



John Wright
Town Clerk

Lyme Regis Town Council

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Tourism, Community and Publicity Committee

Core Membership: Cllr P. Evans (chairman), Cllr C. Reynolds (vice-chairman), Cllr G. Caddy, Cllr M. Denney, Cllr M. Denney, Cllr M. Ellis, Cllr N. Hampton-Rumbold, Cllr D. Holland, Cllr S. Larcombe, Cllr G. Turner, Cllr A. Wood

Notice is given of a meeting of the Tourism, Community and Publicity Committee to be held at the Council Offices, St Michael's Business Centre, Church Street, Lyme Regis on Wednesday 19 November 2025 commencing at 7pm when the following business is proposed to be transacted:

John Wright
Town Clerk
14.11.25

The open and transparent proceedings of Full Council and committee meetings will be audio recorded and recordings will be held for one year by the town council.

If members of the public make a representation to the meeting, they will be deemed to have consented to being audio recorded.

If members of the public have any queries regarding audio recording of meetings, please contact the town clerk.

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

AGENDA

1. Public Forum

Twenty minutes will be made available for public comment and response in relation to items on this agenda

Individuals will be permitted a maximum of three minutes each to address the committee

2. Apologies

To receive and record apologies and reasons for absence

3. Minutes

To confirm the accuracy of the minutes of the Tourism, Community and Publicity Committee meeting held on 1 October 2025

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 1 October 2025

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 2024-25 objectives

9. To receive the minutes of the Party in the Parking working group meetings held on 1 October and 12 November 2025

10. Council of the Year Application 2026 – Delegation of Members

To allow members to delegate three members to work with the town clerk on the application for the Town Council of the Year 2026 award

11. Barfleur Twinning

To allow members to receive an update on the Barfleur twinning arrangement and recent visits to the French town

12. Cobb Traders

To update members on a recent meeting with the Cobb Traders

13. Stampede by the Sea Impact Report

To allow members to receive the impact report from Weldmar Hospicecare following the Stampede by the Sea project

14. Managing Consultation Exercises

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

15. Exempt Business

LYME REGIS TOWN COUNCIL

TOURISM, COMMUNITY AND PUBLICITY COMMITTEE

MINUTES OF THE MEETING HELD ON WEDNESDAY 1 OCTOBER 2025

Present

Chairman: Cllr P. Evans

Members: Cllr G. Caddy, Cllr M. Denney, Cllr M. Ellis, Cllr N. Hampton-Rumbold, Cllr D. Holland, Cllr S. Larcombe, Cllr C. Reynolds, Cllr G. Turner, Cllr A. Wood

Officers: C. Austin (communications officer), A. Mullins (assistant town clerk)

25/21/TCP Public Forum

There were no members of the public present.

25/22/TCP Apologies

Cllr M. Denney – illness
Cllr N. Hampton-Rumbold – holiday
Cllr G. Turner

25/23/TCP Minutes

Proposed by Cllr C. Reynolds and seconded by Cllr A. Wood, the minutes of the meeting held on 9 July 2025 were **ADOPTED**.

25/24/TCP Disclosable Pecuniary Interests

There were none.

25/25/TCP Dispensations

There were none.

25/26/TCP Matters arising from minutes of the previous meeting held on 9 July 2025

Fire Co-responder Service

Cllr M. Ellis declared an interest as her husband is a retained firefighter.

A member said they had received an email from Edward Morello MP which explained he had received no response from the South Western Ambulance Service.

South West Ambulance Service held an event at Woodmead Halls which was well attended and members of the public raised concerns regarding large gaps in the cover of the Lyme Regis area.

There had been a meeting held between the fire co-responders and the South Western Ambulance Service's community first responder, which discussed where the two

services could cover the gaps. The fire service had offered the fire station as a training facility.

Lyme Business Awards

The chairman thanked the council for supporting for this event. He said it had been good publicity to sponsor the event and support the businesses in the town.

Party in the Park

The assistant town clerk said a meeting of the working group had taken place prior to the meeting of this committee. She said a draft plan had been discussed and the event for 2026 would run over two separate weekends. The working group had taken on board the feedback from the outdoor cinema evening in 2025 and decided to move the cinema event forward to a Saturday in May with a date to be confirmed. She said it had been agreed to keep the party event in the seafront gardens with entertainment, food vendors, and music options were to be explored.

The chairman said the football club grounds would be unavailable due to drainage works to be completed.

Bursary Scheme for Local Young People

The assistant town clerk said there had still been no response from St Michael's Primary School.

25/27/TCP Update Report

Tourism Website

The assistant town clerk said the figures for the website had dropped but due to the introduction of the AI overview on Google, this was a common occurrence across the entire tourism sector. She said many businesses and organisations had reported less website visits because web users were reading the AI overviews rather than clicking on the websites.

Barfleur Twinning

The chairman said he would be visiting Barfleur in October and would be meeting with the mayor of Barfleur, which was entirely separate from the twinning association's visit. He said he was hopeful the twinning could be revived.

LymeLiving

The assistant town clerk said to honour the 200th anniversary of the Lyme Regis lifeboat, the council would work with the RNLI and publish a feature every month in the LymeLiving magazine in 2026.

Copies of the latest edition were given to members at the meeting, ahead of the release date on Friday.

Mini-Ghoulf

The assistant town clerk encouraged members to attend the event. She said the decorations had been ordered and she hoped the lights in the gardens would be functioning again in time for the event.

Members suggested attending in Halloween costumes.

A member suggested having collection buckets at the event to help raise money towards the assistant town clerk's London Marathon fundraiser.

Youth Council

A member said there had been a lack of communication from Woodroffe since the passing of Mr Loveland, however, she believed the school were working on a solution to continue this initiative.

25/28/TCP Tourism, Community and Publicity Committee – Objectives

Members noted the report.

25/29/TCP Budget Proposals 2026-2027

Members identified this committee's objectives for 2026-27, as listed in the report. There were no new suggestions made.

25/30/TCP Reader and Ripple Sculptures

Proposed by Cllr D. Holland and seconded by Cllr C. Reynolds, members agreed to **RECOMMEND TO FULL COUNCIL** that a formal letter of thanks is sent to Michael Fairfax for gifting the Ripple sculpture to the town and to approve the replacement of the Reader sculpture in wire with a wooden book on a steel rebar frame.

25/31/TCP Sporting Lyme

The chairman said he was delighted with the developments for this project. He said there was a lot of work involved, and he praised the administrative staff for their hard work. He encouraged members to be actively involved in supporting the events.

25/32/TCP Grant Review, Lyme Regis Boat Building Academy

Members noted the report.

25/33/TCP Grant Review, Turn Lyme Green

Members noted the report.

25/34/TCP Grant Review, Waffle House

Members noted the report.

25/35/TCP Grant Review, Lyme Regis Foodbank

Members noted the report.

25/36/TCP Managing Consultation Exercises

Members noted the report.

The meeting closed at 7.45pm.

Committee: Tourism, Community and Publicity

Date: 19 November 2025

Title: Matters arising from the minutes of the previous meeting held on 1 October 2025

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

25/26/TCP – Matters arising from minutes of the previous meeting held on 9 July 2025

Bursary Scheme for Local Young People

Contact has now been made with St Michael's Primary School about receiving a bursary for 2025-26. Although several initial emails from the council went unanswered, the school has since responded, although not all emails appear to be getting through.

Further information was sent to the school on 14 November 2025 but a response has not yet been received.

25/27/TCP – Update Report

Mini Ghoulf

The Mini Ghoulf event went ahead as planned during the October half term break, including on Halloween. Officers' perception is that the event was well received and attracted people to play.

Analysis of the income shows an average of £134.83 was taken per hour in 2025-26, compared to £79 per hour in 2024-25 throughout the October half term.

Youth Council

Woodroffe School has confirmed the new head of sixth form, Tom Wickins, will be leading the Youth Council. A further update is awaited and this has been chased. Any verbal update will be provided at the meeting.

25/30/TCP – Reader and Ripple Sculptures

A formal letter of thanks has been sent to Michael Fairfax for gifting the Ripple sculpture to the town. Previous discussions have taken place with Michael about him producing a new sculpture and the possibility of siting sculptures elsewhere in the town on council land.

Michael was very open to this idea and shared some initial thoughts. He is a site-specific artist, so generally creates pieces that respond to the site and the brief. He has been invited to Lyme Regis to look around some sites and work out the possibilities.

Victoria Westaway, the Reader sculptor, has been commissioned to create a new sculpture in wire, with a wooden book. She is currently very busy working on several big commissions so hopes to be able to start work on Reader in early-March 2026, ready for installation in early-April 2026.

Victoria is open to a photo opportunity when the sculpture is unveiled.

25/31/TCP – Sporting Lyme

The next meeting with sporting organisations will be held on 2 December 2025 and an update will be provided to the next meeting of this committee on 21 January 2025.

Adrianne Mullins
Assistant town clerk
November 2025

Committee: Tourism, Community and Publicity

Date: 19 November 2025

Title: Update Report

Purpose of the Report

To update members on issues considered at previous meetings

Recommendation

Members note the report

Report

Visit Dorset autumn member networking event

On 13 November 2025, the assistant town clerk attended the Visit Dorset autumn member networking event at Highlands End, Eype. Among the speakers were Robin Tjolle, regional development lead for VisitEngland, who spoke about the Dorset Local Visitor Economy Partnership (LVEP) and what it means for Dorset.

Samantha Richardson gave an update on the LVEP Destination Management Plan, Professor Peter Jones spoke about the Dorset Tourism Awards, and the Visit Dorset team gave an update on their activities and how members could benefit. Dorset Council's chief executive Catherine Howe also attended and spoke about the value of tourism in Dorset.

This council actively supported Visit Dorset's application to form a LVEP, which aims to strengthen the wider destination and provide a clear strategic link from local to national level. A condition of approving the LVEP was to create a destination management plan, in other words a tourism strategy, for the Dorset Council and Bournemouth, Christchurch and Poole areas within the first year. Extensive consultation is underway with businesses and stakeholders to pull together the plan. The plan aims to ensure all parties are working together towards the same goals, to manage and monitor the impacts of visitor tourism, and to prioritise and allocate resources accordingly.

Visit Dorset shared their marketing plan for 2026, with ties in with the VisitEngland plan and will filter down to the Lyme Regis microsite. The plan focuses on seasonal campaigns and sustainability and accessibility.

The Dorset Tourism Awards open for nominations in April 2026 and more information will be shared with local businesses in an effort to encourage them to apply, as well as on our social media, website and magazine to encourage the public to nominate businesses.

Other interesting points to follow up on include a new focus on regenerative tourism, encouraging visitors to leave a place in a better condition than when they arrived, and the opportunities around English Tourism Week, which takes place from 13 to 22 March 2026.

Town council magazine

Since the last meeting, the October and November editions have been published and by the date of the meeting, the December edition will be almost wrapped up.

Having reduced the print run from 4,000 to 1,500 because we are no longer delivering to every household, this has been reduced further to 1,000 from December.

Adrianne Mullins
Assistant town clerk
November 2025

Committee: Tourism, Community and Publicity

Date: 19 November 2025

Title: Tourism, Community and Publicity Committee – Objectives

Purpose

To allow members to review progress of the committee's 2025-26 objectives

Recommendation

Members note the report

Background

1. During the 2025-26 budget-setting process, objectives were agreed for the year and a budget estimate identified against each project.
2. At the Full Council meeting on 3 April 2025, the objectives were formally assigned to committees.

Report

3. Members can review progress on the objectives at each meeting.
4. This committee's 2025-26 objectives, along with the allocated budget, completion date and lead officer, are at **appendix 8A**. Updates are highlighted in yellow.
5. Any recommendations from this committee will be considered by the Full Council on 29 October 2025.

Adrianne Mullins
Assistant town clerk
November 2025

Objective	Budget	Lead officer	Committee	Target completion date	Progress/comments
Invest in the sculpture trail	6	AM	TCP	July '25	£4,500 allocated to The Woodroffe School to produce three sculptures; work in progress. Two sculptures have been chosen – the Dinosaur and the Octopus – and have been made by two local artists in partnership with A Level art students from Woodroffe School. An exhibition of the maquettes was held at the Jubilee Pavilion. Installation will take place mid-July. The two Woodroffe School sculptures have been installed and an official opening was held. Information signs will be installed for these and any other sculptures which require them. The artist responsible for the Ripple sculpture has agreed to gift the sculpture to the council and discussions have taken place with him about a bespoke sculpture for the River Lym area. A further update about Reader and Ripple are elsewhere on this agenda. A new Reader sculpture has been commissioned and is expected to be completed and installed in April 2026. Discussions are taking place with Ripple sculptor Michael Fairfax about the possibility of commissioning a new sculpture to be sited elsewhere in the town.
Undertake VE day events	1	AM	TCP	May '25	Programme of events agreed. Preparations in a process. The programme of events was carried out as planned on 8 May 2025, including the town crier's proclamation, a service at the war memorial, a two-minute silence at the Jubilee Pavilion, a cream tea for the Over 70s, the parish

					church ringing out for peace, a torchlight procession and the lighting of the beacon on the North Wall. The feedback has been very positive and the mayor has written to those involved to thank them for their support. The council is now working with the Lyme Regis branch of the Royal British Legion on plans for VJ Day on 15 August 2025. Two meetings have taken place with the RBL, the town band, the local vicar and the town crier to firm up plans for an event on Friday 15 January at the Marine Parade Shelters. More details are included in the update report. A Drumhead Ceremony was held at the Marine Parade Shelters on Friday 15 August to commemorate the 80th anniversary of VJ Day, in partnership with the Lyme Regis branch of the Royal British Legion, Lyme Regis Town Band and Lyme Bay Chorale.
Continue with the bursary scheme	5	AM	TCP	March '26	Scheme to be re-promoted to local organisations. Applications are continuing to be made via local organisations, with four applications made so far in 2025-26, benefitting eight young people. A report is elsewhere on this agenda to review 2024-25. Six applications have been made so far in 2025-26. A further email has been sent to St Michael's Primary School and Mrs Ethelston's Primary School to offer a bursary to be spent at their discretion. No responses have been received. Contact has been made with St Michael's Primary School but there does appear to be an issue with emails not being received, so progress is slow.
Promote and support The Woodroffe School Youth Council	4	AM	TCP	TBC	Initiative has stalled due to the tragic death of Woodroffe School head of sixth form Justin Loveland. More details are included in the update report.

					A further email was sent to Woodroffe School to remind them the council was still committed to the project; a response is yet to be received. The new head of sixth form, Tom Wickins, will be leading the Youth Council and a meeting is awaited.
Organise a mini-golf event	2	AM	TCP	October '25	Event to be planned for Halloween. An event, called Mini Ghoulf, has been planned for a week over half term between 25 October and 1 November. The opening hours at the mini golf will be extended from 6pm to 9pm. Mini Ghoulf went ahead as planned during the October half term and more detail about income is provided in the matters arising report.
Organise a floral competition	1	AM	TCP	TBC	The event will be held in 2026 to allow time to publicise the competition and allows people time to plan their displays. The delegated members, Cllr P. Evans and M. Ellis, will be meeting to start making plans. The delegated members, assistant town clerk, administrative and community engagement assistant and Cllr Reynolds met with Wendy Alexander, who formally organised the competition, to obtain further details of how it was run in the past. Further planning is underway, with the aim of launching the competition in early-2026.
Organise a Sporting Lyme event	2	AM	TCP	September '25	An initial meeting took place with 15 local sporting organisations on 5 June 2025 and the delegated members met on 26 June 2025. More details are in the matters arising report. A second meeting was held with the local organisations on 16 September 2025. A report is elsewhere on this agenda. A further meeting with sporting organisations will take place on 2 December 2026, when it is hoped each

					organisation will confirm its plans for the festival.
Improve noticeboards	4	AM	TCP	June '25 November '25	Locations to be finalised and order placed in April. The two locations identified are Bell Cliff and Anning Road Playing Field. Quotes are being sought.
Undertake newsletter enhancement	40	AM	TCP	May '25	First edition scheduled for 2 May 2025. The first three editions have been published and we are currently working on the August edition. There will not be a magazine in September as the commitment was to produce 10 a year. Due to staff leave in August, it would not be possible to produce an edition in September. There have been issues with the distribution company and more details are in the update report. The commitment to deliver hard copies to every household applied only to the first three editions. Hard copies are now only delivered to those who request one. Residents can subscribe to a digital copy or pick one up from a community collection point. Distribution is no longer an issue as the 270 hard copies can be posted from the office. The October and November editions were published as planned and the December edition is currently in production.

LYME REGIS TOWN COUNCIL

PARTY IN THE PARK WORKING GROUP

MINUTES OF THE MEETING HELD ON WEDNESDAY 1 OCTOBER 2025

Present

Members: Cllr G. Caddy, Cllr S. Larcombe

Officers: C. Austin (communications officer), A. Mullins (assistant town clerk)

1. Terms of reference, including election of chairman

Proposed by Cllr S. Larcombe and seconded by C. Austin, Cllr G. Caddy was **ELECTED** as chairman.

The meeting considered and agreed the terms of reference.

2. Apologies

Cllr N. Hampton-Rumbold

3. Date and location of 2026 event

The meeting considered whether to have the event in the seafront gardens or whether to change location, with the football club suggested.

It was noted that the branding from the 2025 event was already on the event t-shirts and plastic glasses and changing the location to anywhere other than the seafront gardens would mean changing the name of the event and all the branding.

It was therefore agreed to hold the event in the seafront gardens and to again include an open-air cinema night and an all-day party with music, children's entertainment and food and drink.

The meeting considered the date(s) of the event and as it was called Midsummer Party in the Park, it was agreed the all-day event should be held on Saturday 20 June.

There was discussion about the date for the cinema as it was noted the evening was too light on Friday 21 June in 2025 as it was the longest day. The start of the film had to be delayed by half an hour, although it was still too light. It was suggested the open-air cinema be held on an entirely separate date, possibly in May, when sunset was earlier.

It was agreed officers would check the dates of other events in May before agreeing the date for open-air cinema on a Saturday evening. It was also agreed the public should be asked what film they would like to see and the suggestions brought back to the next meeting.

4. Outline plan for 2026 event

The meeting discussed the format of the day and agreed the music should start earlier as it was difficult to draw people in for the children's entertainment in the early afternoon. It was agreed some of the children's events worked better at the top of the gardens and others worked better on the stage/roof.

The meeting discussed the children's entertainment and agreed the same acts should be invited back for 2026: Mad4Animals, Rainbow Gecko, Sporty Stars and Strawberry Jam.

The following outline plan was agreed:

- 2pm to sunset – free mini golf
- 2pm to 5pm – bands on the roof, possibly jazz, acoustic, relaxed
- 2pm to 5pm – inflatables in the outdoor gym area
- 2pm to 5pm – Rainbow Gecko (face painting and bubbles) at the top of the gardens
- 5pm to 7pm – children's entertainment on the roof – Strawberry Jam and Mad4Animals
- 7pm to 11pm – bands on the roof

It was agreed Declan Duffy should be asked to MC the event, provide technical support and help to make arrangements prior to the event. It was agreed the 2025 was lacking a MC as this helped the event flow and keep the audience engaged.

It was agreed there needed to be a proper stage for 2026, instead of just the gazebo, to provide more of a focal point for the entertainers. It was suggested a local scaffolding company may be willing to put up a stage at relatively low cost, providing their company name could be advertised on the stage. It was agreed officers would contact Francesca Evans as she may have contacts through the Sausage and Cider Festival.

It was also agreed there should be stage lighting. Although it will not be dark until very late in the evening, it was felt this would also help create a focal point and more atmosphere.

It was agreed the roof and other event areas should be decorated to create a festival atmosphere, e.g. flower garlands, bunting, flags.

It was agreed the football club should again be asked to provide the bar but this time it should be located closer to the stage area as it was a bit out of the way in 2025. The meeting discussed whether a bar would be required for the open-air cinema night. The feeling was that it wasn't required as people would probably bring their own picnics and drinks but the football club should be given the opportunity if they felt it was worth it.

It was agreed food vendors should again be located on the Marine Parade and the vendors who came in 2025 should be invited back. It was noted Spud Pod had received some abusive messages from a local trader, which made them pull out of the 2025 event. It was agreed officers would contact Spud Pod to invite them back and try to reassure them. It was also agreed local traders should be given the opportunity first, before it was offered out more widely.

The meeting discussed the bands and the following were suggested: Bug Tree Swamp, The Seatrees, IOUs and a tribute band. It was agreed the public should be asked what bands or kinds of music they would like to see.

5. Date of next meeting

Wednesday 12 November, 6pm.

LYME REGIS TOWN COUNCIL

PARTY IN THE PARK WORKING GROUP

MINUTES OF THE MEETING HELD ON WEDNESDAY 12 NOVEMBER 2025

Present

Members: Cllr G. Caddy, Cllr N. Hampton-Rumbold, Cllr S. Larcombe

Officers: C. Austin (communications officer), A. Mullins (assistant town clerk)

Guests: D. Duffy

1. Minutes of the previous meeting on 1 October 2025

Proposed by Cllr G. Caddy and seconded by Cllr S. Larcombe, the minutes of the previous meeting held on 1 October 2025 were **APPROVED**.

2. Apologies

None.

3. Matters arising from the minutes of the previous meeting on 1 October 2025

- **Dates of other events in May 2026**

It was noted that the May Fete was likely to take place on the second weekend of May and Rogation Sunday was usually later in the month. The two bank holiday weekends were considered and it was noted sunset on Saturday 2 May would be at 8.26pm and on Saturday 23 May at 9.05pm. The later the sunset, the later the film would need to start.

It was therefore agreed the cinema night would take place on Saturday 2 May, with a provisional start time of 8.45pm, although advice would be taken from the cinema company.

As the cinema company came from Newcastle for the 2025 event, it was agreed officers would try and find a more local supplier. Enquiries could also be made about the possibility of the event being postponed for a week if the weather was poor.

Entertainment for children before the film was discussed, with a suggestion for a 45-minute disco. It was agreed officers would make enquiries with local providers.

Food and drink options were also discussed. The football club had been asked if they would like to run a bar for the event and a response was awaited. It was also suggested there be some hot food options, possibly burgers and hotdogs, as well as snack options, to draw people in and allow them to make a night of it. Snack options included the Friendly Filly, a prosecco and popcorn bar based in Uplyme, Milly's ice-cream trike, and Lyme Rocks sweet shop.

It was agreed officers would make enquiries about food and drink.

- **What films would the public like to see?**

The feedback from the public consultation was considered. There had been 41 responses, with most people favouring family friendly films. The most popular suggestion was The Greatest Showman, a PG rated film with a run time of one hour and 45 minutes. It was agreed

the consultation should remain open until the next working group meeting so there was more feedback to consider, therefore deferring the decision on the film.

It was also noted the lights on the roof should be turned off for the film as this affected the ability to see the screen.

- **Booking Strawberry Jam, Rainbow Gecko, Mad4Animals and Sporty Stars**

Strawberry Jam had been contacted twice but had not yet responded. Rainbow Gecko was booked from 2pm to 5pm for bubbles and face painting, for £650. Mad4Animals would not be able to attend as they found the access arrangements too difficult in 2025. Sporty Stars were booked from 2pm to 5pm for inflatable axe throwing, inflatable basketball and a bouncy castle, for £675.

As Mad4Animals could not attend, an alternative act called Party Peeps had been contacted, who provide family-friendly discos and entertainment.

- **Ask Declan Duffy to MC the event**

Declan had agreed to MC and attended the meeting. It was agreed there would be three music acts between 2pm and 5pm, followed by children's entertainment between 5pm and 7pm, and two more music acts between 7pm and 11pm.

Declan will arrange the five acts, lighting and PA. There was the potential to use the Marine Theatre's lighting and he would speak to Steve Miller, the Marine Theatre's technician, about lighting and a PA system. He might also take advice from Mike Stainer, who has his own PA system.

Declan will also speak to JSA Staging about a stage.

Confirm to Declan budget for five acts, staging, lighting and PA.

- **Contact Francesca Evans about staging**

Francesca had been contacted and a response was awaited.

- **Football club to be asked to provide the bar**

The football club had been contacted and a response was awaited.

- **Give local traders the opportunity to have a food stand**

Calls for local traders had gone into LymeLiving, on the council's socials, and in the business and community briefings. The only business to express an interest was Beach and Badger.

As local businesses had been given the priority, it was agreed other food vendors would now be approached.

It was agreed Cllr G. Caddy would contact Spice and Rice and the Galley Café.

- **Contact Spud Pod and encourage them to come back**

Spud Pod had been contacted to invite them to the 2026 event. Cllr S. Larcombe said he would also speak to them to encourage them.

- **What bands would the public like to see?**

There had been 36 responses to the public consultation, with most people favouring 70s, 80s and 90s classics and local or regional acts.

Declan had ideas about which bands would suit the event and would start making enquiries. He said the Coronation Party acts would be ideal for this event.

4. Declan Duffy's thoughts

Dealt with earlier in the meeting

5. Any other ideas?

Not at this stage.

6. Date of next meeting

Wednesday 21 January, 6pm.

DRAFT

Committee: Tourism, Community and Publicity

Date: 19 November 2025

Title: Council of the Year Application 2026 – Delegation of Members

Purpose of Report

To allow members to delegate three members to work with the town clerk on the application for the Town Council of the Year 2026 award

Recommendation

Members delegate three members, one of whom should be the chairman of the Tourism Community and Publicity Committee, to work with the town clerk on the application for the Town Council of the Year 2026 award

Background

1. At the Full Council meeting on 29 October 2025, members were asked to consider whether the council should apply to the National Association of Local Councils for the Town Council of the Year 2026 award.
2. It was resolved 'to approve applying for Town Council of the Year 2026 and delegate the preparation and application to the town clerk in consultation with three members, one of whom should be the chairman of the Tourism, Community and Publicity Committee and that progress should be reviewed by the Tourism, Community and Publicity Committee, with the appointment of members to be made by the committee'.
3. It was also agreed any members who do not sit on this committee should contact officers separately if they would like to be involved.

Report

4. As one of the delegated members should be the chairman of this committee, two other members are asked to volunteer to work with the town clerk on the application.
5. No other non-committee members have expressed an interest in being involved.
6. Any recommendations from this committee will be considered by the Full Council on 17 December 2025.

Adrianne Mullins
Assistant town clerk
November 2025

Committee: Tourism, Community and Publicity

Date: 19 November 2025

Title: Barfleur Twinning

Purpose of the Report

To allow members to receive an update on the Barfleur twinning arrangement and recent visits to the French town

Recommendation

Members note the report

Background

1. This committee has previously received updates about the situation with the Lyme Regis/Barfleur Twinning Association and the efforts by the council and the association to revive the relationship, as the links are not as strong as they once were.
2. However, there is certainly the will to re-establish those links, as well as to explore a further relationship with the Normandy town of Cruelly, which has had a long relationship with Lyme Regis Football Club.

Report

3. In an effort to move things forward, two visits to Barfleur took place in October; one by members of the twinning association and another by the mayor and mayoress, also incorporating a visit to Cruelly.
4. Both visits were positive, with a clear message that Barfleur would like to continue the twinning arrangement.
5. Deborah Hodd, chairman of the twinning association, has provided a summary of their visit, **appendix 11A**.
6. The mayor, Cllr P. Evans has provided a summary of his visit, **appendix 11B**.
7. A meeting will now take place with the twinning association in December, date TBC, to discuss how to take this forward. Note the suggestions from the twinning association in their report:
 - support from the LRTC, with appropriate funding and publicity
 - a local, social media campaign to publicise the association and its benefits
 - a promotional event to gauge and hopefully revive local interest
8. The mayor intends to arrange a civic reception in early-2026, to which the mayor of Barfleur will be invited. More details to follow.
9. Any recommendations from this committee will be considered by the Full Council on 17 December 2025.

Adrienne Mullins
Assistant town clerk
November 2025

I am pleased to report that our visit to Barfleur on 9 to 11th October went very well. Four members from the Association travelled over on the ferry from Poole on the Thursday morning and arrived in Barfleur just after 3 pm.

Two members had booked an apartment in Barfleur as they were planning to stay on in a few days afterwards, whilst Penelope and I were booked into a Chambre d'hote (formerly the Hotel Le Conquerant) in the centre of the village, kindly arranged by the local Barfleur Committee. At 5pm that same day we were treated to a reception in a meeting room at the former hotel. This was attended by members of the Barfleur Jumelage committee whom we had met on previous visits, and a surprisingly large number of other French (and English) residents plus the local Mayor, Madame Christiane Tincelin. A lavish buffet of local oysters, canapes, and other snacks together with French Cremant, white and red wine, and local cider was provided! The Mayor also presented us with maps and books relating to Barfleur. We learnt subsequently that the reception had been jointly funded by the Mayor's office and the Jumelage Committee. Everyone appeared pleased we had made the effort to visit.

Whilst we had previously indicated that this was to be an informal visit it soon became clear that the Barfleur committee had arranged a full schedule of events and outings for us.

This began with breakfast at 9am on Friday for Penelope and I with a local committee member in her traditional, Normandy granite house and then a morning visit to La Cite de La Mer in Cherbourg (a fabulous exhibition/museum/aquarium covering all aspects of the sea) and lunch at a nearby restaurant. Later that afternoon we were given a guided tour of a small Barfleur museum celebrating its history as a fishing port. This busy day ended with dinner for the four of us at the house of two Barfleur committee members, plus 5 other Barfleur residents, which only finished shortly before midnight!

On the Saturday morning we enjoyed a visit to a local pottery, followed by a gentle stroll around the historic areas of the village and harbour. A delicious lunch with two of the Barfleur Committee at a local restaurant brought the trip to a close and later that afternoon Penelope and I made our way to Cherbourg for the ferry home. I should mention that during our visit it was necessary to resist several attempts by our French hosts to pay for all our meals and entry fees etc!

In conclusion, we consider there is still enthusiasm and support in Barfleur for the continuance of the Twinning arrangement between the two communities. We think the current Mayor would be reluctant to see the relationship fall into abeyance, and it was interesting to see that her office was prepared to assist with funding twinning activities. Nevertheless, is difficult to gauge how many people from Barfleur would be prepared to actually join a reciprocal trip to Lyme Regis, as opposed to supporting relevant events in their home town. On-line data suggests that Barfleur has suffered a steep decline (of over 30%) in its permanent population over the last 40 years, and those who remain tend to be of the older generation.

As you are aware, here in Lyme we have had great difficulty maintaining interest and recruiting/retaining members. A serious exercise to create more local interest and revive the Association would therefore be necessary. In our view this would require:

- support from the LRTC, with appropriate funding and publicity
- a local, social media campaign to publicise the Association and its benefits
- a promotional event to gauge and hopefully revive local interest

Only then would we be in a position to offer the Barfleur Committee a reciprocal visit of some kind to Lyme in 2026.

We therefore think it would be helpful to meet with the Council again to discuss how you might be able to assist with the above exercise. I am also in possession of the Barfleur Plate and we could perhaps deal with its formal presentation to the Council at the same time?

TWINNING WITH BARFLEUR

BACK in the early summer the Assistant Town Clerk and I met with two members of the Lyme Regis/Barfleur Twinning Association which was set up in 2013.

They expressed concern that following COVID interest had declined and they were concerned that the association between our two communities had run its course.

I expressed the view that we should at least try to revive interest and I suggested that we should invite the Mayor of Barfleur, Madame Christiane Tincelin, to our D-Day celebrations in June. Unfortunately, our invitation, sent by post, did not arrive before D-Day but we received a very positive letter from the Mayor of Barfleur saying she would have been delighted to visit our town.

It was then arranged that the Mayoress I would visit Barfleur and meet with their Mayor to discuss how we could revive interest in the twinning arrangement. Before our visit to Normandy four Lyme Regis members travelled to Barfleur for an informal visit to gauge how much interest there was in keeping the twinning going. Although it was an informal visit, the Lyme members were treated very kindly and enjoyed a weekend of French hospitality.

The Mayoress and I met with the Mayoress of Barfleur and two members from Barfleur on Tuesday, October 28th. It was quite clear that our Barfleur friends wanted the relationship to continue and the Mayor of Barfleur, who stands down in March, was reluctant to see the relationship fall into abeyance.

It transpired that Madame Tincelin had visited Lyme Regis when she was young on a boating trip and got stranded in the harbour at low tide.

Membership in Lyme has struggled (see separate report) so I am suggesting that I organise a Mayoral Reception in the Guildhall in February in a bid to boost membership and with Madame Tincelin and her husband coming as our guests. I would invite all the existing Lyme Regis members and a few others who I think may be interested.

When I invited the Mayor of Barfleur to visit Lyme for our D-Day commemoration. I thought it would also be a good idea to invite the Mayor of Creully as there had been a 40-year twinning arrangement between the football clubs in Lyme and Cruelly. Unfortunately, they were unable to accept as the village, the first to be liberated on D-Day 1, had their own events which had to take priority.

Many lifelong friendships have been created during the 40-year twinning arrangement between Lyme Regis and Cruelly FC. Unfortunately, this association has finished because there is no longer a football club in the village. But the Mayor of Creully wrote to me saying that they would like there to be a closer relationship between our two communities.

So the Mayoress and I travelled on to Creully after our meeting in Barfleur to meet the Mayor of Creully. Further talks will take place over the coming months to see how best this can be achieved. It was very clear that they would welcome an official declaration of friendship between our two communities.

Philip Evans.

Committee: Tourism, Community and Publicity

Date: 19 November 2025

Title: Cobb Traders

Purpose of the Report

To update members on a recent meeting with the Cobb Traders

Recommendation

Members note the report

Background

1. Two council issues have prompted correspondence from the Cobb Traders this year: the proposed mobile food vendors in June 2025, and an article in Lyme Living regarding funding for the fireworks in July 2025.
2. The town clerk therefore suggested a meeting to discuss how Cobb Traders and the council could work together in the future.

Report

3. A meeting with the Cobb Traders took place on 23 October 2025 at the Jubilee Pavilion¹.
4. Cobb Traders have provided minutes for the meeting, which were emailed to all members, but are also attached, **appendix 12A**.
5. The main action points from the meeting were:
 - Council to send hard copies of agendas to Deli Weli
 - Cobb Traders to consider if they would like to do an appeal for members in the council magazine
 - Council to check for correspondence about air conditioning at a cafe in town
 - Council to share parking data with Cobb Traders
 - Cobb Traders to put in a formal request for parking concessions for business owners in the winter months, only
 - Cobb Traders to provide a list of ongoing issues with Dorset Council and the town council will follow these up if we have a contact
 - Cobb Traders to provide more details about a proposed mural for the wall below Jane Austen Gardens
 - Cobb Traders to consult with the wider group about the idea of quarterly meetings and if agreed, to set up the next meeting, possibly in March before Easter. Cobb Traders to provide an agenda for the next meeting.

¹ The council was represented by the mayor, Cllr Philip Evans, Cllr Cheryl Reynolds, Cllr Adrian Wood, town clerk John Wright, and assistant town clerk Adrienne Mullins. Cobb Traders were represented by chairman Tim Mayers, secretary Rob James, and members Larry Gibbons and George Symonds.

6. Any recommendations from this committee will be considered by the Full Council on 17 December 2025.

Adrianne Mullins
Assistant town clerk
November 2025

Cobb Traders meeting with representatives of Lyme Regis Town Council

Thursday 23rd October 2pm Jubilee Pavilion.

In attendance:

Cobb Traders: Tim Mayers, Rob James, George Symonds, Larry Gibbons

Lyme Regis Town Council (LRTC): John Wright (Town Clerk) Adrienne Mullins (Assistant Town Clerk) Cllr Philip Evans (Mayor) Cllr Cheryl Reynolds, Cllr Adrian Wood.

The meeting started at 2.02pm

1 Why invited councillors were not in attendance

Representatives from Cobb Traders asked why Cllr Caroline Aldridge and Cllr Philip May were not in attendance at the meeting as when the invitation was sent to Lyme Regis Town Council for a meeting it was requested those councillors attend along with Cllr Philip Evans and Cllr Cheryl Reynolds.

It was clarified that LRTC did not invite Cllrs Aldridge or May to attend the meeting despite the request from Cobb Traders.

John Wright Town Clerk responded by saying it was up to the Mayor to determine who attended the meetings and not for Cobb Traders to define which Councillors attend. He said it was Councillors within the Tourism, Community and Publicity Committee who were the most appropriate to attend such a meeting.

Representatives from Cobb Traders mentioned Councillor Aldridge had previously attended a meeting of Cobb Traders and that it would be sensible for Cllr May, being chair of the Strategy and Finance Committee, to be in attendance as some of our questions related to financial matters.

Cllr Reynolds said the outcome of the meeting would be reported to Full Council.

2 Council agendas

Representatives from Cobb Traders asked why the agendas of upcoming Council Meetings had not been posted to Deli Weli as requested 10th June 2025 when representatives of Cobb Traders met with Cllr Philip Evans and Cllr Cheryl Reynolds.

Cllr Philip Evans apologised, and it was confirmed by the Town Clerk that agendas for all Council Meetings including Committees will be sent to Deli Weli going forward.

3 Cobb Traders

Cllr Adrian Wood asked what the make up of Cobb Traders was in terms of businesses.

Representatives of Cobb Traders confirmed that Cobb Traders was a business group that has been going since 1986. Originally it comprised traders within the Cobb area but is now open to all businesses in Lyme Regis of any type including retailers, hospitality, trades people, property and professional services.

It was confirmed that businesses outside of the Cobb area had recently joined.

Cllrs said they would prefer to deal with one business group in the town and wanted to work constructively to move the town forward.

4 Parking

Cobb Traders pointed out that some business owners, despite employing lots of local people and contributing to the local economy, do not live in Lyme Regis so do not benefit from the winter parking concessions. It was requested that business owners with a Lyme Regis business address should benefit from the parking concessions.

Town Clerk John Wright responded saying that parking concessions for businesses had been discussed previously and that LRTC members had rejected the idea.

He also stated that as businesses in Lyme Regis give money to Dorset Council through Business Rates that pressure should be applied to them in terms of offering parking concessions.

Cobb Traders advised by LRTC to put in a formal request

Cobb Traders raised the possibility of having an out of peak season parking concession to attract people into town during the quieter months and potentially having a deal to incentivise people to stay longer and therefore increase footfall in town and revenue for LRTC. At present it is £1.90 per hour to park at LRTC operated Monmouth Car Park. It was suggested having a day rate or a discounted 4/5/6-hour rate during the Winter months to encourage longer stays.

Cobb Traders asked what level of occupancy LRTC operated car parks experience during the out of peak season period. It was also suggested that people during peak period are coming to Lyme but staying less due to the parking charges which is potentially impacting on the hospitality sector in terms of people staying to dine out in restaurants / cafes.

Cobb Traders proposed LRTC implement a trial to encourage people to visit Lyme during quieter months.

Town Clerk said the Council has a business to run and if there was a model which would see no reduction in revenues it was something that could be considered. He said he was sure the members (councillors) would want him to protect their income.

He also mentioned that revenue during the shoulder months was up 50%.

Cobb Traders asked for data regarding this figure including volumes not just revenue stressing that actual numbers, volumes and average duration of stay are better metrics. Revenue can increase simply by increasing price. A 50% increase could be just a small change in occupancy – 2 becoming 3. Cobb Traders asked what levels of occupancy during Winter months last year compared with a couple of years ago.

Town Clerk said he was happy to share data.

5 Relationship with Dorset Council

Cobb Traders stressed there needs to be a good working relationship between LRTC and Dorset Council which is in the interest of the town.

John Wright said they were separate bodies.

Cllr Philip Evans said letters sent to Dorset Council never receive a response.

Cobb Traders provided an example of the lights on the Cobb buildings which have not been working for months.

LRTC said this was the responsibility of Dorset Council.

Cobb Traders emphasised the need for LRTC to work together with Dorset Council to resolve issues which would benefit the town.

Town Clerk John Wright said Dorset Council has a budget of £417 million while LRTC has a budget of £2.5 million and Dorset Council were leaning on them to fulfil responsibilities that should be undertaken by them.

6 Replenishment of the beach

Cobb Traders asked for clarification on the sandy beach replenishment, pointing out that Dorset Council approached LRTC last year for a contribution towards replenishing the sandy beach which was rejected by LRTC. It was pointed out that Cobb Traders were of the belief that replacing the sand with pebbles was one option being considered by Dorset Council if LRTC did not agree to contribute going forward.

Town Clerk said Dorset Council was responsible for coastal management and said Dorset Council missed their window and that Dorset Council will be trying a different method of replenishment this year.

Cobb Traders asked about the attendance of LRTC representatives as the Harbour Users meetings.

Town Clerk acknowledged attendance could be improved.

Town Clerk said LRTC could work together with Cobb Traders to put pressure on Dorset Council over issues and gave examples such as harbour dredging, beach replenishment and the stabilisation of the Cobb.

Cllr Adrian Wood said it took 12 months for Dorset Council to get the lights in Broad Street Car Park to be fixed.

7 Coloured lighting in Lister Gardens

Cobb Traders asked about the coloured lighting in the woodland part of Lister gardens which had not been working for some time.

Adrianne Mullins said there were issues with the original installation which had now been resolved, and the lights are now working again.

8 Lyme Living

Cobb Traders asked about the costs of the printed council magazine Lyme Living and whether this was good use of public money. Also asked the number of subscribers.

Cllr Philip Evans responded saying it was one of the best things they have done in terms of improving the town's perception of the Town Council.

Adrianne Mullins responded that 1,500 copies are printed in total for distribution.

A total of 800 people subscribe to either a hard copy or email versions.

Town Clerk invited Cobb Traders to contribute content for publication in Lyme Living.

Cobb Traders mentioned the inaccurate statement in an edition of Lyme Living which implied that LRTC entirely funded the August fireworks organised by Regatta & Carnival and failed to mention the contribution / sponsorship by local businesses.

Cllr Reynolds said a correction should have been published in a future edition.

Cobb Traders pointed out a similar issue occurred in an article concerning Candles on the Cobb where a sentence had not been included regarding the local business sponsors in an article submitted to LRTC by Rotary Club of Lyme Regis.

Cobb Traders (Rob James) stated he would no longer be contributing content, but happy to provide posters for events.

Cobb Traders asked what the total budget for Lyme Living was.

The Town Clerk stated the budget was around £40,000 and said the response had been "fantastic" and felt they were filling a void in the town. It was stated that there was a demographic that were not online which they were reaching.

Cobb Traders acknowledged there were some people in the local community not online, but this number was decreasing and that Covid had significantly increased the numbers within the older demographic that were digitally connected.

The Town Clerk said they would be consulting with the electorate next year in terms of what the council should be spending their money on but was confident there would be

a positive response to Lyme Living with people saying, "this is a good product, we like it".

Cobb Traders responded saying it seems there is a budget of £40,000 for self-promotion and that this was not a good use of public money.

9 Party in the Park

Cobb Traders questioned the amount spent on the event and whether it offered value for money given the low numbers in attendance (200-300 people at most) and asked whether fireworks or a drone show would be more effective.

Town Clerk John Wright said the event was aimed at thanking the local community not increasing footfall.

Cllr Cheryl Reynolds questioned this and said this was originally the intention, but it did not deliver as intended.

Cobb Traders questioned the 2,000 in attendance that was stated by Lyme Regis Town Council in minutes and asked whether this was a misprint.

Town Clerk acknowledged the event did not take off as much as they had hoped.

Cobb Traders had seen a budget of £10,000 stated but asked if this included staff costs.

Adrianne Mullins said many of the staff gave their time for free, but acknowledged there was some staff overtime.

Cobb Traders asked whether the budget could be given to another organisation to run an event which would deliver better value for money.

Town Clerk said he was open to working with Cobb Traders on events which help the local business economy, but the businesses would have to put their hands in their pockets as well.

10 Jane Austen Gardens & potential mural on the wall

Cobb Traders raised concerns over the state of the Jane Austen Gardens given this year is the 250th anniversary of her birth. Several visitors were disappointed.

Town Clerk acknowledged the gardens need improvement.

Adrianne Mullins commented some planters had been purchased and were in place.

Cobb Traders asked about using the wall beneath Jane Austen Gardens for a mural similar to the one at the entrance to Coombe Street to encourage people to proceed down that section of Marine Parade.

LRTC were open to this idea and asked Cobb Traders to come back with a concept.

11 Policing

George Symonds of Cobb Traders commented he has called 999 on behalf of members of the public twice this Summer. Response on first occasion was there were no police available. Second occasion following an assault, police attended 50 minutes after the call had been made.

Cobb Traders mentioned they have met with the local Police and Crime Commissioner.

Cllr Phillip Evans said the Town Council had enquired about employing a PCSO and were quoted £90,000. He stated the Town Clerk of Christchurch had told him that they were charged less at £55,000.

Town Clerk clarified they were quoted £93,000 for a PCSO which was a deal on the normal charge of £108,000.

12 Pavement Licences

Cobb Traders (Larry Gibbons) mentioned that he had been in discussions with Dorset Council over the Pavement Licences as he believes the charges levied by Lyme Regis Town Council may be unlawful given The Levelling-up and Regeneration Act 2023 which specifies a local authority can charge no more than £500 for the first application and £350 for subsequent years. Marine Parade is listed as a highway, so it would appear the Act applies. Cobb Traders are aware Dorset Council had been in touch with Lyme Regis Town Council regarding this matter.

Cobb Traders asked the Councillors, irrespective of any legal position, whether they felt it was fair Lyme Regis Town Council were charging some businesses £4,000-£5,000 for Pavement Licences when businesses in other towns across the UK were being charged no more than £500.

Town Clerk intervened and advised Councillors not to answer the question as it was potentially subject to a legal case.

13 Future Meetings

LRTC keen for further dialogue going forward.

Cobb Traders to consult with members about future quarterly meetings with LRTC.

Meeting closed at 3.44pm

Committee: Tourism, Community and Publicity

Date: 19 November 2025

Title: Stampede by the Sea Impact Report

Purpose of the Report

To allow members to receive the impact report from Weldmar Hospicecare following the Stampede by the Sea project

Recommendation

Members note the impact report from Weldmar Hospicecare following the Stampede by the Sea project

Background

1. Stampede by the Sea was an initiative by Weldmar Hospicecare in partnership with Wild in Art, encouraging the community and visitors to follow a route of boldly decorated elephant sculptures across Lyme Regis, Bridport and West Bay in spring 2025.
2. The six-foot elephants were showcased at key landmarks, individually designed by local and national artists and schools, and sponsored by independent businesses. The trail ran from 28 March to 26 May 2025.
3. The overall aims of the trail were to generate funds and publicity for Weldmar, to create publicity and to bring income to the area, to drive footfall to the area, and to encourage and promote outdoor family time and physical activity. Awareness of Weldmar Hospicecare is not high in Lyme Regis, Bridport and West Bay so the trail aimed to increase brand awareness.
4. The town council made various sites available for the elephants and helped with the logistics of installation and removal.

Report

5. Weldmar has written to the council to thank us for the support in delivering the project.
6. The project raised £182,500 for Weldmar, enough to fund the charity's entire specialist hospice at home provision for a whole month.
7. Weldmar completed a survey with trail goers and partnered with NGI to evaluate the project's economic impact. The impact report is attached, **appendix 13A**.
8. A couple of highlights from the report:
 - One person commented: "I've lived in Dorset all my life and never been to Lyme Regis before"
 - An estimated 129,694 visitors came to the local area
 - 54.7% of respondents travelled to Dorset specifically for the trail
 - Based on survey data, the estimated direct economic impact of the trail is £2,505,621.

9. Any recommendations from this committee will be considered by the Full Council on 17 December 2025.

Adrianne Mullins
Assistant town clerk
November 2025



STAMPEDE BY THE SEA SPRING 2025 IN WEST DORSET

AN OVERVIEW

129,694

estimated people
engaged with the trail

45.3%

of trail goers lived in Dorset

99%

Rated their trail
experience as good
or excellent

£182,500

Raised for Weldmar Hospicecare,
going directly to specialist care for local
adults with a life limiting illness, and
support for their loved ones



55.6%

of trail goers say they are more likely to support
Weldmar Hospicecare as a result of the trail

"IT CREATED
SUCH A BUZZ"

59



unique elephant
sculptures on display

24



local schools
participated by
designing a baby
elephant for the
Mini Herd

71,074

sculptures unlocked
using the trail app

"THE ELEPHANTS
THEMSELVES WERE
SO BEAUTIFUL AND
MEANINGFUL.
I LOVED IT!"

11



Dorset based artists
were chosen to
showcase their work



4

locations on the trail -
Bridport, West Bay,
Burton Brandstock
and Lyme Regis



"I'VE LIVED IN
DORSET ALL MY LIFE
AND NEVER BEEN TO
LYME REGIS BEFORE"



THE £182,500 RAISED BY STAMPEDE BY THE SEA WOULD FUND WELDMAR'S ENTIRE SPECIALIST HOSPICE AT HOME PROVISION FOR A MONTH

Pictured are members of staff from Weldmar's West Dorset Specialist Hospice at Home team at their Bridport based hub, which serves Bridport, West Bay, Lyme Regis, and surrounding areas.

AWARENESS

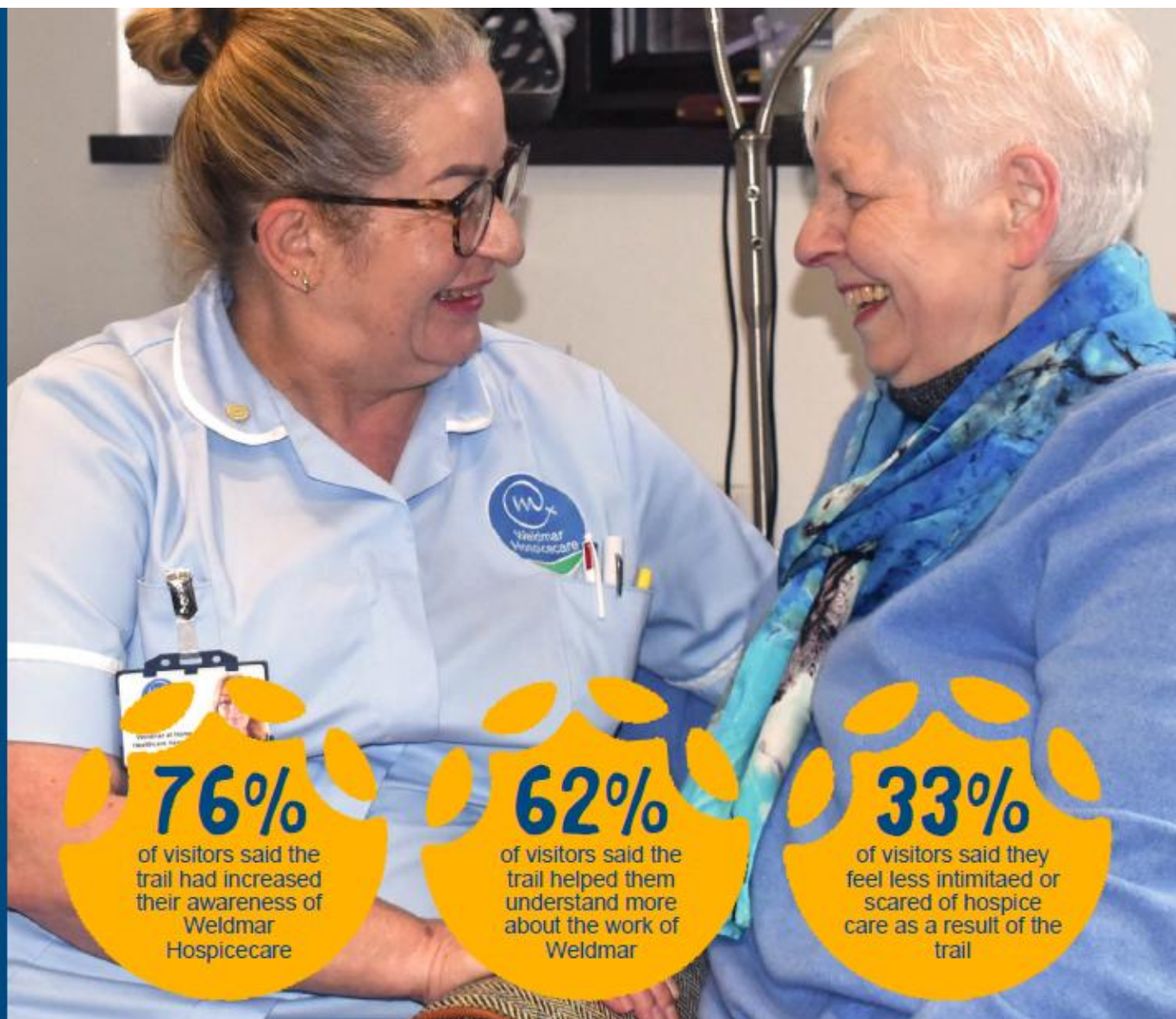
Stampede by the Sea was a unique opportunity to spread the word about how Weldmar Hospicecare supports local families in the Bridport, West Bay and Lyme Regis area who are experiencing life limiting illness.

Research had shown awareness for the charity and its services was lower in the west of the county than other parts of Dorset.

The charity provides specialist care from a clinical team that includes doctors and nurses, with support from therapists, carers, counsellors, and others to ensure each patient, and their loved ones, receives the care they need as they experience one of life's most difficult journeys.



Every sculpture base included information about Weldmar



76%

of visitors said the trail had increased their awareness of Weldmar Hospicecare

62%

of visitors said the trail helped them understand more about the work of Weldmar

33%

of visitors said they feel less intimidated or scared of hospice care as a result of the trail

ON THE TRAIL

71,074

sculptures collected
on the app

45,860

rewards collected

65,046

miles collectively
walked by trail goers
using the app

£42,071

raised in total
merchandise sales

2,568

people downloaded
the official Stampede
by the Sea app



1,833

photos and
selfies
uploaded

540

players collected
every elephant on
the trail

52%

of all visitors visited
every sculpture

1,789

Stampede by the
Sea maps sold



1,314

visitors to the Farewell Event at
Dorchester's Corn Exchange



Everything was amazing. The hard work that goes into these trails is immense and everyone that I communicated with or met that was connected with the trail were so friendly and helpful. The long journey was well worth it and I would definitely visit again.

PUBLICITY

292,770

people reached on
Stampede by the Sea's
Facebook page

154,967

people reached on
Stampede by the Sea's
Instagram

680,143

impressions of posts by Visit
Dorset, Dorset Council's
tourism brand, on social media

40% of trail goers said they posted
about it on social media

TELEVISION



Launch featured on
BBC Spotlight, plus
BBC Online



ITV Meridian News
pre-trail feature



ITV Meridian News
feature on Learning
Programme at Prince
of Wales School

NATIONAL PRESS

The Daily Telegraph

Featured photo on p2
the day after the launch

The Guardian

Included in Pictures of
the Day on launch day

54,000

visitors to Stampede
by the Sea website

2,210

email newsletter
signups

MEDIA PARTNERS

Monthly features
before, during, and
after the trail, and their
commissioned baby
elephant raised an
incredible £20,000!



RADIO

Including the BBC Radio
Solent breakfast
presenter on the design
led to a number of
interviews and features
on the programme!

25 articles in the Dorset Echo and
Bridport & Lyme Regis News



LOCAL AREA IMPACT

Of **129,694** estimated trail visitors,

98%
of local people said
the trail made them
feel proud

54.7%

travelled to Dorset for the trail, and

57%

said it was their main reason for visiting the area, with

36%

staying overnight as part of their visit

29%

of visitors spent four days or
more visiting sculptures, and

86%

spent money in food and
beverage businesses
whilst out on the trail.

55%

shopped locally
during the trail, and

46%

visited somewhere they'd
never been before

78%

of people spent
more time out and
about in the area as
a result of the trail

all leading to an estimated

£2,505,621

direct economic impact of the trail



PARTNERS & SPONSORS

£106,000

was raised through the participation of the local business community



JPMorganChase sent a team to volunteer as Herd Heroes during the trail



JPMORGAN CHASE & CO.



**Wessex
Internet**

Duke's
AUCTIONEERS SINCE 1823

**CAINS FARM
LIMITED**



Dorchester**Arts**



Summer Lodge
COUNTRY HOUSE HOTEL & RESTAURANT



EpicPrint
Effective • Engaging • Enhanced



FARROW & BALL
HANDCRAFTED PAINT AND WALLPAPER



Dextra
GROUP PLC

LEARNING PROGRAMME

24 local schools participated by designing a baby elephant for the Mini Herd



£23,000

was raised through the participation of local schools

100%

of schools said their participation in the trail made them feel proud.



"The whole project was exciting - right from the beginning when we were first introduced to the example baby elephant (Ponty), to the finish and seeing all the elephants lined up in the Corn Exchange. The whole experience has made us feel inspired, excited and proud and something we will always remember being part of."

Every single adult and child in the school community took part in the Stampede by the Sea project. It was an incredibly moving experience as we took the opportunity to reflect and remember our loved ones, hence the name we chose for our elephant. We fully embraced the fundraising element and are so proud that we managed to raise over £1200 for this worthy cause that is close to all of our hearts.



VOLUNTEERS

THANK YOU TO
VOLUNTEERS WHO
GAVE MORE THAN

1,100

hours of their time throughout
the trail, Farewell Event, and
Charity Auction

Stampede
by the
Sea

"As a retired palliative care nurse I never imagined that I would listen to & console an elderly gent who was genuinely bereft when the elephants packed their trunks & left. He felt uplifted by seeing the elephants on his daily walk & enjoyed the spontaneous conversations he had with visitors & local walkers en route"

"The best thing about volunteering was talking to the visitors about the elephants, about Weldmar, and enjoying the happy vibes from the Stampede. A very positive way of spreading the word about the work of the hospice and how fortunate we are to have this in Dorset."





Weldmar Hospicecare is a Registered Charity (No 1000414)
weldmarhospicecare.org



Committee: Tourism, Community and Publicity

Date: 19 November 2025

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 – Better Days – Day Opportunities
 - Ministry of Housing, Communities and Local Government - Strengthening the standards and conduct framework for local authorities in England
 - Dorset Council - Pleasure Boat, Vessel and Boatperson Licencing Policy
 - Dorset Council – Housing Allocation Policy Consultation
 - Dorset Council - Draft Local Nature Recovery Strategy Consultation
 - Dorset Council – Local Transport Plan 2026 to 2041
 - Dorset Council – Local Plan
 - Dorset Council – Parking Survey
 - Dorset National Landscape Partnership and Dorset Council – Dorset National Landscape Management Plan 2026-31
 - Dorset Council – 20mph consultation
 - The Lyme Regis Community Land Trust (LRCLT), Dorset Council and Dorset Community Action – Housing Needs Survey
 - Dorset Council – Low Carbon Dorset Community Impact Survey
 - Dorset Council - Admission Arrangements for Community and Voluntary Controlled Schools in Dorset Council 2027 to 2028
 - Dorset Council – Garden Waste Satisfaction Survey
 - Dorset Council – Dorset Design Code Survey
 - Dorset Council – Minerals and Waste Consultation
2. **Appendix 14A** 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 December 2025.

Adrianne Mullins
Assistant town clerk
November 2025

Organisation and topic	Start date	End date	Who is being consulted	Consultation promoted by LRTC through	The response	Update/Decision made
Dorset Council – Better Days – Day Opportunities	11/03/25	09/06/25	Dorset residents	Social media and website	N/A	Dorset Council consulted on their proposed changes to the way in which day opportunities are delivered in Dorset. Dorset Council is now collating all the feedback received over July and August and will take a report with the conclusions to cabinet in the autumn.
Ministry of Housing, Communities and Local Government - Strengthening the standards and conduct framework for local authorities in England	18/12/24	26/02/25	Local authorities in England	N/A	Report to be considered by the Strategy and Finance Committee on 29 January 2025	The consultation results and government response were published on 11 November 2025 and are available here .
Dorset Council - Pleasure Boat, Vessel and Boatperson Licencing Policy	20/06/25	13/09/25	Stakeholders	Social media and website	The response was delegated to members of this committee	No update.
Dorset Council – Housing Allocation Policy Consultation	02/06/25	24/08/25	Residents in housing need and organisations with a view on affordable housing	Social media and website	The response was delegated to members of this committee	No update.

Dorset Council - Draft Local Nature Recovery Strategy Consultation	07/05/25	30/07/25	Residents and organisations	Social media and website	The response was delegated to members of the Environment Committee	Dorset Council is reviewing responses and updating the strategy. The final strategy will be published in December 2025.
Dorset Council – Local Transport Plan 2026 to 2041	18/08/25	13/09/25	Everyone in Dorset	Social media, website, briefings, magazine, noticeboards	Final response to be agreed by extraordinary Full Council on 7 October 2025.	Dorset Council will start working on delivering schemes in the Implementation Plan from 2026.
Dorset Council – Local Plan	18/08/25	13/09/25	Everyone in Dorset	Social media, website, briefings, magazine, noticeboards	Member briefing held on 29 September 2025. Final response agreed by extraordinary Full Council on 7 October 2025.	Dorset Council is now reviewing all responses as it prepares the full plan. The plan is expected to be published in autumn 2026.
Dorset Council – Parking Survey	06/08/25	04/09/25	Residents, workers, businesses, visitors	Social media	Report considered by Town Management and Highways Committee on 2 July 2025 and responses fed back to Dorset Council	No update.
Dorset National Landscape Partnership and Dorset Council – Dorset National Landscape Management Plan 2026-31	14/07/25	22/09/25	Partner organisations, farmers and landowners, communities and businesses.	Social media and website	Considered by Full Council on 10 September 2025 and Cllrs P. Evans, P. May and S. Cockerell delegated to respond in consultation with the town clerk	No update.
Dorset Council –	16/10/25	07/11/25	The public	Social media,	Previously	No update.

20mph consultation				website and magazine	considered and supported by the town council	
The Lyme Regis Community Land Trust (LRCLT), Dorset Council and Dorset Community Action – Housing Needs Survey	05/09/25	12/10/25	People who live, work or have family in Lyme Regis	Social media, website, magazine, noticeboards	N/A	A report will be produced to show the results and made available to the Lyme Regis Community Land Trust.
Dorset Council – Low Carbon Dorset Community Impact Survey	20/12/24	31/12/25	Local organisations	Social media and website	To be considered by the Environment Committee	Consultation still open.
Dorset Council - Admission Arrangements for Community and Voluntary Controlled Schools in Dorset Council 2027 to 2028	03/11/25	14/12/25	The public	Social media and website	N/A	Consultation still open.
Dorset Council – Garden Waste Satisfaction Survey	03/11/25	22/12/25	The public	Social media and website	N/A	Consultation still open.
Dorset Council – Dorset Design Code Survey	19/09/25	21/11/25	The public	Social media and website	N/A	Consultation still open.
Dorset Council – Minerals and Waste Consultation	02/09/25	25/11/25	The public and stakeholders	Social media and website	Considered by the Planning Committee – no comments made	Consultation still open.