

TOWN CLERK BRIEFING NOTE

51 Matters Arising

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35 De La Warr Pavilion – conveying RTC's views. Actioned

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37 Information & Visitor Management Group – re-stating RTC's preference for Deadman's Lane. Actioned.

37 Information & Visitor Management Group – seeking confirmation that there will be further consultation before a final scheme is adopted for Deadman's Lane.

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46 Rye Bonfire – to request that conveniences other than the Strand Quay – at least Crownfields – be kept open later and locked up by the duty Environmental Health Officer. Actioned.

46a) Community engagement – St Anthony's Vox Cordis concert (Recommendation) PRGP resolved to seek additional information.

46a) Community engagement – Cycle Tour of Rye grant (Recommendation) PRGP resolved not to support because it appeared the event had not made a loss.

47(e) Wildlife Weekend 2008 – inviting Simon Hickmott to attend the next meeting. Actioned.

28.11.07

RECEIVED

28 NOV 2007

RYE ALLOTMENTS ASSOCIATION

Please reply to: Flat 1, Eagle House, Landgate, Rye, TN31 7LH
 TEL (01797) 224095 email roystongodwin@ryetn31.freemove.co.uk

Amenities Department
 Rother District Council
 14 Beeching Road
 BEXHILL-ON-SEA
 TN39 3LG

Your reference: MG/44d/NJS
 Monday 26 November 2007

Attention: Madeleine Gorman

Dear Ms Gorman,

Allotments at South Undercliff and Love Lane, RYE

Thank you for your letter of 13 November 2007. The ten percent increase in allotment rentals proposed is not acceptable to members of this Association, especially coupled with a yearly, as opposed to a two-yearly, review.

I am sure you appreciate that an annual price increase can rapidly become equivalent to compound interest. At ten percent per annum compound growth, after ten years the rent on a small plot would be 2.6 times the present £20, or £52 rounded up. Correspondingly, the cost of a plot currently charged at £40 would be £104.

Such increases would not be wage inflationary because the plot-holders cannot pass them on in the form of wage demands. The increases would have the effect of forcing people such as pensioners on low fixed incomes to relinquish their plots – priced out of the market. It is largely retired people and the unemployed who have the time to work the plots regularly and benefit from them.

Accordingly, we are asking you to limit price increases to no more than the Bank of England's present inflation target of two percent during the ten-year period mentioned above. The corresponding compound growth figures for plots currently charged at £20 and £40 would therefore be £24 and £49 rounded to the nearest pound.

We note the reason stated in your letter for the proposed changes in both allotment rents and the frequency of review – namely maximising achievable income. We believe there is no realistic way of doing this, since to charge a "market" rate, whatever that would be, could only result in the destruction of the enterprise. The way out of this conundrum is well known.

By cutting costs, instead of increasing charges, an enterprise can bring about a number of improvements to its financial situation. In this case, the "enterprise" is Rother District Council and the increasing charges and costs relate to its many allotment sites. Rye Town Council and the Rye Allotments Association have already put forward a way of drastically cutting the costs of maintaining the two allotment sites in Rye, and this is by the legally recognised procedure of "self management".

Please take into account our comments above, and consult Mr Richard Farhall, Rye's Town Clerk, before taking any further action in this matter in so far as it concerns Rye's two allotment sites.

Yours sincerely,

E.R. Godwin
 Secretary

Copy to: Mr Richard Farhall, Town Clerk, Rye

RYE TOWN COUNCIL
POLICY FOR TOURISM IN RYE

RYE TOWN COUNCIL

DRAFT POLICY FOR TOURISM

1. The Relevance and nature of tourism in Rye.

- 1.1 The Tourism Industry is of major local significance and is to be encouraged, subject to the need to:
- 1.1.1 Maintain the historic townscape, which is, in itself, a major visitor attraction
 - 1.1.2 Protect the wider interests of the townspeople
- 1.2 The town provides a very specialised tourist destination. Visitors appreciate the following:
- 1.2.1 the historic atmosphere
 - 1.2.2 the small town atmosphere
 - 1.2.3 the general 'old world' charm and attractiveness
 - 1.2.4 the opportunity to browse around whilst sightseeing
 - 1.2.5 the possibilities of leisure shopping
- 1.3 Visitors are more likely to be from the marketing category of Cultural Explorers and to have enjoyed a previous visit. Many will come from Abroad.

2. Aims and objectives

- 2.1 The over-riding aim is to maintain the historic nature and maintain and improve the unique attractiveness of the town and its environs. Rye Town Council seeks to apply these aims and objectives not only to the Citadel area, but also to areas immediately outside, where any improvements that are undertaken to benefit the visitor will also be of direct benefit to the townspeople.
- 2.2 Any measures to promote tourism in the town are to fall within the framework identified in Section 1, unless other over-riding factors apply. The Town Council places particular importance on the following.
- 2.2.1 Good quality serviced accommodation in the town and good quality adjacent camping/caravanning facilities. The following conditions apply:
 - (a) Any development to be small scale.
 - (b) The rural nature of any site to be protected and enhanced, where possible.
 - (c) The amenities of local residents to be protected.
 - 2.2.2 The town to be kept clean and tidy.
 - 2.2.3 The details of the street scene are of prime importance; pavements, road surfaces, street furniture etc., are to be executed to an appropriate design using appropriate materials. Provision of 'soft' landscaping (flower baskets, beds, tubs etc.,) is of equal importance and the highest possible standards of provision and maintenance are to apply.
 - 2.2.4 Adequate and informative signposting for visitors is essential.

- 2.2.5 Buildings must be maintained in good condition. Any alterations, restorations and repairs to be of an appropriate vernacular design and traditional local materials are to be used where possible.
- 2.2.6 Traffic management, both vehicular and pedestrian, is essential. The possibility of restricting vehicular access so that pedestrian areas can be created will continue to be investigated, as will the provision of off and on street car parking facilities.
The management of coach parking in the town is essential and should be monitored on a regular basis.
A permanent set down/pick up point(s) should be provided which would assist the present arrangements and would be essential in the event of coach parking being moved out of town in the future. This provision should be as close as possible to the Tourist Information and Heritage Centre to ensure that it becomes the natural first destination for visitors to the town.
- 2.3 The Town Council seeks the support of the District and County Councils in order that these aims and objectives can be fulfilled.

3. Publicity and Information

- 3.1.1 Priority to be given to the provision of an adequately resourced Tourist Information Centre to cater for the needs of visitors and townspeople alike throughout the year.
- 3.1.2 The Town Council regards the service provided by the Tourist Information Centre as a specialised activity which should be reflected in:
- (a) The accommodation allocated.
 - (b) The training received by staff.
 - (c) The provision of high quality local literature.
 - (d) The additional generated revenue from retail sales.
 - (e) Co-operation between the public and private sector in the exchange of information and resources.
- 3.2.1 Advertising and publicity are to be directed at visitors who desire short stay, second or third holiday. The town's history and heritage are seen as distinct and separate entities within the District as well as being a part of the 1066 Country Campaign. This marketing strategy is to be under constant review.
- 3.2.2 Development of overseas visitors will be encouraged by the fullest possible support for and participation in the marketing opportunities provided by the British Tourist Authority, the English Tourist Board and the South East England Tourist Board.
- 3.2.3 The Town Council strongly supports the marketing of the town, both individually and as part of the collective 1066 County Campaign (which includes Battle, Bexhill, Hastings and Pevensey), and local initiatives promoted by the Rye & District Chamber of Commerce and Hotel & Caterers' Association. In order to extend the tourist season, special consideration should be given in promoting the spring and autumn months.

4. The role of the Town Council

- 4.1 The Council is the owner and manager of the Tourist Information Centre and Heritage Centre, which includes the Town Model. It will continue to develop and publicise this facility as one of the Town's principal visitor attractions.
- 4.2 Additionally, the Town Council encourages and supports the initiatives taken by the District and County Councils and by local businesses, provided that they fall within the terms of the Town Council Tourism Policy.
- 4.3 A close relationship with the District Council is essential (see Par 2.3). The Town Council pursues regular consultations at a senior level as a way by which the tourism objectives of both Town and District can be achieved.
- 4.4 The Town Council will continue to support District Council initiatives that are aimed at developing a professionally managed tourism service in the District.
- 4.5 The Town Council will continue to press for adequate funding to be made available for the development of tourism in Rye.