

## 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.*