

LYME REGIS TOWN COUNCIL

TOURISM, COMMUNITY AND PUBLICITY COMMITTEE

MINUTES OF THE MEETING HELD ON WEDNESDAY 21 FEBRUARY 2024

Present

Chairman: Cllr D. Ruffle

Members: Cllr M. Ellis, Cllr P. Evans, Cllr C. Reynolds

Officers: C. Austin (administrative and community engagement assistant), J. Wright (town clerk)

24/66/TCP Public Forum

H. Britton

H. Britton asked if the meeting was quorate.

Cllr D. Ruffle confirmed the meeting was quorate.

24/67/TCP Apologies

Cllr C. Aldridge

Cllr B. Bawden

Cllr D. Sarson – personal commitment

Cllr R. Smith – family commitment

24/68/TCP Minutes

Proposed by Cllr C. Reynolds and seconded by Cllr P. Evans, the minutes of the meeting held on 10 January 2024 were **ADOPTED**.

24/69/TCP Disclosable Pecuniary Interests

There were none.

24/70/TCP Dispensations

There were none.

23/55/TCP Matters arising from the minutes of the previous meeting held on 10 January 2024

Cllr M. Ellis arrived at 7:03pm

Annual event for residents

Cllr D. Ruffle said a meeting was held earlier in the week with G. Rabbitts of the Marine Theatre. He said G. Rabbitts had taken care of the open-air theatre, the food and drink, and the live music.

Cllr C. Reynolds asked how much input the council had in the event for residents.

Cllr M. Ellis said she was concerned and the town council should lead the organisation of the event.

The town clerk said the working group had given input to the meeting and direction of the event. He said the town council had the final say on decisions made but the working group had sought advice and guidance from professionals in the industry.

Cllr D. Ruffle said the location had been agreed as the gardens.

Cllr P. Evans asked if councillors would be involved in the running of the event on the day.

The town clerk said there would be an appeal for member volunteers circulated.

Business Group

The town clerk said he had met with the business group and discussed a list of specific things. He said they spoke about who does what at the council, including how it was organised, what members did and what officers' roles were. He said they wanted to work with the town council on a Christmas event, particularly with publicity. He said questions had been raised about car parks and highways and the business group were very conscious about the road closure before Christmas and how it had impacted trade. He said it had been a positive meeting.

Cllr M. Ellis asked if the business group were aware the minutes from the Travel and Transport Working Group mentioned pedestrianising Broad Street as she felt they should be aware of what had been discussed.

Jubilee Pavilion

The town clerk said A. Vian would be attending the strategy and finance meeting to discuss the costings of the restoration project and then a budget report would be taken to members.

23/56/TCP Update Report

Tourism microsite

The town clerk said he had spoken to the business group about sharing the microsite data, particularly the data from Visit Dorset and the analysis of tourism trends. He said the car park data was a good proxy indicator of how busy the

town was. He said it was useful information as well as working with the Marine Theatre and the Lyme Regis Museum and sharing their data on visitor numbers.

23/57/TCP Tourism, Community and Publicity Committee – Objectives

Repairs' cafe

Cllr C. Reynolds asked why the Boat Building Academy (BBA) were planning to revisit the repair shop at Axminster.

The town clerk said the council had been actively working with the BBA since last summer and the launch of the repairs' cafe had again been delayed to April.

23/58/TCP To receive the minutes of the D-Day 80 Working Group meeting on 25 January 2024

Proposed by Cllr D. Ruffle and seconded by Cllr P. Evans, the minutes of the meeting held on 25 January 2024 were **ADOPTED**.

23/59/TCP Sculpture Trail

Cllr D. Ruffle said the council should follow Bridport Town Council's lead and manage the sculpture trail in-house.

Cllr M. Ellis said she was concerned about the extra workload on staff and the council had already committed to several projects.

Proposed by Cllr C. Reynolds and seconded by Cllr D. Ruffle, members agreed to **RECOMMEND TO FULL COUNCIL** the council should manage the sculpture trail for one year in the first instance and to review the arrangement in February 2025, ahead of the 2025-26 financial year.

23/60/TCP Stampede by the Sea

Cllr D. Ruffle said the list of benefits to Lyme Regis were benefits the town already received.

Cllr M. Ellis said it was a large sum of money to spend on an advert, but she thought it was a good idea to have the sculptures in the town.

The town clerk said any decisions had to be considered against other objectives.

Proposed by Cllr D. Ruffle and seconded by Cllr M. Ellis, members agreed to **RECOMMEND TO FULL COUNCIL** to agree to the elephant sculptures for Stampede by the Sea being located on town council land, with final approval delegated to the town clerk, in consultation with the chairman of this committee and the Town Management and Highways Committee.

23/61/TCP Publicising Council News and Achievements

Cllr P. Evans said the report was not a criticism; he felt the community engagement team had already improved the council's presence across social media and the council was far ahead of other local councils in the area. He said the news section on the website could be utilised as a platform to inform the public of council news more regularly than it was currently. He said the new administration could look to publicise all the good achievements of the council under the news section.

Cllr M. Ellis said a lot of people didn't use social media and more could be done but the staff members had improved the presence on social media platforms. She said the residents' newsletter was a good platform, but it was limited on information due to how many pages were printed.

The town clerk said in terms of employing staff to work on social media, the council had looked for staff with good social media skills and knowledge. He said he understood there was a void to fill, and the residents' newsletter could be revisited and developed further. He said it could be published monthly.

Cllr P. Evans said during the pandemic Lyme Online published Lyme Online Extra which consisted of eight pages. He said it reached a target audience who were not active on social media. He said the younger generation did not read printed papers.

Cllr C. Reynolds said the older generation struggled to use modern technology.

The town clerk said he thought the council had improved communication in the past 18 months by launching the digital briefing newsletters, as well as the residents' newsletter. He said he thought it could do more including working with local radio stations. He suggested the town clerk, support services manager and administrative and community engagement assistant could meet with Cllr P. Evans to discuss ideas to improve publicity and report back to this committee.

23/62/TCP

Dorset & Wiltshire Fire and Rescue Authority - Consultation of draft Community Safety Plan 2024-28

Cllr M. Ellis declared a pecuniary interest.

Cllr P. Evans said responding to consultations put extra pressure on staff and he thought the consultations should be absorbed within the committee structure.

The town clerk said the council was asked to submit comments on a new consultation every two weeks. He said it would be a good idea to have a group of members in the new administration to take on responding to consultations on behalf of the council. He said it was currently his responsibility as the lead officer to work with at least two members to make comments on behalf of the council. He said he expected most organisations didn't respond.

As no one volunteered to respond to the consultation on the council's behalf, it was agreed volunteers would be sought at Full Council.

23/63/TCP Managing Consultation Exercises

Members noted the report.

23/64/TCP Seafront and Beach Concessions

Proposed by Cllr M. Ellis and seconded by Cllr D. Ruffle, members **RESOLVED** that under Section 1, Paragraph 2 of The Public Bodies (Admission to Meetings) Act 1960, the press and public be excluded from the meeting for this item of business as it included confidential matters relating to relating to the financial or business affairs of any particular person within the meaning of paragraphs 1 and 8 of schedule 12A to the Local Government Act 1972 (see Section 1 and Part 1 of Schedule 1 to the Local Government (Access to Information) Act 1985), as amended by the Local Government (Access to Information) (Variation) Order 2006.

23/65/TCP Exempt Business

a) Seafront and Beach Concessions

Proposed by Cllr M. Ellis and seconded by Cllr C. Reynolds, members agreed to **RECOMMEND TO FULL COUNCIL** to award the deckchair concession for 2024 to Gemma Manders, at the tender price offered, and to re-advertise the arts and crafts concession.

The meeting closed at 8.06pm.