

Minutes of a Meeting of the Leisure & Tourism Committee, held at the Town Hall, Rye, on Monday 24 November 2008

PRESENT Councillors Granville Bantick, John Breeds (**Committee Vice Chairman – Deputy Mayor**), Brian Elliott, Lorna Hall (**Committee Chairman**), Sonia Holmes, Frank Palmer, David Russell, Mary Smith

IN ATTENDANCE Richard Farhall - Town Clerk; Cllr Shaun Rogers; Andy Hemsley – *Rye Observer*; 2 members of the public

The meeting commenced at 7.44

20 APOLOGIES
Apologies for absence were accepted from Cllrs Bernardine Fiddimore, Sam Souster (Mayor) and David Russell.

20 DISCLOSURES OF INTEREST

Cllr Granville Bantick	<i>personal</i>	item 26	Member of the Rye & District Bonfire Society
Cllr Lorna Hall	<i>personal</i>	item 23a)	The Marketing Group provides funding towards the Scallop Festival which she co-ordinates

21 MINUTES
The Minutes of the meeting of 1 September 2008 (LT02) were approved as a correct record of the proceedings.

22 MATTERS ARISING
Page 4

18 Future of the Committee, Recommendation (Council considering its representation on the Marketing Group) Actioned.

18 Future of the Committee, Resolution (Committee Chairman and Clerk drafting revised Terms of Reference) See main agenda item – 27.

23 MARKETING

(a) **Rye Marketing Group**
Cllr Hall's report on the Rye Marketing Group (RMG) meeting held on 28 August included reference to:

- The RMG donating £500 towards the Christmas Festival
- 1066, the Confederation of the Cinque Ports and the Kent Tourism Alliance working on a replacement Cinque Ports leaflet/guide – to be published next year on the 500th anniversary of the accession to the throne of Henry VIII (former Lord Warden).
- The adoption of revised terms of reference
- Amending the *2009 Rye Guide* [now gone to print]

- The inclusion of a dedicated PR campaign for Rye within RDC's contract with 1066
- Resolving to ascertain the number of visits to the visit rye web site
- Contributing £1,000 towards the 2009 Scallop Festival (20-28 February)
- The Group requesting seasonal images of Rye for publicity purposes

(b) 1066 Country Campaign Committee

Cllr Hall advised that the Committee had not met since the last L & T Committee meeting (next: 17 December).

(c) Events

(i) A Taste of Rye

Cllr Hall advised that accommodation providers had reported very good occupancy rates during the week which included 12 different (well-attended) events. The new banners could be re-used.

(ii) Rye Bay Scallops 2009

To date, 7 restaurants and 10 accommodation providers had agreed to participate – although more scallop-themed events would be welcomed. Jane Ellis (1066) had provided marketing expertise and others had given their skills/time FOC – notably Richard Hayden (designs the brochure) and John Bentham (food photographer).

Several thousand guides would be distributed by Brochure Connect through the SE and promotional post cards would be produced.

(d) Publicity

At the Marketing Group's PR sub group the suggestion was made that a media CD – comprising stock Rye articles and images - would be a useful promotional tool.

Cllr Elliot advised that the Chamber of Commerce was working on the branding of the town and expressed concern that there might be duplication. Cllr Hall observed that this was less likely to happen if the Chamber's reps attended RMG meetings and reported back.

Cllr John Breeds observed that the proposed media CD content would be more accessible on the visitrye web site – and could be updated more easily.

Cllr Bantick expressed concern that RTC was not getting feedback from its Chamber rep.

It was agreed generally that the Chamber should keep the RMG updated on its own marketing initiatives.

(e) Christmas Festival

The Clerk advised that the main organiser, Peter Cosstick would shortly be writing to the *Rye Observer* seeking volunteers to take over from him and his team.

RESOLVED To thank Peter and his team for their tireless contributions.

24 RYE TIC RE-TENDERING

The Clerk advised that the tendering of the Rye TIC contract would be very short – with the deadline for bids being the 9 January. The Cabinet would decide who should be awarded the contract mid-February.

25 RYE SPORTS CENTRE

On Cllr Souster's behalf, the Clerk advised that:

- A pay and display system would be introduced to prevent abuse of the car park
- Rother was satisfied that appropriate standards of cleanliness were now being met in the shower areas
- Increasing numbers are using both the gym and pool – a high proportion coming from the College

RESOLVED 1 To check that parents dropping off/collecting children would be able to do so without incurring a charge – or would get a refund.

RESOLVED 2 To establish if users of the facilities would get a full or partial refund. Clerk

Cllr Bantick re-stated his personal interest in the item following:

26 RYE FAWKES 2008

The Clerk advised that the Head of Amenities had apologised for the fact that the Crownfields conveniences had not been opened until 8.30pm because of a communications breakdown.

RESOLVED To remind RDC to make arrangements for the convenience to remain open 2-3 weeks before the event. Clerk

27 TERMS OF REFERENCE

Members were invited to consider draft revised Terms of Reference prepared by Cllr Hall and the Clerk.

The Clerk considered that public conveniences should fall properly under the remit of the PRGP Committee and bus shelters under the P&T Committee.

RECOMMENDATION That the revised Terms of Reference (attached) be adopted.

28 DISUSED PLAYING FIELD (NEW ROAD)

The Clerk advised that a meeting of relevant stakeholders had been held. It appeared unlikely that Rye United FC would be able to relocate to the site because of access concerns and its probable short-term availability (ie until flood defences had been improved). Cllr Glazier had offered to confirm that this would be the case.

The Chairman closed the meeting at 8.26

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

**LEISURE AND TOURISM COMMITTEE
DRAFT REVISED TERMS OF REFERENCE**

- 1 Overseeing the management and administration of the Freda Gardham Playing Field, Rye Skate Park, Rye Heritage Centre and any other leisure or tourism services/facilities provided or delivered by the Council.
- 2 With reference to the Council's *Policy for Tourism in Rye*: participating in and supporting the appropriate marketing of the town, including playing a full - and complementary - role in the Rye Marketing Group (or successor organisation).
- 3 Promoting the provision of leisure and visitor facilities for people with disabilities.
- 4 Developing visitor promotion links with the Romney Marsh area and (in particular) the Kent Cinque Ports Towns of Tenterden, New Romney, Lydd and Hythe – whilst maintaining a strong link with 1066 Country Marketing.
- 5 Promoting – or recommending the provision of - new or expanded leisure and visitor facilities where there is clear need and demand.
- 6 Making representations to the appropriate authority on matters relating to the provision and maintenance of open spaces, recreation areas, allotments, Rye Sports Centre and Pool, children's play areas and other land and buildings within the town providing leisure facilities for residents and visitors.
- 7 Making representations to the appropriate authorities in respect of tourism strategies for the district, county, region and nation where those strategies have an impact on the management of tourism within the town.
- 8 If appropriate, recommending to the Policy, Resources & General Purposes Committee revenue or capital expenditure over and above Council's approved budget – and recommending budget proposals for revenue or capital expenditure in the following financial year.

Notes

- a) The Committee's suggested role in relation to the Heritage Centre has been enhanced – the existing Terms of Reference state that the Committee shall 'maintain a watching brief over the management and administration of the Rye Heritage Centre'. If accepted, the roles of the L&T Committee and PRGP would effectively be reversed.
- b) Responsibility for the following has been removed: public clocks, war memorials, public seats, cemeteries. It is suggested that 'public seats' goes to the P&T Committee (along with other street furniture – such as street lights and litter bins on the highway) and that the remainder go to the PRGP Committee.

18.11.08