title: Matters arising from the minutes of the previous meeting held on 19 November 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

21/35/TCP – Matters arising from the minutes of the previous meeting held on 29 September 2021

LymeForward grant agreement

At the time of writing, the grant agreement has not been signed. A verbal update will be given at the meeting.

21/37/TCP – Community Engagement Strategy

The strategy has been amended as agreed at the last meeting and issued to members. It has also been published on the website and publicised on our social media.

21/40/TCP – Gateway card

It was agreed to include £1,500 in the 2022-23 budget to re-launch the Gateway Card and these will only be issued to Lyme Regis residents. As this budget will be available from 1 April 2022, work on this project will start from that date.

21/42/TCP – Dorset Council Libraries Consultation

The response to the consultation compiled by Cllrs Bawden and Larcombe, under this the Tourism Community and Publicity Committee's delegated authority, was submitted to Dorset Council by the deadline on 7 January 2022 and circulated to members on 11 January 2022.

21/44/TCP – Video for Tourism Website

The video for the website has been completed and will be featured on the homepage of the microsite when it is launched on 19 January 2022.

Adrienne Mullins
Support services manager
January 2022

Working Group: Tourism, Community and Publicity

Date: 19 January 2022

Title: Update Report

Purpose of the Report

To update members on issues considered at previous meetings

Recommendation

Members note the report

Report

Sculpture trail

The sculpture trail was 'refreshed' in November 2021 and now comprises 'Reader' by Victoria Westaway; 'The Juggler' by Claire Trenchard; 'The Pods' by Victoria Westaway; 'Bird' by Greta Berlin; 'Time' by Greta Berlin; 'Open Form 1 and 2' by Isla Chaney; and 'Rock Woman' by Claire Nuttall.

Workshops involving sculptors and students from Woodroffe School have been organised to take place on site on 29 and 30 March 2022. The location will be the kitchen garden and the intention is that the students design and make giant fruit which can be on display within the garden.

The workshops will be available to as many students/classes as desired by the school and, if successful, the ambition is to make this a regular occurrence with the hope that sculptures can be regularly displayed by 'home grown' talent.

The longer-term future of the trail remains uncertain and various funding options are being explored. The current exhibits will remain in-situ until this autumn at least.

Mark Green
Deputy town clerk
January 2022

Working group: Tourism, Community and Publicity

Date: 19 January 2022

Title: Review of Social Media Policy

Purpose

To allow members to review the council's social media policy

Recommendation

Members approve the amended social media policy

Background

1. The council's social media policy was introduced in 2016 in response to the growing use of social media as a means of communication and sits alongside the PR/communications policy and procedure.
2. As with most of the council's policies and procedures, it was due to be reviewed after three years, i.e. in 2019. However, due to Covid-19, it was not reviewed at that time.

Report

3. Officers have reviewed the policy and have suggested some minor amendments, which are shown as tracked changes, **appendix 8A**.
4. Any recommendations from this working group will be considered by the Full Council on 16 February 2022.

Adrienne Mullins
Support services manager
January 2022

Policy

Social Media

1. Introduction

- 1.1 Social media is the term commonly given to web-based and mobile technology tools which allow interaction and engagement between individuals, organisations and communities, by sharing opinions, knowledge, content or interests.
- 1.2 Lyme Regis Town Council will use social media to communicate effectively with the public and stakeholders.

2. Purpose

- 2.1 The purpose of this policy is to:
 - 2.1.1 Respond to ~~the increasing~~ public use of social media as a way to communicate
 - 2.1.2 Establish a corporate approach, standards and guidance on the use of social media
 - 2.1.3 Further the council's aims and objectives, as detailed in the Corporate Plan ~~2015-2020~~, including promotion of key campaigns, projects and events
 - 2.1.4 Oversee how the council communicates messages to the public, while maintaining its public duties
 - 2.1.5 Uphold the reputation of the council and enhance the image of Lyme Regis
 - 2.1.6 Provide an appropriate level of awareness, knowledge and skill to properly manage the use of social media and minimise the risks to the council
 - 2.1.7 Help employees to distinguish between the use of social media in their work and personal lives.
 - 2.1.8 Provide clarity to employees in understanding the behaviour expected for functioning in an electronic world are no different from those expected of employees on a daily basis in other methods of communication.

3. Scope

- 3.1 This policy applies to employees of the council who are authorised to access the council's social media platforms.
- 3.2 This policy is designed to cover the council's use of social media where the content, information, or services are being provided by, or on behalf of, the council.
- 3.3 This policy is designed to cover the council's use of Facebook and Twitter.
- 3.4 Contributions covered by this policy include, but are not limited to, text, photographs and video.

3.5 As social media evolves over time, this procedure will be adapted to reflect modifications.

4. Legal and statutory considerations

4.1 The council will abide by any relevant or applicable laws, terms, and conditions to ensure the organisation is not exposed to risks. This includes, but is not exclusively limited to, the Freedom of Information Act 2000, ~~and~~ Data Protection Act 1998 and General Data Protection Regulation.

4.2 Council use of social media must be undertaken in accordance with the council's policies and procedures. This includes, but is not exclusively limited to, the Bullying and Harassment Policy and Procedure, Equality and Diversity Policy, Communications/PR Policy and Procedure, Complaints Policy and Procedure, Health and Safety Policy, and Information Policy.

4.3 Use of social media sites will at all times be consistent with the council's duty to safeguard children, young people and vulnerable adults, in accordance with relevant statutory requirements.

4.4 Employees using social media sites for business purposes must maintain political neutrality and not indicate individual political opinions.

4.5 In the six-week run up to a local, general or European election – also known as the pre-election period – the council must not do or say anything that could be seen in any way to support any political party or candidate. The council will continue to publish important service announcements using social media but may have to remove responses if they are overtly party political.

4.6 A statement will be published on all council social media to set out the policy on acceptable use of these platforms by the public.

5. Professional use of social media

5.1 The reputation and/or business of the council, service users, partners or others connected with the council must not be brought into disrepute through use of social media sites.

5.2 The council will accept no liability for an individuals' participation on social media sites. Participants are personally accountable for any contributions they make.

5.3 When participating in social networking or while using social media, common sense and good judgment must be used when posting or sharing material. If not, consequences can include, among other issues, negative publicity, regulatory attention and confidentiality or copyright concerns.

5.4 If material posted by an employee breaches council policy, they may be subject to disciplinary action.

6. Posting on social media

6.1 Employees should feel able to respond to comments on social media sites where they feel knowledgeable and confident to do so, particularly where someone is looking for help, or having a problem with a service the council provides.

- 6.2 Where employees are unable to respond to such postings they should raise the matter with either their line manager or inform the relevant member of staff.
- 6.3 Where an issue is potentially damaging to the reputation of the council the management team should also be alerted.
- 6.4 Where a mistake is made in a posting, it should be publicly corrected at the earliest opportunity.
- 6.5 Any retweets, follows, or likes are not an endorsement of a service, individual or organisation. The council does not take responsibility for any content on pages or profiles it has shared.
- 6.6 Unless otherwise stated, the views or comments given on any of the council's social media sites may not necessarily reflect the views of the town council.

7. Monitoring and responding

- 7.1 The council's social media accounts are monitored Monday to Friday (excluding bank holidays and public holidays) from 9am to 5pm.
- 7.2 The council will respond to comments, replies and direct messages as soon as possible. Sometimes it will be necessary to find out information before a reply can be given.
- 7.3 The council reserves the right to block an account if a user is promoting a product or service, if the user has infringed the rules of the social media space, or if the user's interactions are offensive.
- 7.3 The council will rely on the measures of protection and intervention which the social networking site already has in place, e.g. against illegal, harmful or offensive comment, for example by reporting posts to the site operator.
- 7.4 The council reserves the right to delete any posts that breach the rules of the community or the council's own terms of use. This includes:
 - 7.4.1 Posts that are unlawful, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
 - 7.4.2 Swearing
 - 7.4.3 Content copied from elsewhere, for which the poster does not own the copyright
 - 7.4.4 The same or similar messages posted more than once. It will be considered 'spam'
 - 7.4.5 Publicising personal information, such as contact details
 - 7.4.6 Advertisements for products or services
 - 7.4.7 A user impersonating someone else
 - 7.4.8 Political comments
 - 7.4.9 Libellous statements

7.4.10 Controversial, irrelevant and off topic messages, otherwise known as 'trolling'

- 7.5 Social media is not the appropriate avenue for raising an official complaint, serious issues or urgent requests. Complaints should be made in accordance with the council's Complaints Policy and Procedure. Serious issues or urgent requests should be referred directly to the council office, councillor or relevant staff member.

8. Personal use of social media

- 8.1 As the use and popularity of social media grows, the lines between what is public and private, personal and professional have blurred. The council respects employees' and councillors' right to personal use of social media.
- 8.2 Councillors and employees must not bring the reputation of the council or colleagues into disrepute. Actions which adversely affect the council's reputation may become a matter for the council.
- 8.3 If councillors and employees already use social networks or blogs for personal use, any comments or images should not reflect on the council in a negative manner.
- 8.4 When using social media for personal purposes, councillors and employees must not imply they are speaking for the council. The use of the council email address, council logos or other council identification should be avoided and it should be made clear that what is said is not representative of the views and opinions of the council.
- 8.5 A clear distinction should be made between profiles/postings as an individual or those as a councillor or member of staff. Profiles/postings in relation to council business should be transparent and respectful.
- 8.6 Councillors and employees should comply with other council policies when using social media. For example, do not breach council confidentiality, or the code of conduct. If in doubt, don't post it.
- 8.7 Councillors and employees should be mindful of their privacy settings.

9. Review

- 9.1 This policy will be reviewed in ~~September 2019~~ February 2025 or sooner if there are changes in legislation or best practice.

Implementation date: ~~21 September 2016~~ 16 February 2022

Review Date: ~~September 2019~~ February 2025

Adrienne Mullins
Support services manager
February 2022

Working group: Tourism, Community and Publicity

Date: 19 January 2022

Title: Grant Review, The Hub

Purpose of Report

To inform members of the Hub's compliance with its grant agreement

Recommendation

Members note the report

Background

1. On 4 February 2020, the Full Council approved a five-year term grant for The Hub; the grant agreement runs from 1 April 2020 to 31 March 2025 and is £10,000pa. Grant payments are made in April, July, October, and January.
2. The purpose of the grant is to 'contribute towards the core running costs of the building. To keep the lights on and the doors open for young people of Lyme Regis and the surrounding areas.'
3. From April 2020 to late-Spring 2021, Covid-19 restrictions meant, to a greater or lesser extent, term grant recipients couldn't act in accordance with their grant applications and grant agreements were not issued.
4. Following the relaxation of Covid-19 restrictions, on 20 July 2021 a meeting took place with The Hub to consider future compliance with its grant agreement.
5. On 8 September 2021, the Full Council considered a report on The Hub's ability to comply with the terms of its grant application and approved the issuing of its grant agreement. The grant agreement has been signed and returned to the council.

Report

6. On 11 January 2022, a grant review meeting took place between The Hub¹ and the town council².
7. At that meeting, the development trust's chief executive confirmed it had five trustees (the minimum requirement is three), and that trustees were allocated to the various parts of the development trust's business. The development trust's chief executive confirmed appropriate governance policies and procedures were in place. He said further training for trustees was proposed, further work would be undertaken on business continuity and a menopause policy was being developed. He confirmed there were no safeguarding or health and safety issues.
8. The development trust's chief executive confirmed the financial viability of the Hub but said revenue income was 60% down on historic levels; he was optimistic this would improve with a return to normal activity post-Covid.

¹ Sue Howard, chairman, and Chris Tipping, chief executive officer, represented The Hub

² Cllr Caroline Aldridge, liaison member, Adrienne Mullins, support services manager, and John Wright, town clerk represented the town council

9. Other risks included uncertainty about future grant funding, and the cost of building maintenance and refurbishment work to the building.
10. The development trust's chief executive said the Hub's current youth activities included: the youth club, the art club, kick boxing and B Sharp events. He said drama and photography clubs were due to start in March 2022, an animation workshop was programmed for the Easter school holidays and work was being undertaken on the introduction of a street dance and tech clubs.
11. Any recommendations from this working group will be considered by the Full Council on 16 February 2022.

John Wright
Town clerk
January 2022

Working Group: Tourism, Community and Publicity

Date: 19 January 2022

Title: Grant Review, B Sharp

Purpose of Report

To inform members of B Sharp's compliance with its grant agreement

Recommendation

Members note the report

Background

1. On 4 February 2020, the Full Council approved a five-year term grant for B Sharp; the grant agreement runs from 1 April 2020 to 31 March 2025 and is £5,000 pa. Grant payments are made in April, July, October, and January.
2. Grant funding is, 'to assist B Sharp to operate in accordance with its Articles of Association and allow it to achieve the objectives stated in its term grant application 2020 and business plan 2019-2022.'
3. From April 2020 to late-Spring 2021, Covid-19 restrictions meant, to a greater or lesser extent, term grant recipients couldn't act in accordance with their grant applications and grant agreements were not issued.
4. Following the relaxation of Covid-19 restrictions, on 8 July 2021 a meeting took place with B Sharp to consider future compliance with its grant agreement.
5. On 8 September 2021, the Full Council considered a report on B Sharp's ability to comply with the terms of its grant application and approved its grant agreement. The grant agreement has been signed and returned to the council.

Report

6. On 13 January 2022, a grant review meeting took place between B Sharp³ and the town council⁴.
7. At that meeting, the B Sharp's chief executive confirmed the organisation had nine trustees (the minimum requirement is three), and there were no governance issues. She also confirmed there were no safeguarding or health and safety issues.
8. B Sharp's chief executive said there were no immediate financial issues; she confirmed Youth Music had allocated B Sharp a £100,000 grant up until December 2024 and Dorset Council had awarded B Sharp a three-year revenue grant of £5,000pa.
9. B Sharp's chief executive said there were no immediate risks facing the organisation.
10. B Sharp's chief executive said the organisation's current activities, included: working with a mental health charity, Headlight; undertaking 1-2-1 sessions on music for well-being; early

³Ruth Cohen, chief executive officer, represented B Sharp

⁴ Cllr Belinda Bawden, liaison member, Adrienne Mullins, support services manager, and John Wright, town clerk represented the town council

years' sessions at Lyme Regis Library; hosting sessions for older young people at Marine Theatre on Sundays; and undertaking weekly Boom Box, Hub Jam and House Band sessions at The Hub.

11. B Sharp's chief executive said the organisation was about to start a project with the Marine Theatre supporting older young people, working towards a performance during the Fossil Festival. She also confirmed the Busking Festival would go ahead on 2 July 2022.
12. B Sharp's chief executive said work with schools had dried up during Covid restrictions but was optimistic about future contracts.
13. Any recommendations from this working group will be considered by the Full Council on 16 February 2022.

John Wright
Town clerk
January 2022

Working group: Tourism, Community and Publicity

Date: 19 January 2022

Title: Grant Review, CAB

Purpose of Report

To inform members of Bridport and District Citizens Advice's compliance with its grant agreement

Recommendation

Members note the report

Background

1. On 4 February 2020, the Full Council approved a five-year term grant for Bridport and District Citizens Advice; the grant agreement runs from 1 April 2020 to 31 March 2025 and is £4,500 pa. Grant payments are made in April, July, October, and January.
2. Grant funding is, 'to assist Bridport and District Citizens Advice to operate in accordance with its Articles of Association and allow it to achieve the objectives stated in its term grant application 2020 and business plan 2019-2023.'
3. From April 2020 to late-Spring 2021, Covid-19 restrictions meant, to a greater or lesser extent, term grant recipients couldn't act in accordance with their grant applications and grant agreements were not issued.
4. Following the relaxation of Covid-19 restrictions, on 12 July 2021 a meeting took place with Bridport and District Citizens Advice to consider future compliance with its grant agreement.
5. On 8 September 2021, the Full Council considered a report on Bridport and District Citizens Advice's ability to comply with the terms of its grant application and approved its grant agreement. The grant agreement has been signed and returned to the council.

Report

6. On 14 January 2022, a grant review meeting took place between Bridport and District Citizens Advice's manager⁵ and the town council⁶.
7. Bridport and District Citizens Advice's manager said the bureau had nine trustees, and its board had recently passed an organisational audit undertaken by its national body. He confirmed there were no governance issues but said trustees would like to appoint someone with legal experience.
8. Bridport and District Citizens Advice's manager said Dorset Council had confirmed annual funding of £77,867 from 1 October 2021. The agreement was for three years and could be extended for a further two years. He said additional funding would continue to be sought for one-off projects and cited recent awards to support foodbank activity and debt advice.

⁵Bridport and District Citizens Advice Bureau was represented by Tony Roberts, chairman, and Rovarn Wickremasinghe, manager

⁶ Cllr Cheryl Reynolds, liaison member, Adrienne Mullins, support services manager, and John Wright, town clerk represented the town council

9. Bridport and District Citizens Advice's manager said risks included: premises (a re-evaluation of rent and migration to a repairing lease), experienced volunteers retiring and fewer volunteers coming forward.
10. Details of Bridport and District Citizens Advice's activity during the first three-quarters of the year in the Lyme Regis and Charmouth ward, is attached, **appendix 10A**.
11. Bridport and District Citizens Advice's manager said foodbank and employment cases had risen and, looking forwards, he was concerned about an increase in debt cases due to increasing energy costs and inflation, in general.
12. Bridport and District Citizens Advice's manager confirmed the bureau would recommence its outreach service at the council's offices as soon as they re-opened.
13. Any recommendations from this working group will be considered by the Full Council on 16 February 2022.

John Wright
Town clerk
January 2022



Key Statistics

Bridport & District (member)

01/04/2021 22/12/2021

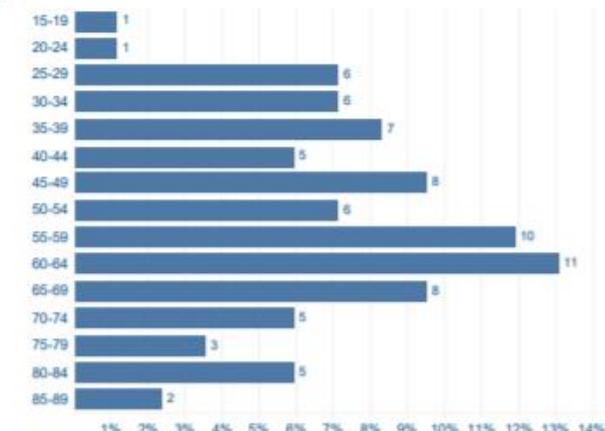
Summary

Clients	85
Quick client contacts	
Issues	274
Activities	334
Cases	88
Outcomes	
Income gain	£24,128
Re-imbursments, services, loans	£1,560
Other	£0

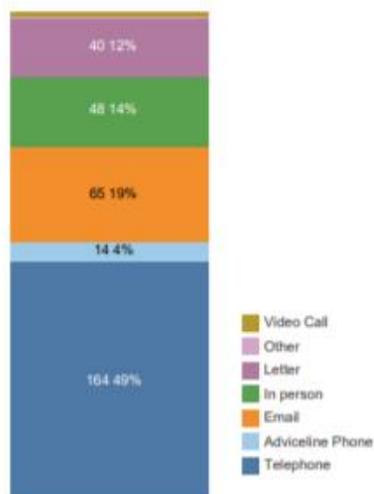
Issues

Issues	Clients
Benefits & tax credits	23
Benefits Universal Credit	14
Consumer goods & services	4
Debt	13
Employment	7
Financial services & capability	7
GVA & Hate Crime	1
Health & community care	4
Housing	14
Immigration & asylum	1
Legal	4
Other	16
Relationships & family	11
Tax	3
Travel & transport	4
Utilities & communications	4
Grand Total	274

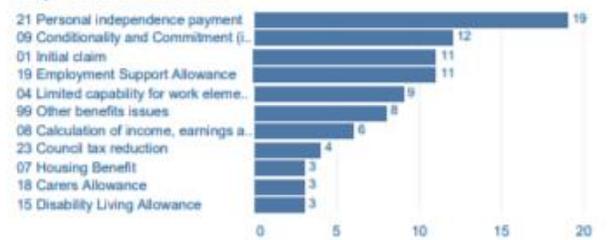
Age



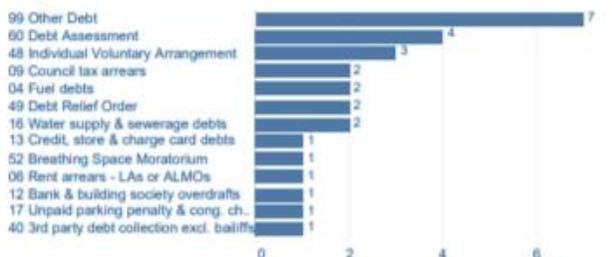
Channel



Top benefit issues



Top debt issues



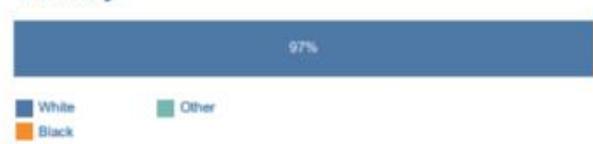
Gender



Disability / Long-term health



Ethnicity



Working group: Tourism, Community and Publicity

Date: 19 January 2022

Title: Seafront WiFi

Purpose

To inform members about recent reductions in the line speed serving the publicly accessible and free-to-use seafront WiFi and to allow members to consider the best response to the 'problem'.

Recommendation

- a) Members note the current situation
- b) Members agree to monitor the line speeds and levels of public usage over the period to 31 May 2022 and to then consider the matter further in light of that information

Background

- 1. When the town council agreed to introduce publicly accessible and free-to-use WiFi on the seafront in 2017, it was serviced by an existing fibre connection to the shelters building.
- 2. At the time, this line was operating at extremely high speed, as much as 100 Mbs download and 60 Mbs upload speed having been regularly measured. This was in excess of the contracted figure and was more than sufficient to service the WiFi; albeit with restrictions on bandwidth to prevent video streaming and other 'bandwidth hungry' applications.
- 3. The WiFi has been popular and well-used with as many as 200-300 simultaneous users during busy periods. Detailed data about levels and times of usage are available via the system 'back office' controlled by the scheme's installer and administrator, Club WiFi.

Report

- 4. In recent months, a significant drop-off in the line speed has been observed. At times, speeds as relatively low as 20 Mbs download and 10 Mbs upload have been recorded, although figures of 30/40 Mbs and 15/20 Mbs are more typical.
- 5. Although not especially slow by normal domestic standards and more in line with the contracted figures, these speeds are unlikely to be high enough to provide a fully satisfactory service to users at busier times.
- 6. The reduction in speed is probably down to 'contention', i.e., an increase in the number of other users/customers on the line between the exchange and the particular location concerned. There is little that can be done to overcome this issue without going to the expense of a 'leased line', i.e., a line with only one exclusive user. This option was considered in 2017 but dismissed on the grounds of cost.
- 7. Although the cost of leased lines has reduced significantly since 2017, they are still very much more expensive than a normal, shared fibre connection; roughly £500 pm + VAT compared with £40 PM + VAT. This cost would be for a 36-month contract and for a line providing a guaranteed 1,000 Mbs download speed. Detailed costings have been obtained and the actual

figures have varied significantly between providers, from £485 pm + VAT to over £1,000 pm + VAT; with the cheapest currently being Sky for business..

8. Faster, shared services do not appear to be available for the particular location concerned. The only options seem to be to either stay with what we currently have, discontinue the service altogether or go to the substantially increased cost of a leased line. That latter cost would roughly treble the overall cost of providing the seafront WiFi, from about £3k p.a. to almost £9k p.a.
9. Given the level of increased cost, the way in which general mobile signal has improved in the town since 2017 and the potential rollout of 5g (although probably not within the next 12 months in Lyme), the officer view is to continue to monitor the existing line speeds and overall level of usage until 31 May 2022 and to then review the matter again.
10. If members are minded to support the leased line option, this would involve significant, unbudgeted expenditure.
11. Any recommendations from this working group will be considered by the Full Council on 16 February 2022.

Mark Green
Deputy town clerk
January 2022

Working group: Tourism, Community and Publicity

Date: 19 January 2022

Title: Seagull Control

Purpose

To allow members to consider seagull deterrents for the seafront areas

Recommendation

Members note the report, consider the options and instruct officers

Background

1. Members have considered and decided against using falconry for seagull control on two previous occasions; the last one on 29 September 2021. At that meeting officers were instructed to investigate all options of seagull deterrent including bleep boxes and to make sure children are not affected by any possible deterrent.
2. Although more gulls are nesting in seaside towns, overall the UK gull population has been going down. RSPB figures suggest the UK breeding population of herring gulls has declined dramatically – from 750,000 pairs in 1993 to 378,000 pairs now).
3. Like all other wild birds, gulls are protected under the Wildlife and Countryside Act 1981, making it an offence to intentionally injure or kill any gull, or to take, damage or destroy an active nest or its contents. However, licences issued by the Department for Environment, Food and Rural Affairs (DEFRA) allow control measures to be taken where there are public health or public safety concerns.

Report

4. The operations manager has discussed the issue with seagull deterrent contractors. They suggested a suite of measures that include falconry as well as audio scarers and other measures such as bird repellent gels and bird spikes would be the most effective way to control seagulls on the seafront. Notwithstanding that the seafront area in general was considered to be a very wide and therefore difficult area in which to control them.
5. Audio scarers need to be regularly moved and the tone and volume be regularly changed for the gulls not to get used to them. They would require this regular manipulation from staff and they would struggle to work over a wide area without several audio scarers being employed at once. They emit the distress call of the gull which attracts them to the unit rather than scares them away from it. They are most effective in conjunction with falconry when the sound becomes associated with the appearance of a bird of prey and draws all the seagulls to it. Once this link is established the unit can be used without the bird of prey, attracting the seagulls over to that location. Ultrasonic bird scarers that operate above the level of human hearing were not recommended as seagulls' hearing range is within that of humans and therefore the seagulls can't hear these high frequency sounds. Models of audio bird scarer range from £350 to over £1,000 per unit. The general impression from the expert spoken to

was that we would struggle to control the seagulls on the seafront with an audio scarer alone and that falconry in addition would be advisable.

6. Other suggested solutions, from among the staff, could be to charter a dummy fishing boat just offshore to draw the seagulls away from the shoreline to feed the seagulls at sea, but this would be a costly enterprise and be against the spirit of the PSPO for no feeding of seagulls and encourage further breeding pairs to the area due to the food.
7. Any recommendations from this working group will be considered by the Full Council on 16 February 2022.

Matt Adamson-Drage
Operations manager
January 2022

Working group: Tourism, Community and Publicity

Date: 19 January 2022

Title: Launch of Tourism Microsite

Purpose

To update members on the progress of the launch of the tourism microsite

Recommendation

Members note the report

Background

1. At the Full Council meeting on 20 January 2021, it was resolved 'to approve the building of a microsite of Visit Dorset to replace the current tourism website, lymeregis.org, incorporating the discovery trail'.
2. At the Full Council meeting on 26 May 2021, it was resolved to 'approve the signing of the service level agreement and contract with Visit Dorset for the provision of a website, destination management system and related support and hosting facilities'.

Report

3. The support services manager and chairman of the Tourism, Community and Publicity Committee met with the Visit Dorset team⁷ on 7 January 2022 to receive an update on the building of the microsite.
4. Visit Dorset were very pleased with the way the project was progressing and confirmed the plan was for the microsite to go live on Wednesday 19 January 2022.
5. From this date, lymeregis.org and discoverlymeregis.org will be officially closed down and any traffic to those sites will be re-directed to the microsite.
6. This will be a 'soft' launch so there will be very little publicity around this date. This gives us and the Visit Dorset team chance to check the site is fully functioning and make any amendments before the official launch. It also means advertisers have the opportunity to look at their adverts and make any amendments before there is too much traffic to the site.
7. The plan is to do an official launch in conjunction with Visit Dorset the week before the February half term. This will give us plenty of lead-in time for Easter when lots of people will be planning their break or visit to Lyme Regis.
8. This also gives new and existing advertisers the opportunity to see the new site, hopefully see its benefits and encourage them to sign up to a full year of advertising from April 2022 onwards.

⁷ Rachel Symes, senior tourism marketing officer, Holly Lagden, tourism manager, and Sarah Roff, tourism marketing officer.

9. All accommodation businesses that advertise on the website will now need to sign up to an Accommodation Charter. This means that accommodation businesses that are not assessed must agree to the terms of the Visit Dorset Accommodation Charter. The charter stipulates that the business must fulfil all legal obligations and responsibilities, maintain good standards of service and cleanliness, welcome all visitors courteously and without discrimination and have a cancellations and complaints policy. The businesses will sign the charter to confirm that these terms and conditions have been met.
10. If complaints are received that accommodation businesses are not meeting the required standards, they may be removed from the website.
11. All businesses that are currently advertising on lymeregis.org and discoverlymeregis.co.uk have been contacted and notified that we are switching to the microsite. They must give permission to be featured on the new microsite, we cannot just transfer their adverts across. A verbal update will be given at the meeting as to how many businesses are featured on the new microsite.
12. A verbal update will also be given at the meeting to confirm that the microsite went live as planned on Wednesday 19 January and if any issues were encountered.
13. Any recommendations from this working group will be considered by the Full Council on 16 February 2022.

Adrienne Mullins
Support services manager
January 2022

Working group: Tourism, Community and Publicity

Date: 19 January 2022

Title: Harbour Consultative Group

Purpose

To inform members about recent discussions at the Lyme Regis Harbour Consultative Group

Recommendation

That members note the report

Report

1. Dorset Council established a Lyme Regis Harbour Consultative Group some time ago to discuss matters of general interest and concern regarding the harbour. It comprises various representatives from Dorset Council, including the harbourmaster and the responsible head of service, together with a large number of harbour users and other interested groups, such as Dorset Coastal Forum, RNLI, etc. The town council has one member and one officer representative, currently Cllr B. Larcombe MBE and the deputy town clerk, respectively.
2. The group has met 3-4 times per year since being established and has focussed largely on issues specific to the harbour. However, at the last ordinary meeting on 12 October 2021, significant safety concerns were expressed about an apparent and increasing conflict between water users around the entrance to the harbour; particularly between motorised and non-motorised watercraft and also involving sea swimmers.
3. As a result, an extraordinary meeting of the group took place on 20 December 2021 hosted in the Sailing Club and facilitated by Dorset Coastal Form to discuss these safety concerns. The Forum explained their involvement in helping to address similar issues which had occurred in and around Lulworth Cove and the matter was discussed at some length by all those present. The town council was represented by the deputy town clerk.
4. There appeared to be widespread agreement that something 'needed to be done', whether that be more or revised controls, or more rigorous enforcement of existing arrangements or better information and education. A smaller working group was agreed to look at possible solutions in more detail and to report back to the larger group. The deputy town clerk is a member of that working group, which has not yet met.
5. Two things which did emerge at the 20 December meeting were particular concerns about the increasing number of sea swimmers ignoring the historic 'swim line' and the granting by Dorset Council of a second paddle boarding concession (in addition to the town council's concession) which had operated for part of the summer season from that small part of the sandy beach owned by Dorset Council.
6. The 'swim line' is something likely to be looked at by the working group, but Dorset Council has already agreed in writing not to let the second paddle boarding concession going forwards.

7. A further report will be brought back to members in due course and future minutes of the Consultative Group will be circulated to all members through briefing.
8. Any recommendations from this working group will be considered by the Full Council on 16 February 2022.

Mark Green
Deputy town clerk
January 2022

Working group: Tourism, Community and Publicity

Date: 19 January 2022

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:
 - Charmouth Neighbourhood Plan
 - Dorset Council – Community Governance Review
 - Dorset Council – Rights of Way Improvement Plan
 - Dorset Council - #LetsTalkLibraries
 - Dorset Council – Residents’ Survey
 - Dorset Council/Dorset Coast Forum – Dorset Harbours Strategy
 - Dorset Council – School admissions arrangements 2023 to 2024
 - Dorset Council – Dorset Draft Air Quality Action Plan
 - Dorset Council – Anti-Social Behaviour Public Space Protection Order
2. **Appendix 15A** details the start and end dates, who has been consulted, how the town council promoted the consultation, the council’s response to the consultation (if any), and the decision made or an update on the consultation if a decision has not yet been made.
3. Any recommendations from this working group will be considered by the Full Council on 16 February 2022.

Adrienne Mullins
Support services manager
January 2022

APPENDIX 15A

Organisation and topic	Start date	End date	Who is being consulted	Consultation promoted by LRTC through	The response	Update/Decision made
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	Dorset Council has agreed with the findings of the Examiner's Report and a referendum will now take place on Thursday 10 February 2022. Documents relating to the referendum are listed below at https://www.dorsetcouncil.gov.uk/planning-buildings-land/planning-policy/dorset-council-planning-policy/neighbourhood-plans-in-dorset/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	<p>On 14 December 2021, Dorset Council's Full Council agreed a revised timetable for the Community Governance Review. The webpages for the Community Governance Review have been updated accordingly: Community Governance Review - Dorset Council.</p> <p>The next stage is for the Full Council to consider any submissions/representations made and prepare report of draft recommendations at its meeting on 15 February 2022.</p>

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	Considered by Environment Committee on 06/10/21. Agreed the operations manager would contact Ken Gollop for information about any rights of way the council should campaign about	Dorset Council is interpreting research and information gathered and comparing it with the current Rights of Way Improvement Plan. In January/February 2022, Dorset Council will draft the new plan for 2022 to 2032.
Dorset Council – #LetsTalkLibraries		07/01/21	The public, library employees, partners, businesses, town and parish councils	Social media Report to TCP 17/11/21	Cllrs Larcombe and Bawden given delegated authority to respond on council's behalf. Response circulated to members.	Between February and May 2022, Dorset Council will develop a draft strategy following the phase one consultation.
Dorset Council – Residents' Survey		14/01/21	Dorset residents	Social media	N/A	Consultation still open.
Dorset Council/Dorset Coast Forum – Dorset Harbours Strategy	11/10/21	05/12/21	Communities and stakeholders	Social media	N/A	Once feedback from the consultation is reviewed and incorporated where possible, the draft strategy will go the Dorset Harbours Committee in March 2022 for final approval.
Dorset Council – School admissions arrangements 2023 to 2024		23/01/22	Parents	Social media	N/A	Consultation still open.

Dorset Council – Dorset Draft Air Quality Action Plan		23/01/22	The public	Social media	N/A	Consultation still open.
Dorset Council – Anti-social behaviour Public Space Protection Order	19/11/21	13/01/22	The public and stakeholders	Social media Report to Full Council 15/12/21	Cllrs Larcombe and Broom were given delegated authority to respond on behalf of the council	Consultation only recently closed.

Working group: Tourism, Community and Publicity

Date: 19 January 2022

Title: Seafront and Beach Concessions

Purpose

To allow members to consider a policy on seafront and beach concessions

To allow members to consider applications for the following concessions: hair braiding and henna tattooing; non-motorised watersports; arts and crafts; and fitness and exercise

Recommendation

- a) Members approve the seafront and beach concessions' policy
- b) Members consider applications for the following concessions: hair braiding and henna tattooing; non-motorised watersports; arts and crafts; and fitness and exercise

Report

- 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, 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 ended and is available for 2022 onwards.
- 6. Following consideration by this the Tourism, Community and Publicity Committee, it was resolved by Full Council on 15 December 2021 to approve the introduction of new fitness and exercise concession.

Report

Seafront and beach concessions' policy

- 7. At the previous meeting of the Tourism, Community and Publicity Committee, it was recommended and subsequently resolved by Full Council on 15 December 2021 'to introduce a policy on how many operators each concession will be granted to and how often they will be advertised'.
- 8. The proposed policy is at **appendix 16A**.

Report

9. An advert was placed in the local newspaper on 17 December 2021 and on the council's website and social media advertising the availability of the various concessions and their locations.
10. The advert stated the council would consider offers for a one year or three-year tender. The closing date for tenders to be received was 5pm on Tuesday 11 January 2022.
11. By the deadline, the following tenders were received:
 - Henna tattooing and hair braiding – Bridie Appleby Gunnill, **appendix 16B**
 - Arts and crafts – Dan Patterson, **appendix 16C**
 - Non-motorised watersports – Lyme Kayak Hire, **appendix 16D**
 - Non-motorised watersports – Boylos, **appendix 16E**
 - Non-motorised watersports – Nichola Gallagher and Janie Harper, **appendix 16F**
 - Exercise and fitness – Maitri Yoga, **appendix 16G**
13. It is suggested the tenders are considered in confidential business due to their sensitive commercial nature.
14. Any recommendations from this working group will be considered by the Full Council on 16 February 2022.

Adrienne Mullins
Support services manager
January 2022

Policy

Seafront and beach concessions

1. Introduction

- 1.1. The council allows concessions to operate on certain areas of its land on the beach and seafront between March and October to add to the attraction and appeal of Lyme Regis during the peak holiday season, i.e. March to October.

2. Policy context

- 2.1 The council will identify and maximise additional commercial opportunities, but also be mindful of preserving the character of the seafront.
- 2.2 The definition of a concession is a temporary consent to trade or operate from council-owned land, where no council building or exclusive use of significant land operation takes place. Any request requiring a business lease will not fall within the remit of this policy.
- 2.3 The council aims to grant high quality concessions which have a good 'fit' with the town and which add to, rather than detract from, the value of the seafront offer.
- 2.4 This policy will assist officers in the timing of advertisement and allocation of concessions.
- 2.5 In granting concessions, the council should support local businesses and enterprises to gain a platform to grow and succeed but this should not be to the detriment of the council's other seafront tenants. The council should avoid creating competition with its existing tenants in granting concessions.
- 2.6 The council should advertise the availability of concessions and deal with expressions of interest in an open and transparent way but also maintain commercial sensitivity.
- 2.7 This policy should be read in conjunction with the council's Marine Parade and Cart Road Motor Vehicular Access Policy.

3. Types and locations of concessions

- 3.1 Concessions are available from March to October in each year.
- 3.2 Concessions are available for either one year or three years.
- 3.3 The following concessions and their general locations are available:
 - 3.3.1 Henna tattooing and hair braiding – area west of Cart Road beach huts
 - 3.3.2 Deckchair hire – Front Beach, Marine Parade, public gardens (including flat roof)
 - 3.3.3 Trampolines (or similar) – Front Beach on the sand/shingle close to the jetty
 - 3.3.4 Children's games and activities – Front Beach, Marine Parade, public gardens (including flat roof)
 - 3.3.5 Arts and crafts – Front Beach, Marine Parade, public gardens (including flat roof)
 - 3.3.6 Non-motorised watersports – Front Beach
 - 3.3.7 Exercise and fitness (before 9am) – Front Beach, public gardens, seafront roof

- 3.4 Some concessions will be permitted to have multiple operators, others will be restricted to a single operator, as follows:
- 3.3.1 Henna tattooing and hair braiding – single operator
 - 3.3.2 Deckchair hire – single operator
 - 3.3.3 Trampolines (or similar) – single operator
 - 3.3.4 Children's games and activities – multiple operators
 - 3.3.5 Arts and crafts – multiple operators
 - 3.3.6 Non-motorised watersports – multiple operators
 - 3.3.7 Exercise and fitness – multiple operators
- 3.5 In the case of multiple operators, the council will ensure operations take place in different locations and/or on different days/times so there is no conflict. The council will aim to treat all concessionaires equally.

Advertising and allocating the availability concessions

- 3.1 Available concessions will be advertised in the December before they become available, with a closing date in January.
- 3.2 The advert will be placed in a local newspaper, on the council's website, social media and noticeboards.
- 3.3 Applicants will be invited to submit tenders for the relevant concession, accompanied by a business proposal.
- 3.4 The tenders and accompanying business proposals will be considered by the Tourism, Community and Publicity Committee. The council reserves the right to accept or reject any tender. Matters taken into account in choosing any concessions holder may include, but not be limited to:
- 3.4.1 Sum offered
 - 3.4.2 Location of bidder – preference may be given to bids from local operators/businesses where more than one bid is submitted
 - 3.4.3 Track record and experience
 - 3.4.4 'Fit' with other seafront activities
 - 3.4.5 'Added value' of the proposed activity
 - 3.4.6 Environmental 'credentials'
 - 3.4.7 Other social, community or public health considerations
- 3.5 Specific conditions for operating the concession, including payment terms, will be outlined in the application form, which will be signed, and therefore agreed, by the concessionaire at the point of application.
- 3.6 Once concessions are allocated on either a one or three-year basis, they will not be re-advertised until the end of this period, unless the concession holder discontinues their operation or fails to comply with their relevant terms and conditions.

4. Review

- 4.1 This policy will be reviewed in February 2025 or sooner if there are changes in legislation or best practice.

Implementation date: 16 February 2022

Review date: February 2025

Adrienne Mullins
Support services manager
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DRAFT

