

**Minutes of an Urgent Meeting of the Town Council held at the Town Hall, Rye,  
on Tuesday 26 June 2007**

**PRESENT** Councillors Granville Bantick, John Breeds, Jonathan Breeds, Brian Elliott, Lorna Hall, Sonia Holmes, Paul Osborne (Mayor), Ian Potter, Shaun Rogers, David Russell, Sam Souster (Deputy Mayor), Sylvia Willgoss, David Wright

**IN ATTENDANCE** Richard Farhall - Town Clerk; 6 members of the public

*The meeting commenced at 6.30.*

**30 APOLOGIES**

Apologies for absence were accepted from Cllrs Berni Fiddimore, Jo Kirkham and Frank Palmer.

**31 DISCLOSURES OF INTEREST**

There were no disclosures of interest.

**32 COUNCIL MINUTES**

**RESOLVED To adopt the Minutes of the meetings held on  
15 May 2007 (C2 – Committee Formation) and 29 May 2007 (C3)**

*6.33 Cllr Brian Elliott arrived.*

**33 PROFESSIONAL BODY MEMBERSHIP RENEWAL**

Members were advised that the deadline for renewing the Council's membership of the Sussex Association of Local Councils (SALC) was 1 July and, in the light of additional information received subsequent to the Policy, Resources and General Purposes Committee meeting held on 4 June 2007, were asked to decide whether to renew the Council's SALC membership for 2007-08.

The Clerk emphasised that if the Council was not a member of SALC it could not remain a member of the Rother Association of Local Councils (RALC) – and therefore would not be eligible to attend the RALC AGM on 11 July to support Fairlight's attempt to remove the constitutional requirement that RALC members must be members also of SALC.

The debate ensuing included the comments following: the new SALC rate of 21p/elector is expensive; RALC is a useful forum for parishes to pursue common concerns with senior Rother officers; as in the case of contesting the threatened closure/downgrading of tourist information centres and public conveniences, Rye has demonstrated that it is capable of working directly with other parishes; SALC provides useful subsidised training.

A proposal not to renew the Council's membership was lost.

**RESOLVED 1 To renew membership of SALC for a further year on the most advantageous terms and to monitor the benefits derived.**

**Clerk**

**RESOLVED 2 To reduce the number of subscriptions to the *Local Councils Review* (LCR) from 6 to 3, thereby saving £36pa. Clerk**

**RESOLVED 3 To re-confirm the Council's support for Fairlight's proposal to the RALC AGM on 11 July. Cllr Souster, Clerk**

**34 MARKETING AND TOWN MANAGEMENT**

Members were invited to consider participating in the Rye Partnership's review of its marketing and town management functions by completing a questionnaire distributed under the auspices of Rother Voluntary Action (RVA) (*deadline: 29 June*).

The subsequent debate included the comments following: the current composition of the Rye Marketing Group includes all the key stakeholders and individuals with relevant skills/expertise; Rye is a 'brand' in its own right and neither it, nor Bexhill, benefits significantly from being associated with the 1066 brand – it was possible that the some of the money contributed to the 1066 Country Campaign by Rother could more usefully be given directly to Rye; Hastings Borough Council/1066 is very supportive of the Confederation of the Cinque Ports and bears commonly at least 50% of the costs associated with its promotional material; what is the yard stick for measuring the effectiveness of the town's marketing efforts?; there is a considerable amount of 'unofficial'/unrecognised marketing – for example, many businesses effectively market the town when they advertise and promote themselves; the existence of the Rye Marketing Group is not well know within the local hospitality sector; there is little marketing of Rye overseas; visitor numbers appear to have declined further; even areas 30 miles form Rye have little appreciation of what it has to offer; rye-tourism.co.uk has double the hits of visitrye.com and gives a more comprehensive impression of the town's attractions; one of the Marketing Group's priorities is to increase the proportion of 'high spenders' visiting the town; it can be a long time before re-branding bears fruit; although visit.rye has improved there are few (paying) businesses featured on it; Rother was unimpressed with the recent Destination Management Strategy report commissioned by 1066; in its questionnaire, the Chamber of Commerce had suggested that both marketing and town management should be undertaken by the Town Council.

**RESOLVED To suggest to Members that they complete the questionnaire individually.**

**35 EXCLUSION OF PRESS AND PUBLIC (EXEMPT INFORMATION)**

**RESOLVED To exclude the press and members of the public from the next item in order to protect the identities of the applicants.**

**36 APPLICATION TO RYE RELIEF IN NEED**

Confidential – not included. *See Appendix.*

*The meeting ended at 7.49.*

Date ..... Chairman .....