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Town Clerk

Lyme Regis Town Council

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Tourism, Community and Publicity Committee

Core Membership: Cllr C. Reynolds (chairman), Cllr D. Ruffle (vice-chairman), Cllr C. Aldridge, Cllr M. Ellis, Cllr D. Sarson, Cllr R. Smith, Cllr G. Stammers, Cllr G. Turner

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 26 April 2023 commencing at 7pm when the following business is proposed to be transacted:

John Wright
Town Clerk
21.04.23

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 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 8 March 2023

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 8 March 2023

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. Tourism, Community and Publicity Committee – Objectives

To allow members to review progress of the committee's 2023-24 objectives

9. To receive the minutes of the Coronation Working Group meeting on 17 April 2023

10. Sharing Information with Local Residents

To allow members to consider the options for sharing information with local residents as LymeOnline no longer has a printed edition

11. Lyme Regis Town Band

To allow members to consider the restructuring of payments to Lyme Regis Town Band

12. Dorset Council Free Parking Days

To allow members to agree a change to the non-charging days in Lyme Regis car parks

13. Leisure Strategy Consultation

To inform members about Dorset Council's Leisure Strategy Consultation and to delegate two members to work with officers on a response on behalf of the council

14. Value of Tourism

To inform members about the opportunity to obtain tourism data for the town

15. Managing Consultation Exercises

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

16. Exempt Business

LYME REGIS TOWN COUNCIL

TOURISM, COMMUNITY AND PUBLICITY COMMITTEE

MINUTES OF THE MEETING HELD ON WEDNESDAY 8 MARCH 2023

Present

Chairman: Cllr C. Reynolds

Members: Cllr C. Aldridge, Cllr M. Ellis, Cllr D. Ruffle, Cllr D. Sarson, Cllr R. Smith, Cllr G. Stammers

Officers: A. Mullins (support services manager), G. Rood (administrative and community engagement assistant), J. Wright (town clerk)

Guests: B. Houseago (Lyme Regis Museum)

22/72/TCP Public Forum

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

22/73/TCP Apologies

Cllr B. Larcombe
Cllr G. Turner

The support services manager said Cllr B. Larcombe had resigned from the committee due to other council commitments and wished the committee well in its work.

22/74/TCP Minutes

Proposed by Cllr D. Sarson and seconded by Cllr G. Stammers, the minutes of the meeting held on 18 January 2023 were **ADOPTED**.

22/75/TCP Disclosable Pecuniary Interests

There were none.

22/76/TCP Dispensations

There were none.

22/77/TCP Matters arising from the minutes of the previous meeting held on 18 January 2023

Uplyme Shoppers' Gateway Card

The support services manager said 28 cards had been issued so far.

22/78/TCP Update Report

Bands in the Marine Parade Shelters

Cllr M. Ellis asked how many bands had expressed an interest in performing in the shelters and who would be choosing who performs. She said if the council was over-subscribed, it would be good to have a mixture of musical genres and some member input.

The support services manager said the admin assistant was dealing with this and she would update members through the briefing.

Tourism microsite

The support services manager said there had been a good response to the beach hut competition, with over 1,100 entrants already and it had yet to be promoted via Visit Dorset's e-news, plus more social media posts planned. She said England's Coast, a tourism initiative promoting holidays on the coast, wanted to promote the competition in its newsletter but this wasn't due to go out until the end of March; as such, the closing date for the competition had been extended until 14 April 2023.

22/79/TCP Tourism, Community and Publicity Committee – Objectives

Members noted the committee's objectives for 2023-24.

22/80/TCP To receive the minutes of the Coronation Working Group meetings on 27 January, 3 and 20 February 2023

Cllr M. Ellis said there was reference in the minutes to the mayor liaising with the clergy at the parish church to arrange the civic service as part of the celebrations, but she hadn't been made aware of this.

The support services manager said Alan Vian had booked the service with the clergy and further details would be arranged via the mayor's secretary.

Proposed by Cllr D. Ruffle and seconded by Cllr D. Sarson, the minutes of the Coronation Working Group meetings on 27 January, 3 and 30 February 2023 were **RECEIVED**.

22/81/TCP The Big Coronation Party

The town clerk said there might be some movement in the budget for the event but the costings were almost firmed up as most of the preparations were done. He said an event planning meeting would take place, attended by the chairmen of this committee and the Town Management and Highways Committee.

The town clerk said he and the working group chairman were suggesting the council made a donation of £250 to the Regatta and Carnival Committee to help pay for entertainment at the May Fete because there would be some family activities at the coronation party which may overlap with events at the fete.

Proposed by Cllr G. Stammers and seconded by Cllr R. Smith, members agreed to **RECOMMEND TO FULL COUNCIL** to make a donation of £250 to the Regatta and Carnival Committee to help cover the costs of entertainment at the May Fete.

Members also supported the suggestion to plant a tree in the gardens to commemorate the coronation and noted the badge on the mayor's chains would need to be changed.

Cllr M. Ellis asked if there were enough volunteers for the day.

Cllr C. Reynolds said she had put an appeal out to the volunteers of Lyme Regis Community Support and would also put an appeal out to the wider community support group.

The support services manager said Alan Vian was largely co-ordinating the volunteers.

22/82/TCP Fossil Festival 2023

Cllr D. Sarson said the fossil festival was one of the most important events of the year, attracting many people to Lyme Regis, including young children, schools would be involved and it was good for local hospitality, restaurants, accommodation and high street businesses. As such, he supported the request for funding and support.

Cllr G. Stammers asked if the Jubilee Pavilion could be used due to the water ingress issues. It was confirmed it could be used.

Cllr M. Ellis said she had no objection to the Jubilee Pavilion being used free of charge but she was concerned about funding the event as the council had a grants' system in place and this had not been allocated in the budget. She said the council had historically provided grants to Lyme Regis Development Trust to run the festival.

Cllr C. Aldridge said under the circumstances, she felt the event was important enough to the town and it wasn't something that could be taken through the grants' process.

The town clerk said he would normally advise members against unbudgeted expenditure but in setting the 2022-23 budget, some assumptions had been made. He said performance was better than officers reported before Christmas by around £40,000 so approving a £3,300 grant to the festival would not have a material impact on the 2023-24 budget.

The town clerk said in terms of providing support for the event, the council had staff working at weekends and in the past had supported events behind the scenes, such as providing vehicles and moving equipment. He said this helped events work and those events were considered beneficial to the town.

The town clerk said some discussions had taken place with the museum about the 2024 festival as this year would be a scaled back event. He said the museum would be driving the event but future council involvement would require proper consideration and an allocated budget. He said officers would bring a report to members to consider this and any budget allocation would take place in autumn 2023 when the 2024-5 budget was set.

Cllr R. Smith said he was in support of the council backing the festival this year as it kept the momentum going and stopped people going elsewhere, as well as providing the opportunity to create a new event in future. He said how that would work and how it was funded was outside the scope of this meeting but he envisaged a few years of the festival being incubated and then it would become self-sustaining.

The chairman invited B. Houseago, the museum director, to speak.

B. Houseago said the museum had always been a part of the fossil festival but not as the key organiser, although they had the contacts and understanding of the history of the festival to be able to take it forward. She said she was concerned if they didn't run the event this year, there was a good chance it would be picked up by someone else and this would be a loss to the town. Part of the museum's contribution was to open for free during the weekend, as well as putting on extra displays and free events and activities.

B. Houseago said they would like to see the festival grow and develop over the next three years and the aim was to work on a business plan to make it self-sustaining in the future. There were also plans for a legacy programme and ways to engage young people.

Proposed by Cllr D. Sarson and seconded by Cllr R. Smith, members agreed to **RECOMMEND TO FULL COUNCIL** to approve the request from Lyme Regis Museum:

- for a grant of £3,300 to support the 2023 Fossil Festival
- to provide the Jubilee Pavilion and adjacent area free of charge
- for help in kind by providing advice, assistance with co-ordination and logistical support, and support from staff on the ground over the weekend

22/83/TCP Request for Funding - Fireworks

Cllr D. Sarson said as the RNLI had pulled out of funding the fireworks' display he was in favour of the council supporting the event as he felt it was a good opportunity for positive public relations and community engagement as it would be promoted as a joint venture with the council.

Cllr G. Stammers said she wasn't necessarily opposed to funding the fireworks but was concerned it might set a precedent.

Cllr M. Ellis said perhaps the council needed to stress to organisations if they believed they were going to have funding issues next year, they should think about submitting grant applications now so the money could be allocated in good time. She said it would be good to support the fireworks in a coronation year.

Proposed by Cllr D. Sarson and seconded by Cllr M. Ellis, members agreed to **RECOMMEND TO FULL COUNCIL** to approve a request from the Regatta and Carnival Committee to contribute up to £2,500 for the summer fireworks' display and note this would be unbudgeted expenditure.

22/84/TCP Dorset Council Free Parking Days

Cllr D. Sarson said he wasn't sure if the day of the Big Coronation Party should be included as a free parking day as most people would park in the Dorset Council owned Charmouth Road car park.

The support services manager said the reasoning behind this was the event was free and parking would also be free, which would be great publicity for the party and the council. She said it was also a Bank Holiday weekend so other car parks would also be busy.

Cllr M. Ellis asked if arrangements had been made for when the park and ride would operate this year.

The town clerk said the arrangements were being finalised with the bus company and it was intended to bring a report to members in this cycle of meetings to agree the arrangements.

Proposed by Cllr M. Ellis and seconded by Cllr D. Ruffle, members agreed to **RECOMMEND TO FULL COUNCIL** to agree the non-charging dates in Lyme Regis car parks and instruct officers to liaise with Dorset Council Parking Services, as follows:

- Saturday 29 April – Fossil Festival
- Sunday 7 May – The Big Coronation Party
- Sunday 12 November – Remembrance Sunday parade and service
- Saturday 25 November – Christmas lights' switch-on
- Saturday 3 December – Small Business Saturday
- 23 December – Carols Round the Christmas Tree

22/85/TCP Visit Lyme Regis Membership Review

Proposed by Cllr D. Ruffle and seconded by Cllr D. Sarson, members agreed to **RECOMMEND TO FULL COUNCIL** to approve the charging structure for the Visit Lyme Regis website as follows:

- Free landing page on Visit Lyme Regis website
- Enhanced for Things to Do or Accommodation businesses – £305 including VAT
- Enhanced for Food & Drink / Shopping / Transport – £175 including VAT

The rates if advertising on both websites with an enhanced listing would attract a further discount of 20%:

- Enhanced joint listing for Things to Do or Accommodation businesses – £568 or 10% off each Visit Dorset/Visit Lyme Regis level if choosing different levels
- Enhanced for Food & Drink/Shopping/Transport – £324

22/86/TCP Community Grants and Bid Writing

Cllr D. Sarson supported the idea of bid writing workshops as he felt it would be good for public relations and valuable community engagement.

The town clerk said officers were keen to use this as a platform to maximise investment into the town as there were various buildings that required investment, such as the council offices, the Hub, the museum, the Marine Theatre and the Town Mill, so there was an opportunity to work collectively to draw in funding. He said as the Coastal Communities Team was no longer in existence, there was a need to replace it.

Cllr G. Stammers suggested it might not be practical to rely on two people to help with bid writing in the long term and asked if there were plans to train people as bid writers from the community.

The town clerk said there were some people already identified who had the right experience but there was no reason that base couldn't be expanded in future.

The support services manager said officers were keen to deliver the bid writing support locally and face-to-face in the first instance; however, this could be expanded to online support in future if the demand was there.

Proposed by Cllr R. Smith and seconded by Cllr C. Aldridge, members agreed to **RECOMMEND TO FULL COUNCIL** to approve in principle funding bid writing sessions for local organisations and ask officers to obtain costings for this work to bring back to the Tourism, Community and Publicity Committee.

22/87/TCP Sculpture Trail

The support services manager said as part of the project's participatory work with the local community, a painting workshop had been arranged for April in the Langmoor Room, which would be free for Gateway Card holders.

As Cllr B. Larcombe had resigned from the committee and was one of the members who had agreed to work with the deputy town clerk on the how the sculpture trail might be delivered in future, Cllr C. Reynolds said she would like to replace him.

Proposed by Cllr M. Ellis and seconded by Cllr G. Stammers, members agreed to **RECOMMEND TO FULL COUNCIL** that Cllr C. Reynolds joins the group of members working with the deputy town clerk to agree, in conjunction with the Arts Development Company, the precise basis of how the sculpture trail may be delivered in future.

22/88/TCP Axminster and Lyme Cancer Support Beach Hut

Members noted how well the beach hut had been used and agreed it was a good use of the funding from the Ammonite film.

Cllr M. Ellis asked about the funding from Ammonite which had been awarded to the Mary Anning Legacy Fund; she felt if it hadn't been claimed by now, a line should be drawn under it.

The town clerk said the money had gone back into the council budget but if members wanted to identify something else against that funding, he could bring a report to the relevant committee. He suggested it could be used for other educational purposes but to find another vehicle for it.

It was agreed a report would be taken to the relevant committee to allow members to consider the re-allocation of the unspent Ammonite funding.

22/89/TCP Grant Review, Axe Valley and West Dorset Ring and Ride

Members noted the report.

22/90/TCP Grant Review, Bridport and District Citizens Advice

Members noted the report.

22/91/TCP Grant Review, The Hub

Members noted the report.

22/92/TCP Grant Review, Lyme Arts Community Trust

Members noted the report.

22/93/TCP Grant Review, The Philpot Museum

Members noted the report.

22/94/TCP Managing Consultation Exercises

Members noted the report.

The meeting ended at 8.06pm.

DRAFT

Committee: Tourism, Community and Publicity

Date: 26 April 2023

Title: Matters arising from the minutes of the previous meeting held on 8 March 2023

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

22/78/TCP – Update Report

Bands in the Marine Parade Shelters

There will be seven different bands performing in the shelters, including brass bands. Several other bands were unable to make any of the dates offered but would be interested in performing next year.

22/81/TCP – The Big Coronation Party

A request has been sent to members calling for volunteers to help steward the event on Sunday 7 May. If anyone can help, please contact the support services manager.

22/82/TCP – Fossil Festival 2023

An event planning meeting was held with Lyme Regis Museum on 30 March 2023, attended by the chairman of this committee, the town clerk and the support services manager¹. The event plan was discussed and a final version is awaited from the museum.

22/85/TCP – Visit Lyme Regis Membership Review

The new advertising prices have been communicated to businesses with listings on the website and the Visit Dorset team has been sending out marketing emails on this council's behalf. New businesses recently opened have also been targeted.

We have supported this by promoting advertising opportunities via the business briefing and our social media channels.

22/87/TCP – Sculpture Trail

Cleo Evans from the Arts Development Company is continuing to work on a three-year plan for the continuation of the sculpture trail and other arts related work in the gardens.

¹ The chairman of the Town Management and Highways Committee would normally attend event planning meetings but neither the chairman nor vice-chairman were available to attend.

Further discussions have taken place with both Woodroffe School and the Boat Building Academy and the current thinking is to maximise local input and contributions and to link the works more directly with the gardens as 'gardens' and in a way which augments other council objectives.

Ideas to date include:

- Incorporating art and design into planning conditions, i.e., any bird or bat boxes required to meet biodiversity net gain requirements arising from the replacement amenities hut.
- Incorporating art and design into existing objectives such as repaired paths, the raised walkway and, if replaced, the gazebo.
- Creating a bug/bee 'hotel' to sit within the design for the agreed invertebrate garden.
- Working with the Boat Building Academy to create a new circular bench around the King Charles coronation tree and/or raised, disability friendly and accessible sensory planting beds, possibly incorporating a boat or nautical design.
- Creating new planting beds which may be art and design features in their own right.
- There would also be the retention of some popular sculptures and, working with Woodroffe, the provision of new ones, plus free to access arts classes for local residents. The first such class is taking place in the Langmoor Room on 25 April 2023.

The main concept is to augment the gardens as a place for both locals and visitors to use and enjoy and to spend the agreed funds, £6k per year for three years, to augment already agreed objectives and to achieve maximum value for money.

Adrienne Mullins
Support services manager
April 2023

Mark Green
Deputy town clerk

Committee: Tourism, Community and Publicity

Date: 26 April 2023

Title: Update Report

Purpose of the Report

To update members on issues considered at previous meetings

Recommendation

Members note the report

Report

Tourism microsite

Visitor numbers to the website continue to increase year-on-year. In March 2023, there were 41,861 visits, compared with 21,678 the previous year.

The competition to win a free week in a beach hut during Lifeboat Week was very popular, with 5,181 entrants. Over 3,800 of them opted in to receive more information in future from Visit Dorset – this is valuable data. Those people will be added to the e-newsletter database to receive visitor information from Visit Dorset on a monthly basis. This will be general information covering the whole of Dorset but it will also include information specific to Lyme Regis. Entrants who have opted in will also be sent an e-newsletter with a thanks for entering the beach hut competition, along with some promotional information about visiting Lyme in 2023.

The winner, chosen at random, is from Langport in Somerset. The competition accounted for 11,000 of the website visits in March – although this is greater than the number of entrants, this is because people visited the competition page multiple times, e.g., going to the page and deciding not to enter or visiting the page and then leaving but going back at a later date to enter.

The homepage currently highlights the Fossil Festival and ‘free or cheap days out in Lyme Regis’, as we recognise people might not be able to afford to stay in Lyme Regis this year or be able to spend much money while they’re in the town.

The Visit Dorset team recently wrote an article for the National Geographic Traveller magazine and mentioned Lyme Regis. This is in partnership with England Coast’s Year of the Coast campaign. The article is expected to be published in May and will be shared with members.

At a recent meeting with the Visit Dorset team, officers discussed plans for a photography competition later in the year. Visit Dorset recently ran a competition asking for holiday memories and places and received 1,300 entries. By uploading photographs, the entrants gave Visit Dorset the right to use them and of the 1,300 entries, 700 were usable photographs, which will be featured on their website in a Your Dorset gallery. We propose to run a similar competition for Visit Lyme Regis after the summer holidays and will be speaking to local accommodation providers about donating a prize.

Seafront and beach concessions

Due to the timescales involved, a report was taken to the Strategy and Finance Committee on 22 March 2023 to allow members to consider re-assigning the hair braiding and henna tattooing concession to a different name. Following a recommendation from the committee, it was resolved by

the Full Council on 5 April 2023 to allow Tia Shoemark to take over the concession for the remaining two years, i.e., 2023 and 2024. This allowed Tia to start trading from the Easter weekend.

The trampoline concession is in situ, the deckchair concession is due to commence in May, and the children's games and activities concession will operate during the summer holidays.

Stakeholder conference

As part of the council's community engagement efforts, a stakeholder conference is being held in Lyme Regis on Wednesday 26 April. This is a networking event for people who work and manage services in Lyme Regis and an opportunity to meet and find out what others do in the town.

Attendees include representatives from various departments in Dorset Council, such as parking, waste, engineering and highways, Visit Dorset, the local schools, the RNLI, Magna Housing and Dorset Police.

This is the inaugural event and if successful, officers would aim to hold it annually.

Repairs' Café

Cllr Reynolds and the town clerk have visited the repairs' café at Axminster. Discussions have taken place with the Boat Building Academy about hosting a repairs café in Lyme Regis. A further meeting is scheduled with the Boat Building Academy on 9 May 2023. The co-ordinator of the Axminster repairs' café is invited to this meeting. The meeting also hopes to identify a co-ordinator for the Lyme Regis project.

Bursary Scheme

A meeting has taken place with The Woodroffe School, Mrs Ethelston's Primary School and the Boat Building Academy about bursaries for disadvantaged pupils. Proposals are being developed to delegate a £2,000 budget to each of the schools. The schools have also been asked to work up a £5,000 proposal to the council to help girls and young women into science (this is part of the Ammonite film funding).

The Boat Building Academy is looking at a joint venture with The Woodroffe School to develop disadvantaged young students' woodwork skills.

Discussions have taken place with the Boat Building Academy about supporting bursaries for a week-long course for disadvantaged local students. A week-long course costs c.£650 and the council could consider 50% funding.

Officers will meet with other local groups in May 2023 to consider how council bursaries can be used to support young people. Organisations include the football club, B Sharp, the Marine Theatre, the Sea School, Uplyme and Lyme Regis Cricket Club, Bridport Rugby Club, and the Gig Club.

Adrienne Mullins
Support services manager
April 2023

Committee: Tourism, Community and Publicity

Date: 26 April 2023

Title: Tourism, Community and Publicity Committee – Objectives

Purpose

To allow members to review progress of the committee's 2023-24 objectives

Recommendation

Members note the report

Background

1. During the 2023-24 budget-setting process, objectives were agreed for the year and a budget estimate identified against each project.

Report

2. The objectives have been assigned to committees and members can review progress at each meeting.
3. This committee's 2023-24 objectives, along with the allocated budget, completion date and lead officer, are at **appendix 8A**.
4. Any recommendations from this committee will be considered by the Full Council on 17 May 2023.

John Wright
Town clerk
April 2023

APPENDIX 8A

Objective	Budget, £k	Completion date	Lead officer	Timeline	Comments
Support the sculpture trail	6	June 2023	MG	<p><i>Update report elsewhere on this agenda.</i></p> <p><i>More detailed report to April TCP following discussions with the member working group.</i></p> <p><i>See Item 6, Matters arising.</i></p>	<p><i>Further information from Cleo Evans covering the whole of the three-year period of the trail to be considered by the member working group before Easter.</i></p>
Organise the coronation celebrations	20	April 2023	AM	<p><i>Minutes of recent working group minutes and a report elsewhere on this agenda.</i></p> <p><i>Next coronation working group scheduled for 13 March 2023, minutes to be reported to this committee in April.</i></p> <p><i>Report with final plans to April TCP.</i></p> <p><i>See minutes of the Item 9, Minutes of the Coronation Working Group meeting held on 17 April 2023.</i></p>	<p><i>Event planning meeting to be held on 2 May 2023 to sign off the final plan.</i></p>
Enhance wedding packages	2	September 2023	AM	<p><i>Report outlining proposals to first TCP of new administration.</i></p>	<p><i>Proposals will be progressed in partnership with the administrative assistant and the external works team.</i></p>
Introduce a bursary scheme with local clubs	30	June 2023	AM	<p><i>Report to April TCP</i></p> <p><i>See Item 7, Update Report</i></p>	<p><i>Meeting to be held in May 2023 and local groups to be invited to attend to hear about the bursary scheme.</i></p>

Support the introduction of a repairs' cafe	15	June 2023	JW	<p><i>Report to April TCP outlining project plan.</i></p> <p><i>See item 7, Update Report</i></p>	<p><i>Initial meetings have taken place end-2022, further meetings to be held. Visit to Axminster repairs café planned for 11 March 2023.</i></p>
Introduce a beach volleyball facility	0.5	April 2023	AM	<p><i>Report to April TCP to update members on progress of plans.</i></p>	<p><i>Nets, balls and ropes to be purchased. Volleyball court to be marked out on the beach from Easter holidays between 5pm and 8pm.</i></p> <p><i>Volleyball net and balls on order.</i></p>

LYME REGIS TOWN COUNCIL

CORONATION WORKING GROUP

MINUTES OF THE MEETING HELD ON MONDAY 17 APRIL 2023

Present**Members:** Cllr D. Ruffle (chairman), Cllr C. Reynolds**Guests:** A. Vian (town crier), M. Redwood (publicity)**Officers:** A. Mullins (support services manager), J. Wright (town clerk)**1. Apologies**

Cllr M. Ellis
Cllr D. Sarson

2. Accuracy of the minutes from the previous meeting on 13 March 2023

Proposed by Cllr D. Ruffle and seconded by Cllr C. Reynolds, the minutes of the previous meeting held on 13 March 2023 were **APPROVED**.

3. Progress of plans

- Food vendors

Four vendors had been booked: Beach and Badger, The Whole Hog, Mr T BBQ Man and Alfie's Catering. They would be trading between 3pm and 7pm.

The support services manager said she would check each vendor's requirements in relation to: electricity, arrival times, parking, and what they would be trading from. She would also ask for a copy of their insurance and food hygiene certificate.

The Whole Hog required a gazebo and A. Vian said he could provide one.

A generator would be needed to provide electricity – the council has a generator and A. Vian would speak to the operations supervisor about this.

- Children's entertainment

The following entertainment was booked: bouncy slide, inflatable obstacle course, Mad 4 Animals, caricaturist, face painting, children's disco, and Rexy the Dinosaur.

The football club would also put out goals and balls.

The support services manager was hoping to arrange some organised sports, such as football, rugby and cricket and was contacting local companies.

There would also be selfie photo frames for people to take photos. M. Redwood suggested a hashtag was included on the frames so the event could be tagged on social media.

- Bands

Declan Duffy was managing the four bands and all were confirmed.

M. Redwood asked for Declan's contact details so they could liaise about publicity.

- Staging/lighting

50% of the fee had been paid to the stage and lighting company JSW and the remaining 50% would be paid after the event.

It was agreed a meeting needed to be held with Declan on site to agree specific locations and details of the staging/lighting.

- Security

The cost had been confirmed as £715 for two operatives for the duration of the event and one overnight. The deposit had been paid.

- Lighting

A tower light had been booked through Speedy at a cost of £132 + VAT, but this was expected to be further discounted. The light would be delivered to the football club on Friday 5 May and collected on Tuesday 9 May.

- Publicity

Two advertising banners had been ordered and were expected within the next couple of days, to be displayed at Anning Road Playing Field and the football club.

Posters had been printed and would be put up around the town.

Further posts had been put on social media and would continue over the next few weeks until the event.

Details of the event and the poster had been sent to the three local schools (St Michael's, Mrs Ethelston's and Woodroffe) to be sent out via the parent messenger systems.

M. Redwood would help produce short reels for social media – he would require images/video of bands/vendors/entertainment to put this together.

A further press release would be issued with details of the bands/entertainment/vendors.

M. Redwood would put together details of events over the whole weekend so there was one timetable of coronation events – send details of all events.

M. Redwood had also been to Talking Café to speak to older people about what the coronation meant to them and he intended to do the same at schools. He would then put together short videos for social media to help publicise the event.

- Insurance

The event would be covered by the council's insurers. However, they would not cover event cancellation and separate insurance cover would be required. The finance manager had found an insurer but they subsequently withdrew due to historic waterlogging of the pitch.

The finance manager had found another insurer that was willing to provide cover, in the knowledge that the site had a history of waterlogging, and was in the process of arranging this. The cost had yet to be confirmed. The insurer would only insure 14 days before the event so it was not yet in place.

It was agreed the council needed to understand its level of financial exposure.

It was also agreed the council would need to be prepared to cancel the event the day before if the pitch was unusable or if the weather forecast was poor, in order to give those taking part as much notice as possible.

- Stewards/staffing

Three people would be needed at any one time to deal with any emergency – this could include the two security guards.

Councillors to be asked if they could steward for a two-hour shift, with ideally three people at a time.

Stewards would need to be briefed – a written brief is preferable.

- Event licence

The Marine Theatre's licence would not be able to cover the event so the council would have to apply for its own temporary event notice. This was in the process of being applied for from Dorset Council.

This would require the marking out of the bar area to ensure there were no more than 499 people in the area at any one time.

- Location plan

A site meeting was needed to sketch out a plan of the site, including where each vendor/entertainer would go. Issues of egress would need to be considered when formulating the plan.

Protection of the pitch – this was mainly a concern for the staging and JSW would be organising their own access and pitch protection, although consideration would also be given to any other vehicles that needed to go on the pitch.

- Mayor's chains

The administrative assistant had been in touch with the company which maintained the mayoral chains to enquire about adding new links to mark the coronation and further information was awaited.

- Civic service

This would take place at 11am at St Michael's Parish Church. Civic party and councillors to meet at the Guildhall at 10.30am to leave for the church at 10.45am. There would be no official road closure, just the temporary holding of traffic.

Lyme Regis Town Band had been confirmed to play at the service and local organisations had been invited to attend.

- Other

It was agreed the RNLI would be asked to put the town bunting up w/c 24 April 2023 and the external works' team would put the flags up in Broad Street the same week.

There would be leftover bunting and this would be placed on the football club fencing.

A. Vian asked that the cylinder bins be available at the football club – this would be arranged with the external works' team.

4. Budget

The event was broadly in budget and the details had been reported to the recent Tourism, Community and Publicity Committee meeting.

5. Date of next meeting

Tuesday 2 May, 10am.

This would also be the event planning meeting, so the chairman of the Town Management and Highways Committee meeting would be invited.

A. Vian had put together a draft event management plan and would update it in time for that meeting.

The town clerk would arrange a separate meeting at the football club with Declan Duffy and the stage company.

Committee: Tourism, Community and Publicity

Date: 28 September 2022

Title: Sharing Information with Local Residents

Purpose

To allow members to consider the options for sharing information with local residents as LymeOnline no longer has a printed edition

Recommendation

Members consider the options for sharing information with local residents, including an online column with LymeOnline, a more frequent printed newsletter, or an emailed residents' briefing

Background

1. On 14 February 2018, the Full Council agreed to 'take a monthly full-page column in the digital and print edition of LymeOnline 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 was also available on the LymeOnline website.
3. A report was considered by this committee on 29 September 2021 regarding the frequency of the column as officers felt it should be reduced to every other month. However, members felt the column should remain monthly.
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. A report was considered by this committee on 9 March 2022 to allow members to consider producing a quarterly newsletter that would be delivered to every household in Lyme Regis.
6. It was recommended by this committee 'to produce a quarterly newsletter to be delivered to every home instead of the monthly newspaper column; to nominate Cllr D. Ruffle and Cllr C. Reynolds, plus one other member to be identified at the Full Council meeting, to sit on a working group to help develop both the newsletter and co-ordinate its delivery; and to agree to provide items of interest to the working group which may be included in the newsletter'.
7. However, at the Full Council meeting on 6 April 2022, there was further discussion on this issue and several differing views; some members felt the newspaper column should continue, there were suggestions there should be both a column and a newsletter, some members felt a newsletter was outdated, and officers were concerned about the workload involved with producing both a column and a newsletter.
8. It was noted there would soon be two new administrative and community engagement assistants in post who could help to produce a newspaper column and a newsletter and it was therefore resolved 'to defer a decision on the newspaper column and quarterly newsletter until the new community engagement staff are in post'.
9. A further report was brought to this committee on 28 September 2022 to allow members to consider publishing a newsletter. It was recommended and subsequently resolved by the Full

Council on 26 October 2022 'to agree, in principle, to produce a six-monthly newsletter in addition to the monthly newspaper column, and to instruct officers to obtain quotes for the printing of the newsletter and investigate how the newsletter would be distributed'.

10. A report was brought to this committee on 16 November 2022 to allow members to discuss the options for printing and distribution of the newsletter. It was recommended and subsequently resolved by the Full Council on 14 December 2022 'to ask Uplyme Parish Council if they would like a page in the town council's newsletter and if so, to use Royal Mail to distribute it, and to accept the quote from Advantage Digital Print for the printing of the newsletter, regardless of the number of newsletters required'.
11. There was a positive response from Uplyme Parish Council, which agreed to collaborate with us on the newsletter so it would be delivered to all DT7 3 postcodes and include news related to both Lyme Regis and Uplyme.

Report

12. Since then, LymeOnline has ceased its printed edition of the newspaper but is continuing to run its website. As the council agreed to a monthly column in the printed edition and this is no longer an option, members are asked to consider the alternatives.

Lyme Online

13. The council could continue to work with LymeOnline. We could continue to have a monthly column on the website for £50 per column (£15 less than the council was previously paying for a column in the printed edition).
14. The LymeOnline website is currently viewed on average by 7,000 users a week, with page views of 12,000 a week. The columns would also be shared on LymeOnline's social media channels, which have a combined following of more than 8,700.
15. However, this would mean the column is only available to those who have internet access.

Newsletter

16. Members may also wish to consider expanding the remit of the newsletter. It is currently intended to print the newsletter twice a year but the frequency could be increased to quarterly.
17. There is a budget of £2,000 for the newsletter in 2023-24.
18. Officers obtained a quote for £329 to print 2,800 newsletters, although this will increase by around c.1,000 copies when all properties in the DT7 3 area are taken into account. A price has not yet been obtained for this. Delivery to all properties in the DT7 3 postcode area is £255.
19. Printing a quarterly newsletter is likely to go over budget, but there would be a saving of £780pa on the newspaper column, if members choose not to continue with this.

Residents' briefings

20. The council's community engagement staff have successfully launched business and community briefings, which are sent out fortnightly and monthly, respectively, to a subscribed mailing list.
21. It has been suggested by some members these could be extended to residents. It would be easy to set up as the council already has a Survey Monkey account and the newsletter

templates created. Some information is common to both the business and community briefings and would also be of interest to residents, so it could be duplicated across to a residents' briefing and further tailored to include news and updates relevant to people living locally. This could be sent out monthly or every other month.

22. A residents' briefing could supplement one of the above options – it is not suggested members choose all three options.
23. Any recommendations from this committee will be considered by the Full Council on 26 October 2022.

Adrienne Mullins
Support services manager
April 2023

Committee: Tourism, Community and Publicity

Date: 26 April 2023

Title: Lyme Regis Town Band

Purpose of Report

To allow members to consider the restructuring of payments to Lyme Regis Town Band

Background

1. On 16 November 2022, this committee considered a report on bands in the Marine Parade Shelters and made a recommendation to the Full Council, 'that the budget for brass bands is used to pay for other types of performances.'
2. The recommendation was approved by resolution of the Full Council on 14 December 2022.
3. The town council has historically paid Lyme Regis Town Band £1,000 for four Sunday seafront performances. In addition, the town band practices on the seafront on a Tuesday evening eight times a year and performs at civic events; no fees are paid for these performances.

Report

4. Following the council's resolution, officers started the process for attracting other genres of music to Lyme and engaged with Lyme Regis Town Band about the changes.
5. For 2023, officers agreed to honour the historic fees paid to the Lyme Regis Town Band but signalled they would change in 2024; officers are looking to identify a 'benchmark' fee of £100 for seafront performances.
6. This would mean a reduction in income for the town band of £600 per annum. This reduction obviously concerned the town band.
7. Following discussions, officers are proposing the town band is paid £100 for all performances, i.e., four Sunday performances during the summer school holidays and eight practice performances on Tuesday evenings.
8. This arrangement will increase the town band's fee income and maintain the £100 'benchmark' for performers.
9. The town band also asked the town council to guarantee Lifeboat Week and Regatta and Carnival Week as two of the four Sunday performances. This isn't entirely in the council's gift, but officers are happy to negotiate Sunday performances with the event organisers on behalf of the town band.
10. Finally, to allow for licences, parking and advertising, the town band want to agree Sunday dates before end-February each year; the band also wants to be given booking priority over other bands. This is consistent with historical practice and does not present a problem.
11. Any recommendations from this committee will be considered by the Full Council on 17 May 2023.

John Wright
Town clerk
April 2023

Committee: Tourism, Community and Publicity

Date: 26 April 2023

Title: Dorset Council Free Parking Days

Purpose of the Report

To allow members to agree a change to the non-charging days in Lyme Regis car parks

Recommendation

Members agree a change to the non-charging dates in Lyme Regis car parks, replacing Carols Round the Christmas Tree on 23 December with the Christmas Tree Festival on 15 December, and instruct officers to liaise with Dorset Council Parking Services

Background

1. Each year the town council nominates non-charging days for Lyme Regis Dorset Council car parks. Traditionally, the town council has applied the non-charging days to Woodmead Car Park, only.
2. At the previous meeting of this committee on 8 March 2023, members agreed the non-charging dates in Lyme Regis car parks for 2022, as follows:
 - Saturday 29 April – Fossil Festival
 - Sunday 7 May – The Big Coronation Party
 - Sunday 12 November – Remembrance Sunday parade and service
 - Saturday 25 November – Christmas lights’ switch-on
 - Saturday 3 December – Small Business Saturday
 - Saturday 23 December – Carols Round the Christmas Tree
3. This was resolved by the Full Council on 5 April 2023.

Report

4. Dorset Council’s policy allows for free parking on one weekday in December.
5. Although it was agreed free parking would be allowed on 23 December 2023 for Carols Round the Christmas Tree, this is actually a Saturday so this will not be permitted. We therefore have to find an alternative weekday in December to apply free parking.
6. Looking at the events’ calendar, the only major event taking place in December on a weekday is the Christmas Tree Festival, which takes place from Friday 15 to Sunday 17 December. It is therefore suggested a free parking day is applied on Friday 15 December 2023 to coincide with the festival.
7. Any recommendations from this committee will be considered by the Full Council on 17 May 2023.

Adrienne Mullins
Support services manager
April 2023

Committee: Tourism, Community and Publicity

Date: 26 April 2023

Title: Leisure Strategy Consultation

Purpose

To inform members about Dorset Council's Leisure Strategy Consultation and to delegate two members to work with officers on a response on behalf of the council

Recommendation

Members delegate two members to work with the support services manager to respond to Dorset Council's Leisure Development Strategy on the council's behalf

Report

1. Dorset Council is currently undertaking a review of the leisure and physical activity provision and opportunities across the council area. This will help to shape a new Leisure Strategy.
2. As part of the review, Dorset Council wants to understand the views and knowledge of stakeholders and would like to hear from town and parish councils across the Dorset Council area.
3. The closing date for the survey is 14 May 2023.
4. It is suggested no more than two members are delegated to work with the support services manager to respond to the consultation on the council's behalf.
5. This is an opportunity specifically for town and parish councils to feed into the process; there will be a further community survey which will seek the views of individuals.
6. As the closing date for the consultation is ahead of the Full Council meeting, any recommendations from this committee relating to this matter will be considered retrospectively by the Full Council on 17 May 2023.

Adrienne Mullins
Support services manager
April 2023

Committee: Tourism, Community and Publicity

Date: 26 April 2023

Title: Value of Tourism

Purpose

To inform members about the opportunity to obtain tourism data for the town

Recommendation

Members note the report

Background

1. Market research is important to help shape the work of Visit Dorset and in turn, us as its partner. Visit Dorset invests in research projects each year that cover a whole range of subjects related to tourism within Dorset and the south west.
2. Visit Dorset commissions annual Dorset tourism research and works with the [South West Research Company](#) to examine the volume and value of tourism and the impact of visitor expenditure on the local economy in Dorset.
3. The [2021 Value of Tourism report](#) was published in October 2022.

Report

4. The South West Research Company is now preparing for the 2022 Value of Tourism project and Visit Dorset has committed to take part.
5. As a partner of Visit Dorset, we have been offered the opportunity to sign up to the project and receive data that is produced to town level. The cost of this is £288 + VAT, although if more towns that sign up, there would be a discount.
6. Attached at **appendix 14A** is an example of the outputs produced to town level which we could expect and at **appendix 14B** are frequently asked questions. The town reports tend to be produced in November each year.
7. This data will be valuable in helping to co-ordinate and target future marketing strategies, help inform where our budget should be spent, to make improvements, spot trends, target weaknesses, and improve customer experience. Due to the benefits involved and the very reasonable cost, officers have agreed to take part in the project.
8. Any recommendations from this committee will be considered by the Full Council on 17 May 2023.

Adrienne Mullins
Support services manager
April 2023

XYZ Tourism Summary 2011



XYZ town is situated on the coast in the area of XYZ within ABC county with a population of 1,234,567.

Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 85,000 staying visitor trips
- 240,800 day visits
- £22,822,600 direct visitor spend
- £24,257,700 total visitor related spend
- 662 actual jobs supported by visitor related spend

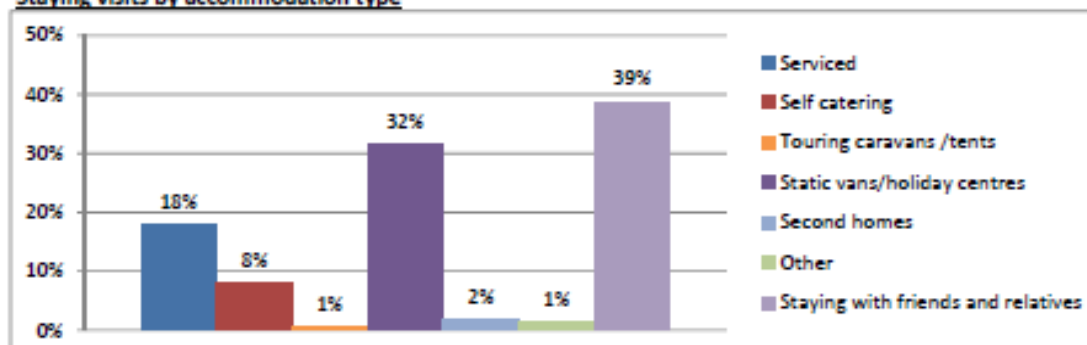
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	51,800	253,700	£10,643,100
Business	3,900	10,100	£1,045,800
Visits to friends and relatives	12,400	37,300	£1,538,000
Other	12,100	34,900	£1,733,300
Study	0	0	£0
Total	80,200	336,100	£14,960,200

Overseas visitors	Trips	Nights	Spend
Holiday	1,900	11,000	£600,500
Business	1,400	11,900	£356,500
Visits to friends and relatives	700	3,300	£254,000
Other	700	17,300	£618,800
Study	0	0	£0
Total	4,800	43,400	£1,829,800

All staying visitors	Trips	Nights	Spend
Holiday	53,700	264,700	£11,243,600
Business	5,300	22,000	£1,402,300
Visits to friends and relatives	13,100	40,600	£1,792,000
Other	12,800	52,200	£2,352,100
Study	0	0	£0
Total	85,000	379,500	£16,790,000

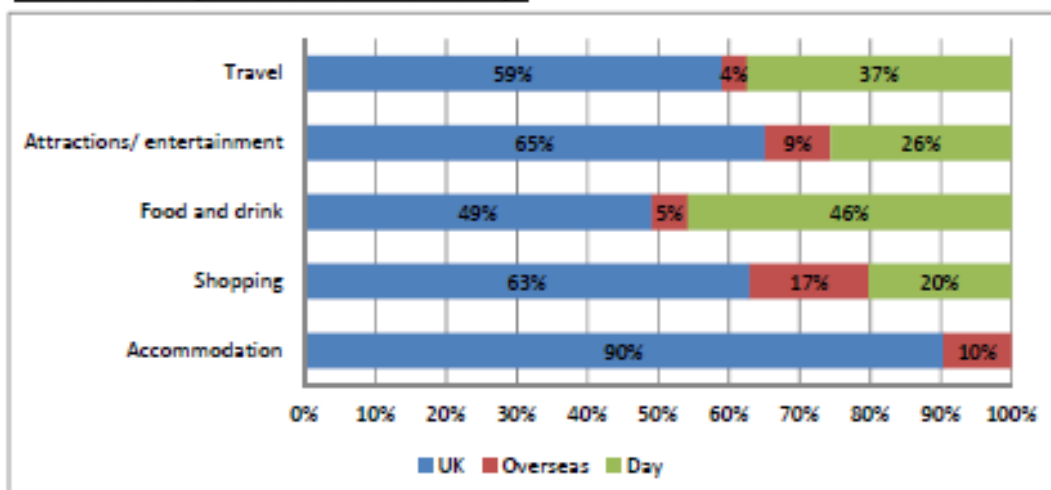
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	0	£0
Countryside visits	0	£0
Coastal visits	240,800	£6,092,600
Total	240,800	£6,092,600

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£5,378,800	£573,100	£0	£5,951,900
Shopping	£1,908,600	£509,000	£612,700	£3,030,300
Food & Drink	£3,394,200	£356,000	£3,165,400	£6,915,600
Attractions/ Entertainment	£1,648,200	£234,600	£646,700	£2,529,500
Travel	£2,630,500	£157,100	£1,667,800	£4,455,400

Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£61,700	£0	£1,315,400	£1,377,100

Total visitor related spend (Direct visitor spend plus other expenditure)

£24,259,700

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	109	1	110
Retailing	24	6	30
Catering	60	50	110
Attractions/entertainment	37	13	51
Transport	12	7	20
Arising from non trip spend	22	0	22
Total Direct	264	78	342

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	342	497
Indirect	91	115
Induced	56	50
Total	490	662

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.



For further information please contact info@tswrc.co.uk

Committee: Tourism, Community and Publicity

Date: 26 April 2023

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 - #LetsTalkLibraries
 - East Devon District Council – East Devon Local Plan 2020 to 2040
 - Dorset Council – Leisure Strategy Consultation
 - Dorset Council – Public Spaces Protection Order
 - Dorset Council – Planning for Climate Change
 - Dorset Council – Call for Sites
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 committee will be considered by the Full Council on 17 May 2023.

Adrienne Mullins
Support services manager
April 2023

Organisation and topic	Start date	End date	Who is being consulted	Consultation promoted by LRTC through	The response	Update/Decision made
Dorset Council – #LetsTalkLibraries		07/01/21	The public, library employees, partners, businesses, town and parish councils	Social media Report to TCP 17/11/21	First public consultation - Response given by Cllrs B. Larcombe and B. Bawden on behalf of the council and circulated to members Second public consultation – report to Full Council on 14 December 2023 and response agreed. Response circulated to members.	Dorset Council will publish redrafted versions of the strategy and supporting documentation at the end of May, in preparation for review by the Joint Overview committee on the 7 June 2023.
East Devon District Council – East Devon Local Plan 2020 to 2040	08/11/22	15/01/23	The public, stakeholders	Social media, website and community briefing	Report to Full Council on 14 December 2022 and Cllrs B. Bawden and C. Aldridge delegated to work with deputy town clerk on the council's response	The consultation closed on 15 January 2023 and there have been no updates on the next stage.
Dorset Council – Leisure Strategy Consultation	14/04/23	14/05/23	Town and parish councils	N/A	Report elsewhere on this agenda, suggesting two	Consultation still open.

					members are delegated to work with officers to form a response on behalf of the council.	
Dorset Council – Public Spaces Protection Order	17/04/23	15/05/23	Lyme Regis Town Council	N/A	Not yet formulated. Report to be considered by the Strategy and Finance Committee on 10 May 2023.	As landowners, Dorset Council is seeking the town council's views before it finalises the consultation questions, on whether the town council wishes to see any change to the current PSPO and what form this may take in terms of the land area the town council has an interest in.
Dorset Council – Planning for Climate Change	20/04/23	08/06/23	The public and stakeholders	Social media, community and business briefings	Report considered by the Planning Committee on 18 April 2023. Agreed all members will read in detail and come to the next Planning Committee meeting on 2 May 2023 with comments.	Consultation still open.
Dorset Council – Call for Sites (in preparation for Dorset Council Local Plan)	13/03/23	01/07/23	The public and stakeholders	Social media, community and business briefings	Report to be taken to the next Planning Committee on 2 May 2023.	Consultation still open.