

**Minutes of a Meeting of the Leisure & Tourism Committee, held at the Town Hall, Rye, on Monday 9 February 2009**

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

**IN ATTENDANCE** Richard Farhall - Town Clerk

*The meeting commenced at 7.42.*

**29 APOLOGIES**

Apologies for absence were accepted from Cllrs Bernardine Fiddimore and Sam Souster (Mayor).

**30 DISCLOSURES OF INTEREST**

Cllr Sonia Holmes	<i>personal</i>	<b>item 34</b>	Member of the authority seeking to award the contract
	<i>personal</i>	<b>item 35</b>	RDC Rye Sports Hall Management Committee representative
Cllr David Russell	<i>personal</i>	<b>item 33a)</b>	Director of the Rye Partnership – umbrella body for the RMG

**31 MINUTES**

The Minutes of the meeting of 24 November 2008 (LT03) were approved as a correct record of the proceedings.

**32 MATTERS ARISING**

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*25 Rye Sports Centre (proposed pay and display car parking system)* RDC's Head of Amenities had advised that the intention was to penalise only those who park all day – taking space needed for Sports Centre customers. Users of the Pool and Centre would receive a full refund. Cllr Smith suggested it would be useful to seek clarification that the system would not hinder the transport of all pre-school children, school children and students attending the schools/centres in the Love Lane area.

**33 MARKETING**

**(a) Rye Marketing Group**

Cllr Hall's report on the Rye Marketing Group (RMG) meeting held on 17.12.08 included reference to:

- Confirmation that the Visit Rye web site would host the central diary of events
- It being considered that, with the strength of the euro, it would be beneficial to prioritise focusing PR activities in Continental Europe
- Consideration of a draft budget
- Discussion on RSS feeds and writing/linking with blogs

- A proposed meeting between the RMG and Chamber of Commerce to discuss arrangements for Christmas 2009
- Imminent distribution of the Rye Guide 2009 by Brochure Connect
- The potential for duplication of work and misunderstandings if all groups involved in promotional work do not engage with the RMG
- The value of having a 'media CD' available
- The Environment Agency working on a new interpretation panel at the Fish Quay
- The possibility of a 'Rye Free Day'

Cllr Russell (RMG Chairman) added he was aware that the Chamber's own marketing group had organised a competition for ideas on rebranding the town; however, little information was filtering through to the RMG.

**(b) 1066 Country Campaign Committee**

Cllr Hall advised that the Committee had last met on 10.9.08. She had been unable to attend but a copy of the Minutes were available. Matters discussed/reported included:

- The imminent submission of a planning application in respect of the Jerwood Project in Hastings
- An evaluation of the distribution of the *1066 Country Guide* and the introduction of a mp3 download via the 1066 web site
- An attractions guide being ready by Easter
- Web site unique visits were up (25,000 per month in the summer) but brochure requests were down
- The launch of a new Cinque Ports Campaign scheduled for February being postponed

**1066 PR Campaign**

Jane Ellis (allocated by 1066 County to Rye for one day a week) would be producing monthly reports for the RMG, listing the work she had undertaken on behalf of the town. Cllr Hall had found Jane Ellis's input to be extremely useful and summarised some of the activities Jane had undertaken in December:

- Arranging for five Belgian journalists to visit Rye in October – resulting in two articles
- A freelance journalist writing an article for *Grazia* on Valentines Day and 'romantic rooms' (after staying at The Mermaid and The Goerge)
- Arranging for an *Independent on Sunday* journalist to stay at Jeakes House. An article about a Camber Castle walk would be published on the first w/e in February
- Assisting with the promotion of the Scallop Festival – including getting material onto Eurotunnel's French web site; organising various magazine and radio competitions offering visits to/stays with The Globe, Saltcote Place and the White Vine as prizes. A freelance journalist had covered the Festival for the *Weekend Express*, had stayed at Simmons, eaten at the Ypres and the George – and had visited Market Fisheries.

**c) HotCats**

Cllr Hall's report on its last meeting included reference to:

- John Smith (new Chairman) welcoming c40 people and explaining that every member would have a vote
- Membership stood at 44

- Congratulations were given to new 5 star silver and gold award accommodation providers: Oaklands, Willow Tree House, Durrant House, Saltcote Place, The Rise and Simmons of Rye
- John Smith and Paul King were announced as the new RMG reps
- Paul King reported on a proposed marketing strategy for HotCats members
- Her explaining how the food festivals are run and encouraging more businesses to participate
- A new web site being built
- A constitution working party being formed

After declaring a personal interest by virtue of being a member of the Rye Fair Trade Steering Group, Cllr Smith advised that an application for Fair Trade Town status had been submitted already. Fair Trade Town gateway signage was optional.

**(d) Scallop Festival**

Cllr Hall advised that the *Hairy Bikers* would be filming provisionally on 21 February at Strand Quay.

**(e) Christmas Festival**

As the primary beneficiary is local businesses, Cllr Hall suggested it continued to be appropriate for the organisation of this event to sit with the Chamber of Commerce.

**34 RYE TIC RE-TENDERING**

The Clerk advised that Rother's Cabinet would be making a decision on awarding the Rye TIC Contract 2009-12 on 16 February.

**35 RYE SPORTS CENTRE**

On Cllr Souster's behalf the Clerk advised that:

- a) The Rye Sports Hall Management Committee was reviewing its terms of reference
- b) Cllr Souster had passed on a request from a working parent that a summer programme of activities be made available to the over 12s also.
- c) He intended to ascertain the take up of free swimming for the next meeting.

**Cllr Souster**

**RESOLVED 1 To support whatever Cllr Souster considered was the preferred role of the Management Committee.**

**RESOLVED 2 To ascertain what Play Partnership initiatives have been planned this year for Rye.** **Clerk**

**36 FREDA GARDHAM PLAYING FIELD**

The Clerk advised that he was drafting a 'letter of understanding' to facilitate the installation of an artificial wicket on the Freda Gardham (Rugby) Playing Field.

*The Chairman closed the meeting at 8.20.*

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