

LYME REGIS, CHARMOUTH AND UPLYME COASTAL COMMUNITY TEAM



ECONOMIC PLAN

January 2016

Table of Contents

Executive Summary	3
1. Introduction.....	4
2. About Lyme Regis, Uplyme and Charmouth	5
3. Policy context	8
4. Economic analysis	11
4.1 SWOT analysis overview	11
4.1 Strengths.....	12
4.1 Weaknesses	15
4.1 Opportunities.....	17
4.1 Threats	19
4.2 Economic Strategy	21
5. Key Initiatives	25
5.1 Overview	25
5.2 Medium-term initiatives	29
5.3 Short-term initiatives	30
6. Monitoring and review	31
7. CCT details and acknowledgements	32

Executive Summary

1. The resident population of Lyme Regis, Charmouth and Uplyme combined is around 6670 – relatively small compared to our neighbours. However, in summer season this swells considerably, to perhaps 10,000 – 12,000. On a busy summer day, there can be in excess of 20,000 in Lyme alone. The total population has risen only gently over the last half-century.
2. We are a relatively elderly community. Around a third of the population is over the age of 65 – twice the national average. Those in work are polarised – there is an above average level of well-paid, white-collar managerial workers, but also a high proportion of part-time, low paid roles. Not surprisingly, many of our residents work in tourist-related jobs.
3. Our area has many economic strengths: our pre-eminence with fossils and geology; The Cobb and Lyme Regis's sandy beach; our remarkable cultural assets – Lyme Regis Museum, The Marine Theatre, The Town Mill and Charmouth Heritage Coast Centre; the wonderful events organised by our active volunteer community; our thriving arts community; and the stunning natural beauty of The Jurassic Coast. We are well placed to continue to provide a good quality of life to residents, and to compete strongly as a desirable visitor destination. We can offer a convenient and attractive 'West Country holiday / short break', especially to those living in London and The Midlands.
4. There are weaknesses too: an over-reliance on the short summer season, traffic issues, lack of affordable housing and limited employment opportunities
5. We have identified **five economic priorities** that will continue to make Lyme Regis, Charmouth and Uplyme a great place to live, to work and to visit:
 - Moving from a peak-season economy to a year-round economy
 - Enhancement of our cultural assets
 - Sea-front enhancements
 - Infrastructure improvements (including public transport)
 - Strong marketing
6. **Thirteen specific 'medium-term initiatives'** are proposed to address these economic priorities. These are detailed in Section 5.2. We estimate their likely cost range, their ability to generate new jobs and their potential payback to the local economy.
7. On the basis of further discussion and consultation, the CCT's intention is to draw up a more selective shortlist. Once agreed, we would then apply for feasibility study funding and gather detailed costing estimates. We would then submit funding applications for these shortlisted projects.
8. In addition to these, a number of short-term initiatives have been identified (Section 5.3). These are relatively low-cost, quicker projects that feature in Lyme Regis Town Council's Corporate Plan.

1. Introduction

Background

The Lyme Regis, Charmouth and Uplyme Coastal Community Team (CCT) is one of 116 Coastal Community Teams nationally, set up to take control of coastal regeneration across Britain. There are five CCTs in Dorset that together cover the whole of Dorset's coastline.

CCTs are important. The intention is that they will remain active for at least the duration of this Parliament, and have access to substantial funds. They are seen as a conduit for channelling regeneration funds in areas such as:

- Enhancing the attractiveness and accessibility of public areas
- Providing increased community facilities
- Promoting the visitor economy
- Encouraging sustainable uses of heritage/cultural assets
- Creating links to support the growth and performance of the retail sector.

The Department for Communities and Local Government (DCLG) has mandated that each CCT submits an economic plan by the end of January 2016. This document is the plan for Lyme Regis & Charmouth, also incorporating Uplyme (see 'Scope'). We welcome the opportunity to submit this plan, and put forward its proposals for how our area can benefit from this initiative.

This plan will cover three major issues:

1. Information on the needs of the area and the challenges it faces, particularly with respect to the local economy
2. Our analysis of the strategic issues that need to be addressed to ensure Lyme Regis, Uplyme and Charmouth's continued prosperity
3. A list of tangible initiatives that we would like to see happen in our region, with associated rationale.

This plan is intended to be a living document, and will be updated periodically.

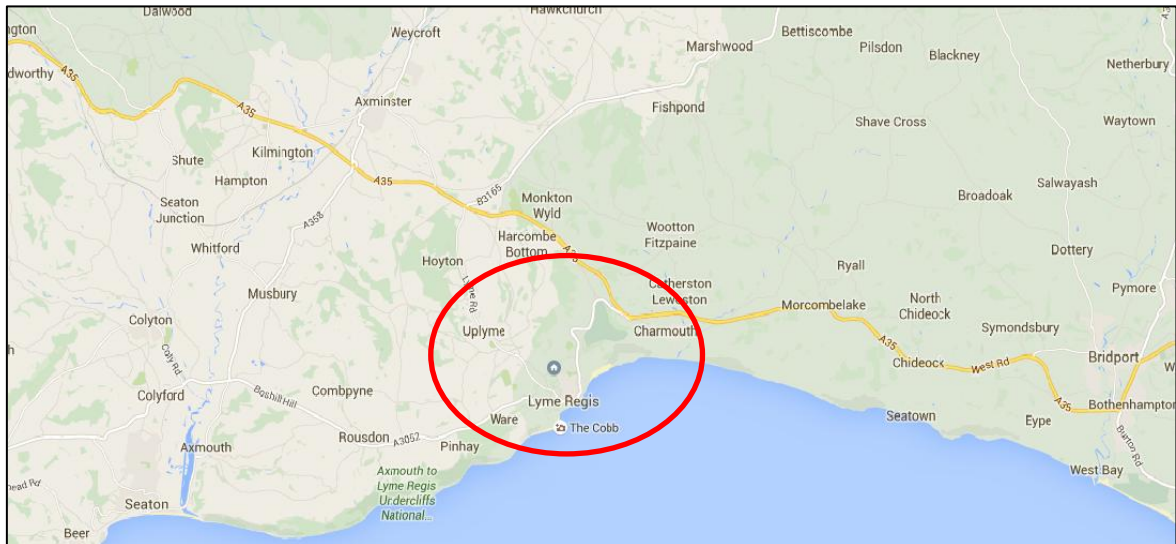
Geographic Scope

The area we are covering in this plan covers the town of Lyme Regis, together with the villages of Uplyme and Charmouth. It is important that Uplyme is considered part of the same geographic area. Uplyme adjoins Lyme Regis to the north. Whilst it is 'over the border' in Devon, and historically distinct from Lyme Regis, the boundaries are now blurred; a visitor would not know where Uplyme ended and Lyme Regis began. The residents of Uplyme associate themselves with Lyme Regis, rather than Axminster or any other Devon town. To a large extent, the future prospects of Uplyme and Lyme Regis are bound together.

2. About Lyme Regis, Uplyme and Charmouth

Geography and History

Lyme Regis and Charmouth are situated on the far western edge of Dorset, where it meets Devon. They are situated 2 miles apart as the crow flies, a little longer by road.



Lyme Regis has been a harbour town for many hundreds of years. Back in the 1300s it was one of the major ports in England. It fought on the side of the Parliamentarians in the English Civil War in 1644, sustaining major damage during the 'siege of Lyme'. More recently it has become associated with fossils, through its most famous resident, Mary Anning, and as part of the 'Jurassic Coast'.

Situated in a narrow valley with restricted space, Lyme's capacity for growth has been limited. This helps to explain why its population has remained largely stable for the last half-century.

These days, Lyme Regis is best known as a tourist destination (it has used the strapline 'The Pearl of Dorset'). Holidaymakers are attracted by its picturesque setting and Cobb sea wall, its sandy beach and its fossil cliffs.

The village of Charmouth shares many attributes in common with Lyme Regis – its position on Lyme Bay, its fossil beaches and cliffs (Charmouth and Lyme both benefit from their associations with The Jurassic Coast World Heritage Site) and its narrow valley aspect. It is perhaps now best known for having the Charmouth Heritage Coast Centre, the official visitor centre for The Jurassic Coast.

Uplyme village is centred around its playing field, village hall, primary school and church. It is around a mile from Uplyme to Lyme Regis town centre.

Population and Economy

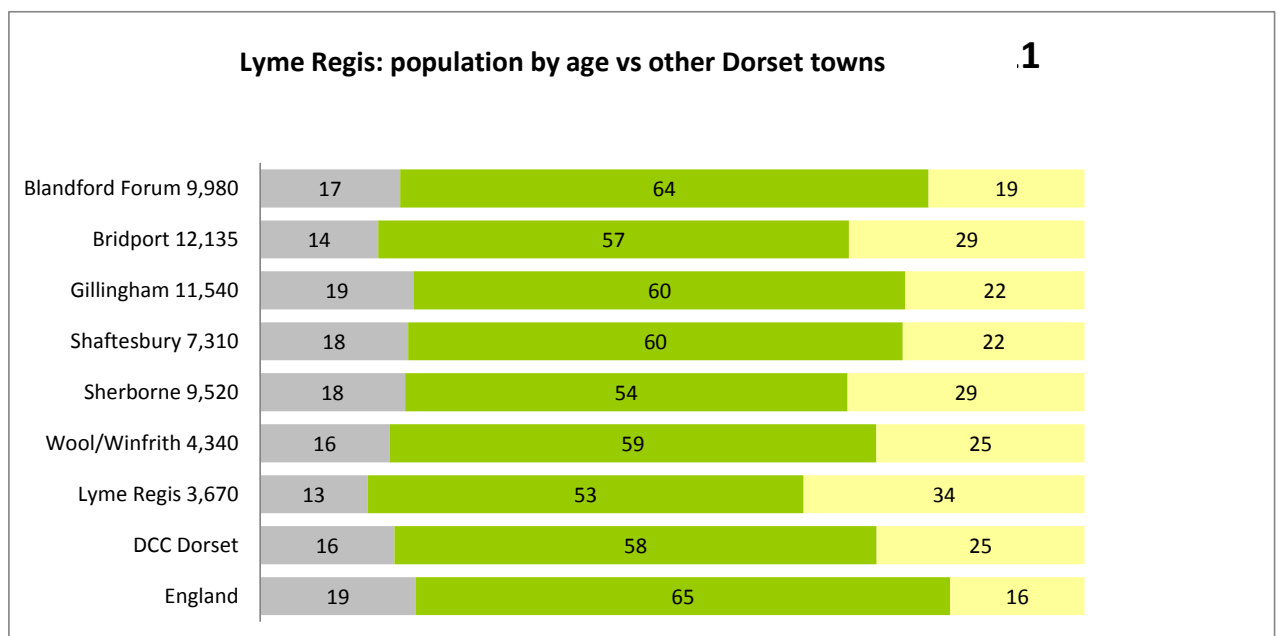
The combined population of Lyme Regis, Uplyme and Charmouth is around 6670; 3670 in Lyme Regis, 1700 in Uplyme and 1300 in Charmouth. Many visitors remark that the Lyme Regis ‘feels’ bigger than it really is. This is because of the tourist effect – Lyme has a disproportionately high number of restaurants, retail outlets and pubs than could be sustained by its resident population alone*. Some estimates put the typical ‘overnight’ population in peak season at 10,000 – 12,000.

Back in 1960, Lyme’s population was 3500. So there has been only gentle growth of 5% over the last 50 years or so, compared to UK population growth of around 20%. The shortage of flat, stable land for residential housing sites, and the population drift away from rural towards urban areas, will be contributory factors.

** As a comparison: Beaminster has a similar population to Lyme Regis, but has only 29 shops compared to 68 in Lyme (Source: 2011 census)*

Lyme Regis*, Uplyme and Charmouth have a distinctly elderly population age profile – see the chart below, showing age profiles versus other Dorset towns. Over a third of its citizens are aged 65 and over, twice the English average. The age profile of Charmouth is older still, with 36% of its residents aged 65 and over. Uplyme is likely to be a little younger.

** Much of the data in this section relates to Lyme Regis only; data on Charmouth and Uplyme are limited.*



Around 40% of Lyme’s population is economically active. There is a small, but notable, group of well-paid, white-collar managerial roles. However, 36% of the economically active are in part-time roles, much higher than the English average (29%). This reflects the type of jobs that are

on offer – half of all jobs are in accommodation, food service and retail (tourist-focused occupations). Many of these jobs are low paid. Taken together with full-time jobs in West Dorset paying 17% less than the national average, it is clear that Lyme's image as being a prosperous town is not all it seems.

In many other ways, living standards are high. Unemployment is low (1% in July 2014, source ONS/NOMIS), the crime rate is low and the micro-climate is kind.

There are few employers of any size in Lyme Regis, Charmouth or Uplyme. The largest single employer is Dorset County Council, through Woodroffe Secondary School.

3. Policy Context

Policy and Programme Context

This economic plan needs to sit within a complex framework of economic, social and physical policies, plans, funding programmes and integrate with the key values and policies embedded in a range of national and local strategies and area programmes. These include:

- Dorset LEP
- Dorset Destination Plan
- Western Dorset Growth Corridor and Rural Towns
- Local Plans

Dorset LEP

At a regional and sub-regional level, there is already a policy and programme framework in place to support sustainable economic growth and job creation. The Dorset Local Enterprise Partnership was set up to invest in different industry sectors across the county to boost business, create new and more highly-skilled jobs and to ensure the county's infrastructure is in a strong position to promote growth. The LEP has produced a Strategic Economic Plan, which is currently being revised. It centres on four key themes:

- Competitive Dorset
- Talented Dorset
- Connected Dorset
- Responsive Dorset.

The Strategic Economic Plan for Dorset recognises the opportunities for investment in broad-based and targeted regeneration activity in the southern and western part of the county, to protect local strengths, generate jobs and growth and help to reduce economic deprivation.

Dorset Destination Management Plan (DDMP)

The DDMP was adopted in 2014 and the Vision for the County by 2020 is expressed as the following Guide Book description:

Dorset may not always be the same temperature as Provence but it has many other similar characteristics; a dramatic coastline with wonderful beaches from Christchurch to Lyme Regis, exciting resorts with everything for the family and watersports enthusiast, a stunning rural backdrop with many attractive small historic towns and villages offering independent shops, cultural events and some of the best food and places to eat in the country.

The overall aim of the Dorset DMP is to:

‘Strengthen the marketing and management of Dorset and coordinate and supplement the initiatives of local destinations and tourism enterprises thereby helping to sustain and grow the visitor economy of Dorset, generating expenditure, creating jobs and business opportunities across the County.’

The following five key priorities shape the strategy behind the DDMP.

1. Regaining and increasing market share

Dorset has experienced some decline in staying visitors over the last few years, performing less well than England as a whole. A fundamental challenge for the actions in this DDMP is to reverse this situation and ensure that Dorset performs as well or better than competitor destinations.

2. Increasing year round visitor spending and its retention in the County

Greater value for the Dorset economy can be achieved by focussing on stimulating more spending by visitors who come here as well as generating more visits, especially when these are most needed in the winter and spring. This is about improving quality, spreading information, promoting events and strengthening local supply chains, as well as supporting future investment.

3. Unleashing the potency of Dorset as a destination brand

Dorset is a potentially strong brand. There is no reason why it cannot take an equal place alongside other West Country county brands. A key priority for the DDMP is to make sure that Dorset lives up to its potential, both in the way it is promoted and in the products associated with the brand.

4. Effectively linking the urban, rural and coastal experience

Few destinations can match Dorset in being able to offer a rural, coastal and urban resort experience where all three elements separately are amongst the best in the country. Individually they work well, but together they can work even better. A key opportunity is to strengthen awareness and links between Bournemouth and Poole, the other seaside and market towns, the Jurassic Coast and the wider countryside.

5. Conserving, fostering and promoting Dorset’s special natural and cultural assets

The protected landscapes in the World Heritage Site, the sizeable AONB and the many heritage sites in the County are special assets in their own right and for tourism, requiring careful management and promotion. Equally, considerable opportunities exist to make far more of Dorset’s cultural strengths and creativity at all levels.

Supporting the DDMP, a 'Dorset Tourism and Culture Action Plan' 2015 - 2018 has also been adopted.

Western Dorset Growth Corridor and Rural Towns (WDGC)

The sub regional context is set within the emerging Western Dorset Growth Corridor economic strategy, which focuses on developments in the corridor of Weymouth, Dorchester and Portland. Whilst Lyme Regis, Uplyme and Charmouth are not part of the main WDGC initiative, Lyme Regis is recognised as one of the 'Rural Dorset Growth Towns', which can encompass a diverse range of businesses including manufacturing, technology, tourism, retail, food services and accommodation.

Rural Dorset has prospered in recent years and will be encouraged to continue by providing infrastructure for growth, appropriate interventions to diversify and increase quality job opportunities and harness environmental assets.

Local Plans

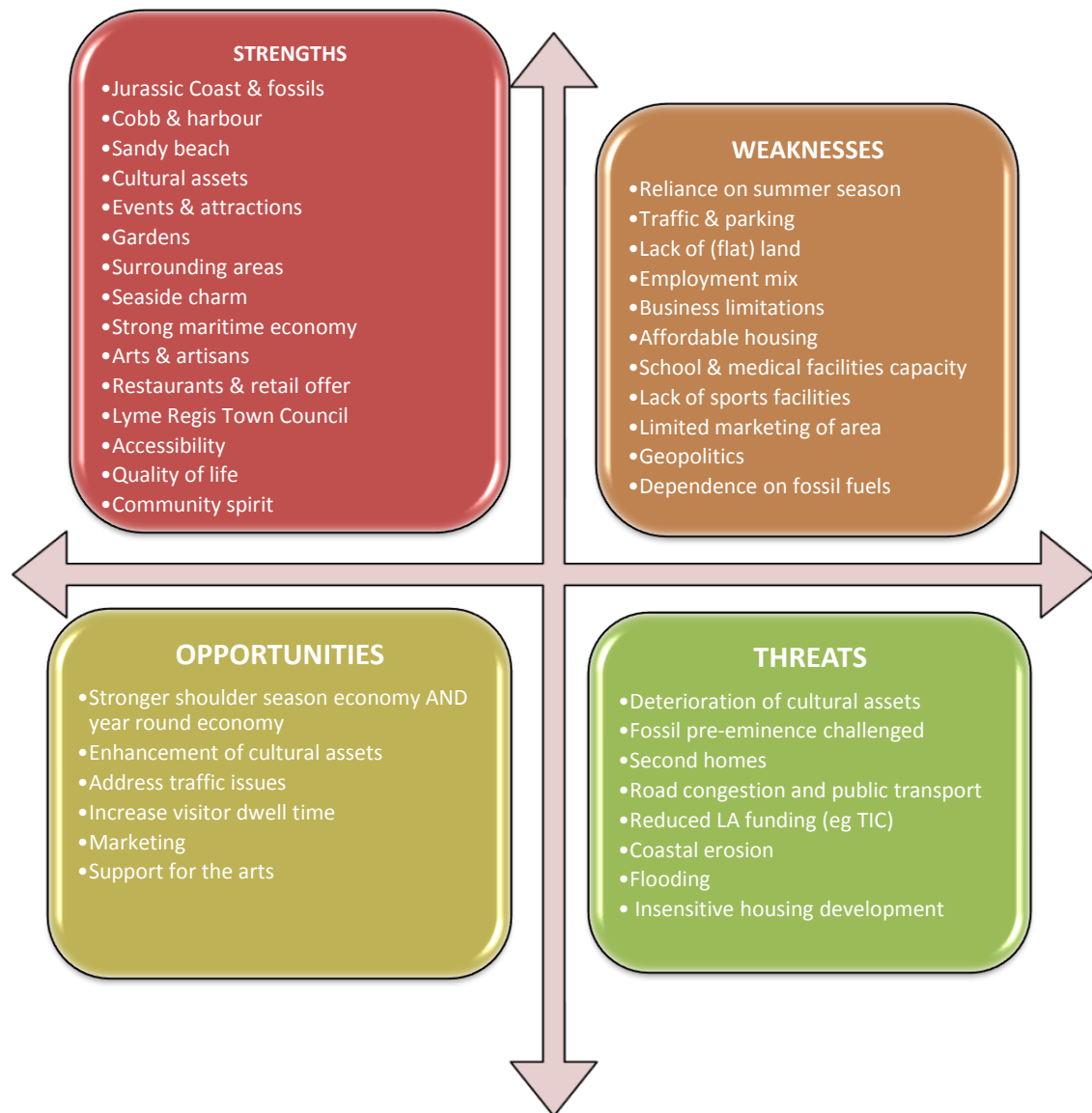
A number of local plans have been published, or are shortly to be published. This plan has drawn on the Lyme Regis Community Plan 2007 – 2027, written in 2007 and updated in 2012. A Charmouth Parish Plan was published in 2010, based on a residents' questionnaire and a business traders' survey. An Uplyme Village Neighbourhood Plan is in the process of being produced.

Lyme Regis Town Council (LRTC) has recently published its corporate plan for the period 2016 – 2020.

4. Economic analysis

4.1 SWOT analysis

It is instructive to consider the strengths, weaknesses, opportunities and threats for our area.



Strengths

1. The Jurassic Coast and fossils

Lyme Regis and Charmouth are world-famous for fossils. The Jurassic Coast became a UNESCO world heritage site in 2001, the first natural site in Britain. The story of Mary Anning, already well known, was made into a best-selling book by Tracy Chevalier in 2009.

Both Lyme Regis and Charmouth capitalise on their fossil links. The Charmouth Heritage Coast Centre (CHCC), one of the main Jurassic Coast visitor centres, hosts an extensive fossil display. So does Lyme Regis Museum, which has recently announced its expansion plans. Both towns have a number of commercially-run fossil shops, and both offer fossil-finding tours to visitors.

2. The Cobb and Lyme Regis Harbour

The Cobb is the 700 year old picturesque sea wall in Lyme Regis, situated next to the harbour. Made famous in Jane Austen's 'Persuasion' and the film of John Fowles' 'French Lieutenant's Woman', it is a major tourist attraction (currently number one on Tripadvisor in Lyme Regis).

3. Lyme Regis sandy beach

The coastline in Devon and Dorset is naturally pebbly, so sandy beaches are at a premium. Lyme's Front beach has been made sandy by using imported sand. As the only sandy beach between Swanage and Sidmouth, it attracts many visitors, particularly families during the summer season. The Marine Parade area around the sandy beach is the second busiest retail area in Lyme Regis (next to Broad Street), having a number of pubs, restaurants and shops.

4. Cultural 'assets'

Lyme Regis is fortunate in having three not-for-profit attractions – Lyme Regis Museum, The Town Mill and The Marine Theatre – which are all major tourist magnets as well as being well-supported by local residents. Charmouth's CHCC is also a major draw.

Lyme Regis Museum focuses on telling the colourful history of Lyme Regis, with a particular focus on geology and fossils. Situated in a beautiful Edwardian building on the western seafront, the museum has recently secured funding for a major new extension, 'The Mary Anning Wing'. Work is due to begin in autumn 2016, and take around 12 months.

The Town Mill is a working watermill, with accompanying art galleries and artisan businesses. Saved from the bulldozer in 2001, it attracts around 60,000 visitors a year to its galleries. The Mill is the creative hub for the arts scene, and the small businesses (including micro-brewery, café, pottery, seamstress and silversmith) bring much-needed employment to the area.

The Marine Theatre puts on around 90 shows a year, a mix of drama, comedy and music. With its aim to be at the heart of the community, it is running Youth Theatre workshops for young children and teenagers. The theatre building is in poor condition, especially its flat roof.

Charmouth Heritage Coast Centre is one of the 'official' visitor centres for the 95 mile Jurassic Coast. Situated on Charmouth's seafront, it provides information on fossils, fossil hunting and the local coastal and marine wildlife. Opening in 1985, it attracts 90,000 visitors a year. CHCC is situated in a vulnerable position, and was badly damaged by winter storms in 2012.

Other attractions: Lyme Regis also has some popular, commercially-run attractions. These include Lyme Regis Aquarium, situated on The Cobb, and Dinosaurland fossil museum.

5. Events and special attractions

Lyme Regis, Charmouth and Uplyme all organise a series of events for both locals and visitors. Traditionally, these have focused on the peak summer months, but increasingly there is a focus on running events at other times to attract visitors.

The following list gives a flavour of the events on offer (it is not intended to be comprehensive). Many of these events are well attended – it is estimated that crowds of up to 25,000 people come and see The Red Arrows' display as part of Carnival Week. N.B. Lyme Regis unless stated.

'Traditional' summer season (July / August): Regatta and Carnival Week, Lifeboat Week, Candles on The Cobb (NB not run every year), BSharp Big Mix Music Festival, Charmouth Fayre

Shoulder season (May and September): Jazz & Blues Weekend, Folk Festival, Guitars on the Beach / Food Rocks!, ArtsFest, MillFest, Fossil Festival, May Day Fete, Uplyme Village Fete

Christmas / New Year: Christmas Lights, Lyme Lunge, Charmouth Xmas Day Swim, Yuletide Lyme

Off-season: Lyme Walking Festival, Beer Festival.

6. Lister and Langmoor Gardens

Above Lyme seafront lie Lister and Langmoor Gardens. Reopened in 2007 after major land stabilisation works, they offer superb views of Lyme Regis and beyond. As well as the walks and gardens themselves, they house a number of attractions – crazy golf, table tennis and Hix Oyster and Fish House, a restaurant run by celebrity chef Mark Hix.

7. Surrounding areas of natural beauty

Not only are Lyme Regis, Charmouth and Uplyme beautiful themselves; they are surrounded by wonderful scenery. To the west lies Golden Cap, the highest point on the South Coast. Beyond lies world-famous Chesil Beach and Portland. Between Charmouth and Golden Cap lies Stonebarrow Hill, owned by The National Trust. Immediately to the east of Lyme Regis lies The Undercliff, a national nature reserve and one of the wildest areas on the South Coast.

The entire area is criss-crossed by walks, including the South West Coast Path.

8. 'Traditional' British seaside charm

Visitors and locals value the 'traditional' seaside charm that the area offers. It is hard to pinpoint the appeal: the slower pace of life, the architecture, the colourful holiday cottages and steep lanes (Sherborne Lane in Lyme Regis is a particular 'hidden' highlight), the fact that both Lyme and Charmouth have town centres with independent shops, and so on. We are fortunate that our area is not blighted by the run-down nature of some British coastal towns. However, there are no grounds for complacency – we have a number of pressing issues to attend to.

9. Strong maritime economy

The prosperity of Lyme Regis and Charmouth have been linked to the sea for generations. Although the days of Lyme being one of England's busiest ports may be gone, our link to the sea remains strong. Lyme Regis harbour employs a full time harbourmaster to manage the many dozens of vessels regularly berthing there. There is a small commercial fishing fleet, complemented by locals offering fishing trips from The Cobb. Lyme Bay Fisheries and Conservation Reserve protects 60 square miles of sea from dredging and bottom trawling.

There are three thriving clubs in Lyme – the Sailing Club, Gig Club and the Powerboat Club, with hundreds of members. Kayaks, surfboards, windsurfing boards and wet suits are all available for hire. Lyme Regis also has a nationally renowned Boat Building Academy, situated behind Monmouth Beach. It runs boat-building courses all year round.

10. Thriving arts scene and creative artisans

Lyme Regis is home to a vibrant arts scene centred around The Town Mill, with its two permanent art galleries. The Mill has recently taken responsibility for Artsfest, an autumn arts festival run annually since 2003. There are also several commercial art galleries in Lyme. Whilst we are not yet St Ives, there is an opportunity to make our arts scene a major tourist draw.

We also have a thriving group of local artisans – people who sell (and often make) local produce. The Town Mill has potters, a dress-maker and a silversmith.

11. The restaurant scene and retail offer

Lyme Regis has around 30-40 restaurants and cafes catering to all tastes and price points. This is a major plus point for the town. Locals and visitors enjoy a thriving town centre with a high proportion of independent shops – we have great local bookshops (new and antique), prize-winning coffee shops, delicatessens and gift shops.

12. Lyme Regis Town Council

LRTC is unusual in that it runs a budget surplus. This gives it an opportunity to be a major force for good for the town. In 2015 it funded a major upgrade to Anning Road Play Park and continued to co-fund The Hub, a Youth-focused venue in Lyme. It is also funding a new skate park, due to open in spring 2016.

13. Accessibility from London and The Midlands

It may be strange to list this as a strength, given the distances involved. But a major plus point for our area is the relatively convenience of the journey from London and The North, compared to Devon and Cornwall. We are well-placed to market ourselves (for example) as one of the closest locations for Londoners to have a 'West Country' holiday.

14. Quality of life

Our area offers a high quality of life. There is a kind local micro-climate, beautiful countryside and a low crime rate. These make us a popular retirement choice, although of course they also enhance our appeal to the younger generation. We are fortunate to have good schools locally – The Woodroffe School (Secondary) is rated outstanding by Ofsted, as is Mrs Ethelston's Primary in Uplyme. St Michaels Primary in Lyme and Charmouth Primary are both rated 'good'.

15. Strong community spirit and active volunteer community

All of our cultural 'assets', many local events and our councils are all run by teams of dedicated volunteers. Whilst this is the same all over Britain, the level of local support in Lyme, Uplyme and Charmouth is remarkable. We benefit from the many local 'active retired' people who give up their time; without them, our area would not function the way it does.

Weaknesses

1. Over-reliance on the brief summer season

In keeping with many coastal areas, the busy summer season is a mixed blessing. Although it props up the area's economy, it causes strains on infrastructure – especially the road network – our narrow streets were not built for heavy holiday traffic (see traffic issues).

Lyme Regis and Charmouth can appear prosperous in summer. This does not tell the full story; it is true that there are many seasonal jobs available, but these tend to be low-paid. Indeed, many of the tourist-related jobs available – waiting tables, cleaning, casual shop work – are 'zero-hours' and on minimum wage.

It is clearly in our interest to move away from this 'feast and famine' situation by extending the 'shoulder' season. This has been an aim locally for some years (it was one of the major aims in The Lyme Regis Community Plan, written in 2007). There has been some progress on this – a number of new Lyme Regis events have been scheduled for May and September (for example, The Folk Festival and Guitars on the Beach / Food Rocks! But we need to do more – our aspiration should be to move to a year-round economy, securing jobs that families can rely on.

2. Traffic issues / parking / poor road links / limited public transport

Lyme Regis, Charmouth and Uplyme all have narrow streets, designed for less hectic times. It is commonplace for there to be traffic chaos in July and August. The Street in Charmouth is bad, but probably the biggest issue are Church Street and Bridge Street in Lyme Regis where the narrow road also turns sharply (see photo),.



Parking is an issue, especially in summer and in school holidays. There are days in July and August when Lyme Regis is full, with all 1500 car parking spaces occupied. Not only does this damage the local economy on the day; it puts visitors off from returning.

Lyme Regis has instigated a "Park and Ride" service on both sides of the town. This has been helpful, although investment is required to improve the service. It is also frustrating that the

Charmouth Road and Holmbush WDDC-operated car parks offer all day parking for £2 a day, substantially undercutting the Park and Rides.

Looking more widely, there are issues with road links. The A35 is single lane in much of our area and cannot cope with summer traffic levels. It is an accident 'hotspot', and any blockage paralyses traffic for many miles, as there is no reasonable alternative.

3. Lack of (flat) land

Both Lyme Regis and Charmouth suffer from a lack of land for sensitive development. The natural hilly terrain and land instability issues both contribute to this. This means that options for housing development and business development (therefore jobs) are unusually restricted.

4. The employment mix

There are no big employers in our area (by Government definitions, we have one 'medium sized employer': Dorset County Council, through Woodroffe School. All the rest are small businesses). There are a number of business employing 40 –50 people, including the 'View From' newspaper, By The Bay restaurant (in summer) and Lyme Regis Medical Centre.

Job prospects locally are limited. Many of the jobs available locally are summer-only jobs. These are often on 'zero-hours' contracts, and pay minimum wage, with no job security.

The difference between summer season and the rest of the year is striking. We operate effectively at 'full employment' in summer. One of our leading restaurants employs 45 people in the height of summer; and four during the winter months.

5. Business and office space limitations

Our ability to offer support for local business start-ups is limited. Lyme Regis has offices available at St Michael's Business Centre, although these are quite traditional in nature. We lack a modern business office unit 'hub' that would appeal to anyone seeking a modern working environment. There is a small business park on Uplyme Road, with industrial units. This is currently full.

Broadband speeds are still problematic in our area, despite some recent improvement. Mobile and 4G reception is patchy at best. This is an issue for our visitors as well as our businesses – people expect to stay connected when spending time with us.

6. Lack of affordable housing

House prices in Lyme Regis, Charmouth and Uplyme are high, making home ownership impractical for many. Housing developments are rare in our area – there is limited space for building (a contributory factor to the high prices). Bloor Homes are currently advertising 3 and 4 bedroom homes on their new development in Lyme Regis for "£299,950 to £845,000".

Our community aspires to offer affordable housing. Lyme Regis Community Land Trust has been set up to help address this, and is currently working on a potential development on Charmouth Road, at Timber Hill. We also lack affordable rented housing.

7. School and medical facilities capacity

Our schools are good, but they are at bursting point. Medical facilities are stretched, with Lyme Regis Medical Centre struggling; in their latest CQC report, services are rated as 'requiring improvement' (http://www.cqc.org.uk/sites/default/files/new_reports/AAAD8721.pdf).

8. Sports facilities

Sports opportunities are limited. There is a football club (Lyme Regis Town), with the pitch also used by youth teams. However, facilities are fairly basic, the pitch itself is poorly drained (leading to many postponed games) and it is sloping. There is a joint cricket club with Uplyme, based in Uplyme. There is no rugby club. A commercial gym has recently opened, and a small gym is available for use at The Woodroffe School. There is a long established golf club on Charmouth Road, and a bowls club with a green near to Monmouth Beach. There are municipal tennis courts in Uplyme and in Charmouth. The nearest swimming pool is in Axminster.

There are no all-weather sports facilities in Lyme Regis. Lyme Regis youth football teams currently train in Axminster.

9. Limited marketing of our area

Lyme Regis Business Group feels that the town is not currently well-marketed to visitors. LRTC does have a number of initiatives ongoing – a website (LymeRegis.org), and it designs and circulates 30,000 copies of a town brochure annually. Stronger marketing is a big opportunity, and is one of our key strategic priorities (see section 3.2).

10. Geopolitics / distance from 'County Hall'

Our area straddles the county boundary between Dorset (Lyme Regis, Charmouth) and Devon (Uplyme). Of course, this should not matter; but it does. There have been frequent tensions between WDDC and EDDC. There has also been acrimony between Uplyme and Lyme Regis. Whilst these issues have improved, they are still 'work in progress'. There can be no resolution to the traffic problems that blight Lyme Regis without co-operation from Uplyme.

A related issue is that our fringe part of Dorset feels very distant from the main local political 'power bases' in Dorchester and Bournemouth. Rightly or wrongly, there is a feeling locally that Dorset county planners care little for this part of their jurisdiction. We feel especially vulnerable to LA budget cutbacks.

11. Dependence on fossil fuels

With a few limited exceptions, our area is still very dependent on fossil fuels. The vast majority of households have their own petrol / diesel cars, which are the main means of getting around. There is little or no use of sustainable energy on a large scale.

Opportunities

1. A stronger shoulder-season economy; then a year-round economy

The need for a stronger shoulder-season economy is well-recognised. In addition to the development of an events schedule that reflects this, what else can we do? One area that should take action on is to increase quality and quantity of our all-weather spaces. This will give the additional advantage of improving choice during poor weather in peak season too. We will expand on this in Section 4.2, Economic Strategy.

2. Enhancement of our 'cultural assets'

As already discussed, we have a strong base of cultural assets - Museum, The Town Mill, Theatre and CHCC. This is part of what makes our area so appealing to locals and visitors alike. Like all assets, however, they need investment to ensure that they stay fresh and relevant.

The Marine Theatre building is dilapidated, and facilities are poor (several of our local schools have tiered seating in their halls than the theatre lacks). The roof leaks badly*.

The Town Mill was renovated extensively 15 years ago, but is now in need of refurbishment.

The Museum has recently announced plans for a new extension, with work due to start in 2016.

CHCC was badly damaged by winter storms a couple of years ago. Its coastal site is particularly vulnerable, and would benefit from protection.

We will return to these later.

** It was announced in December 2015 that an application to the Coastal Revival Fund for £39,000 for roof repairs had been successful. Following this, LRTC pledged a further £20,000. Together with its own fundraising, The Marine Theatre now has enough money to fix its roof. Work is planned to begin shortly. This is a wonderful example of how a successful funding bid to an external body can benefit our area.*

3. Address the traffic issues in Lyme Regis

The two Park and Rides require investment and improvement – both infrastructure and shuttle links into Lyme itself. This has the potential to address the summer over-crowding in Lyme, and boost the economy by accommodating more visitors.

Lyme Regis Town Council is considering the macro-issue of traffic issues in Lyme Regis. A number of potential solutions have been proposed, from a one-way system, through to the partial pedestrianisation of the town centre. These require LRTC to champion them and liaise with the other statutory bodies involved.

4. Increase dwell-time of visitors

It is commonplace for visitors to Lyme Regis to park in or around The Cobb / Harbour area, spend some time at the seafront, and then leave, without ever venturing to the other parts of

town. Indeed, some incurious visitors who come to admire The Cobb, or go fossiling on Monmouth Beach, do not even know that our theatre, Mill and museum even exist!

The same challenge exists with Charmouth to some degree. How do we tempt those who park at the seafront and visit CHCC to explore the rest of the town? There is much that we can do, via advertising and promotion, to help make visitors aware of all that Lyme Regis has to offer. It is hugely in our interests to do so, as greater dwell-time will lead to more money spent locally.

Specific recommendations in this area are covered later.

5. Improved marketing of Lyme Regis, Charmouth and Uplyme

Lyme Regis and Charmouth are fortunate in having such a strong association with fossils, dinosaurs and The Jurassic Coast. We already use this in our advertising, but there is an opportunity to develop this further. We should be considering what else we can offer both families with dinosaur-obsessed children, and keen adult geologists, to get them to visit more often and stay longer.

There is an opportunity to market ourselves in the context of the surrounding area. Although Lyme and Charmouth do 'compete' with Bridport and Sidmouth to some extent, there is also much potential mutual benefit. Most visitors to our area come by car, and many explore the surrounding towns and countryside. We can co-promote our area with other local towns.

Related to improved marketing, there is a case for enhanced events management. It is remarkable how many events run in Lyme (and how well they are organised). But as we look to enhance these further, it is probably unrealistic to expect these to be organised and co-ordinated by volunteers alone. There is a strong case for professionalising events management.

6. Support for The Arts

The development of the arts community in Lyme Regis in the last decade has been remarkable. Centred on The Town Mill, the creative arts in stronger in Lyme than in surrounding towns that are much bigger. There is an opportunity to invest in and to develop this further, so that it becomes a motivation for visiting our area.

Threats

1. Deterioration of our cultural assets (see Opportunities section)

2. Pre-eminence in fossils / geology is challenged

Our visitors tell us that Lyme Regis and Charmouth are the best places in Britain to go fossiling. The Jurassic development in Portland is therefore clearly something that we should be aware of. Due to open in 2021, it remains to be seen whether this is a threat to our area, or an opportunity, as it draws families with an interest in dinosaurs to Dorset. The MEMO project is also due to open in Portland in 2016.

Seaton Jurassic, due to open in spring 2016, is also a development to monitor. It appears that it will have a natural history, focus, rather than fossils.

3. Second-home increase

Just over 20% of all homes in Lyme Regis are second homes – over three times higher than Bridport, and not far short of the 25% seen in places like St Ives in Cornwall. Second homes that are regularly rented out to holidaymakers can benefit a local economy. However, many second homes stand empty when not used by their residents. They also inflate house prices locally.

4. Road congestion / Poor public transport

Our area is highly dependent on good road links, both for locals and for visitors (it is virtually unheard of to do a ‘main shop’ locally). As such, we are reliant on a good road network.

Public transport links are poor. The main X53 bus service is two-hourly in the winter. The town bus service, the no. 71, runs hourly 9am – 5pm weekdays.

5. Reduced district / county LA funding

Pressures on local government budgets are well documented. WDDC cutbacks threaten a number of institutions and projects in our area – Lyme Regis Tourist Information Centre (adjacent to The Marine Theatre). Lyme Regis library, LymeForward and funding for The Marine Theatre, Lyme Regis Museum and The Hub. The TIC in particular is under threat.

6. Coastal erosion and landslips

Lyme Regis and Charmouth are located on an active stretch of the West Dorset coast and face considerable challenges from coastal erosion. Over the years many properties have been destroyed or damaged by erosion of the foreshore and major breaches of the sea walls.

The Lyme Regis Coast Protection Scheme was initiated in the early 1990s to provide long-term town protection through a programme of engineering works. The latest stage, Phase IV, saw an investment of £20m and built the new sea defences on the eastern side of town (and the new sea walkway from Charmouth Road car park into town). Phase V plans, which will focus on The Cobb, are being drawn up.

7. Flooding and storm damage

Our area is vulnerable to flooding from both the sea and rivers. In the past few years the river flooding has been more extensive – in winter 2013 the River Lym burst its banks in Lyme, flooding a number of properties. Uplyme has flooded four times in the last four years, with Venlake and the playing fields badly affected (see photo).



We are also susceptible to storm damage. As already mentioned, CHCC was severely damaged in the winter of 2013.

8. Insensitive housing development

Lyme Regis, Charmouth and Uplyme all have limited available space for expansion. Whilst population increase might (arguably) bring some benefits to our area, it will not be of net benefit if it is carried out insensitively, or without the associated increase / improvement in infrastructure, such as schools, medical facilities and the road network.

A case in point is the Hallam Ltd. application for building 350 new homes on the Sidmouth Road on the outskirts of Lyme Regis in 2014, on land actually within the Uplyme Boundary. This application, which was refused, led to many complaints that it would damage the character and appearance of our area.

4.2 Economic Strategy

Flowing from the SWOT analysis, we have identified **five strategic priorities** that underpin our economic strategy. Our aims are threefold; to make Lyme Regis, Charmouth and Uplyme a **better place to live**, a **better place to work** and a **better place to visit**.

We will consider these in turn. This then leads on to a list of tangible things that we want to do – our key short-term and medium-term initiatives – that are covered in Section 5.1.

1. To move from a ‘peak-season economy’ to a year-round economy

It is not enough for our area to be prosperous for July and August each year. This window, whilst extraordinarily valuable, is not sufficient for many of our businesses to be able to thrive. It does not provide secure jobs to the local economy. It traps our residents a cycle of poorly-paid, short-term employment opportunities.

Moving to a year-round economy will be no easy task. Yet, relative to many other coastal resorts, we are well-placed to do this. Our most-famous association – with fossils, geology and The Jurassic Coast – is NOT necessarily dependent on summer (indeed, keen fossil-hunters know that the best time to make finds is when it is stormier). And the other things for which we are quite well-known – The Cobb and harbour-side and our arts scene – are also well suited to off-season visits.

We have already achieved some successes in this area. We run a number of successful events in the shoulder season. Lyme Bay Holidays, our largest holiday company, report that their most popular months for short breaks are May, September and October, and around 60% of their weekly bookings also occur outside the traditional summer season.

We will, of course, continue to ensure that our area looks the very best it can be for July and August. A number of the initiatives we are putting forward to enhance our off-season economy will also have a positive spin-off for the peak summer period. However, one of the few things

we can be certain of it that, almost whatever happens, Lyme Regis, Charmouth and Uplyme will be 'full' in July and August every year.

2. Enhancement of our 'cultural assets'

Our area has a wonderful base of cultural assets on which to build. We have already highlighted the 'big four': CHCC, Lyme Regis Museum, The Town Mill and The Marine Theatre. These are vital both for the cultural and social life of our residents, and their ability to attract visitors and encourage them to spend longer with us.

All these key assets would benefit from further investment. In the case of CHCC and The Marine Theatre, these are urgent and are therefore included in our medium-term initiatives.

We are proposing a revitalisation of Theatre Square (see photo). This is a major opportunity for Lyme, lying as it does between two of our key assets, the Theatre and the Museum.



One of our aims is to increase the amount of time that our visitors spend in Lyme Regis. We are therefore recommending a walking trail initiative, supported by improved signage and a new town map. This will help our visitors to explore Lyme more fully, with knock-on effects on the amount of money they spend with us. We will look to market a new visitor attraction in Lyme – 'The Lyme Regis Cultural Quarter', which will encompass The Museum, The Theatre and The Town Mill.

The quality and quantity of events that we run are another key ‘cultural asset’. They can also play an important role in bringing in visitors off-season. We will look to improve the events that we run further, consider the opportunity to run new events and think through how our events are managed.

3. Sea-front improvement

The seafront areas are a vital part of our economy. The majority of day visitors to Lyme Regis or Charmouth will include the sea-front as part of their trip, irrespective of whether they visit in peak season, shoulder season or off-season.. The seafronts are also the focal point for our residents – probably one of the main reasons why many chose to live here.



Marine Parade, Lyme Regis

We are putting forward FIVE separate initiatives that focus on our seafronts:

- A bundle of smaller-scale improvements to Lyme Regis seafront
- A similar bundle to improve Charmouth seafront
- Enhancements to Lister and Langmoor Gardens, overlooking Lyme Regis seafront
- Lyme Regis harbour improvements
- A combined CHCC protection / seafront improvement in Charmouth

4. Infrastructure improvement

There are a host of key ‘enablers’ to making our area a great place to live, work and visit – affordable housing, good schools, healthcare provision, sports and fitness provision, law and order / policing, public transport, eldercare provision and youth services provision.

Perhaps the most pressing of all, however, is the traffic problem that plagues Lyme Regis, particularly in the summer months. The chaos that regularly ensues damages detracts from the visitor experience, and inconveniences residents. It also damages the local economy.

We are putting forward an initiative to provide a radically improvement Park & Ride scheme – better connected, open longer and of benefit to both visitors and residents. Whilst this is not the answer to all Lyme’s traffic issues, it will be a step forward that will benefit the whole town.



5. Marketing our area

We recognise that we live in a competitive world. It is not enough to make Lyme Regis, Charmouth and Uplyme great places to visit and to live; we must also ‘tell our story’ in a compelling fashion. We have some wonderful assets and (in marketing terms) ‘points of difference’ that can form the basis for our future marketing.

We should recognise that some visitors are more valuable to our local economy than others. We should be clear about who we want to attract, and what will appeal to them.

Lyme Regis Town Council intends to set up a marketing team in early 2016. This is a welcome initiative. The CCT sees this as a big step forward, providing the team is empowered and has a marketing budget at its disposal.

We also need to think through the marketing of our individual towns versus the marketing of the wider area. We are lucky that this part of England has so much to offer visitors and locals. Most of our visitors have cars, and will explore the wider area. So joint marketing efforts with Bridport and / or Sidmouth (for example) have much to commend them. This would also have the potential advantage of larger, pooled marketing budgets.

5. Key initiatives

5.1 Overview

We have drawn up a 'shortlist' of short-term (achievable in 6-12 months) and medium-term projects (bigger projects, taking at least 12 months); these are presented in the following sections. Many of the short-term initiatives are in LRTC's recently published Corporate Plan.

5.2 Medium-term initiatives

Thirteen priority projects have been identified. These are NOT in any priority order.

Initiative (Lyme Regis unless noted)	Strategic fit ^a	Economic boost est ^b	Job creation potential ^c	Cost est^d
1. Park & Ride enhancement	1,4	£££	*	££
2. Marine Theatre development	2,3	££	*	££ / £££
3. Marine Square development	1,3,4	££	***	£ / ££
4. Lyme Seafront enhancement	1,2,3	££	*	££
5. Lyme Regis harbour improvement	1.3.4	££	*	££
6. Lister & Langmoor Gdns enhancement	1,2,3	££	***	£
7. Lyme Cultural Quarter / walking trail	1,2	££	**	£
8. Town Mill development	1,2	££	***	£££
9. CHCC protection / seafront facilities	1,2,3,4	£	*	£££
10. Charmouth seafront enhancement	1,2,3	££	*	££
11. Charmouth fossil museum	1,2,3	££	***	£££
12. Uplyme: Upgrading of East Devon Way footpath	4	£	*	£
13. Marketing	5	£££	n/a	£ (ongoing)

^a Strategic fit: 1= Year-round economy, 2= Cultural assets, 3= Sea-front, 4= Infrastructure, 5 = Marketing

^b Estimate of the economic boost provided to the area: £ high: ££ very high: £££ extremely high

^c Estimate of number of FTE jobs created: * moderate: ** high: *** very high

^d Guideline cost estimate: £= under £100k, ££ = £100k-£250k: £££= more than £250k

We will now consider each of these initiatives in turn:

1. Park & Ride Enhancement

Lyme Regis has two Park & Rides – “East”, on the Charmouth Road, serving those approaching from the north and east, and “West” on the Sidmouth Road, serving those arriving from Devon via the coast road. Together, they contain 570 car parking spaces.

Both the Park & Rides currently operate in peak season; East is open in the school summer holidays only; West is open April to early September at weekends, but weekdays only in the school summer holidays. Opening times are 10am – 6pm (10.30am – 6.30pm West).

There is a bus link into Lyme Regis from both sites, run by a private bus company. Buses run every 20 minutes at busy times, but less frequently at other times. There is a £5 fee for cars (£10 for larger vehicles).

LRTC currently subsidises the Park & Ride services; this costs around £11,500 per year.

Neither of the Park & Rides services the town especially well at the moment. They are under-utilised, the shuttle service is irregular and facilities at both sites are rudimentary – parking on grass only, no shelter if the weather is poor, no indication of waiting time until the next bus.

We would like to instigate a much-improved Park & Ride service for Lyme Regis. Provisionally, this would entail:

- A longer season (perhaps April – September, 7 days a week), plus school half-terms and holidays
- Longer opening hours
- More frequent, eco-friendly shuttle buses
- Creation of hard-standing for vehicles
- A shelter, with an information point for arrivals
- Improved advertising and signposting, encouraging its use

This would be in part a capital project (one-off infrastructure improvements, purchase / leasing of vehicles), in combination with an ongoing plan for running the service. Improved Park & Ride services are vital to our economic plans. They will help ease the huge traffic burden that is placed on Lyme Regis in the summer months. This will bring more visitors into the town, and boost the local economy.

2. Marine Theatre

The Marine Theatre in Lyme Regis is one of our prized cultural assets. However, the building is in poor repair. The building is characterful, but also cramped, damp and in dire need of modernisation – our local secondary schools arguably have better facilities for putting on productions currently.

Under Clemmie Reynolds, the new artistic director, The Marine Theatre is revitalised, with a stronger connection with the community it serves. LRTC has also just announced that it is renewing its £32k a year grant to the theatre for the next three years, which secures the

theatre's short-term future. What is now required is a plan for bringing the fabric of the building (and other elements, such as the IT systems) into the 21st century.

The CCT, in conjunction with the theatre, the town and LRTC, is considering the best way forward. There are two options:

- Keep the theatre essentially as it is. Update / renew the facilities (stage, seating, building fabric etc.)
- Rebuild on the existing site (NB there may be some room for footprint expansion). This plan could in part be funded by the integration of residential dwellings that would be sold to the public. It could also, potentially, include other spaces (a café, perhaps a restaurant) that could provide a future revenue stream for the theatre.

Whichever route is taken, this is a key project for Lyme Regis. As well as being part of the cultural fabric of the town for generations, the theatre is situated in a prime location in Lyme Regis, adjacent to the museum. The success of the new sea wall walkway, joining Charmouth Road car park to the town, brings around 1000 people past its doors every day in busy periods.

3. Theatre Square

Theatre Square, which lies between Lyme Regis Museum and The Marine Theatre, is an important space in Lyme Regis. It is a large, level area situated between two key assets, and also next to the seafront. Prime location space that is large and level is at a premium in our town.

It is used, occasionally, by the town. In 2015, it was the site for The Big Mix, a one-day BSharp music festival. It has been used for open-air theatre productions and an open-air market.

We would like to revitalise the square, by making some (or all) of it an 'all-weather' space, with a sturdy (but removable) cover. This will allow for a 'European-style' open air café, with flexible seating and tables that will bring this area to life (and provide a valuable income stream).

Theatre Square is also an ideal site for a market. Lyme Regis does not have a regular market at the moment. The CCT is beginning discussions with LRTC about the possibility of having a regular market day in Lyme.

There will be challenges to overcome with the square. The land is currently owned by WDDC, and there is a pumping station underneath, run by South West Water. There is vehicle access, but this is limited and there may be weight restrictions.

4. Lyme Regis Seafront enhancement

Lyme Regis seafront (the area from The Clock Tower to The Cobb, next to Marine Parade) is the number one visitor attraction in Lyme Regis (and, of course, is also popular with our residents). It is important for the town to do all it can to enhance this area further.

The CCT intends to 'bundle-up' a series of relatively small-scale enhancements to this area. Details are being worked on, but these might encompass:

- An improved PA system for seafront events

- Showers on Front Beach
- Heritage Boards for The Shelters
- Improved content for Jubilee Pavilion
- Enhancement of Jane Austen Gardens
- Wi-Fi infrastructure costs

5. Lyme Regis Harbour improvements

Lyme Regis harbour is an economic hub in our town. Not only is it a major tourist attraction, with its fishing trips, aquarium and watersports; it is also a centre for the hundreds of locals who are active members of our sailing, gig and powerboat clubs, and who moor their vessels in the harbour.

The CCT is in discussions with the various key stakeholder groups involved in these activities to better understand their needs, with a view to putting forward tangible proposals for harbour-based improvements that will have a clear economic benefit for our area.

6. Lister & Langmoor Gardens enhancement

Lister and Langmoor Gardens lie above Marine Parade, occupying a prime location close to the seafront.

We would like to improve facilities in the gardens, by the addition of Public Toilets and a Café area with seating. This will be especially attractive for elderly visitors and visitors with small children, who will be able to enjoy the gardens without having to make the journey down to the seafront.

7. Lyme Regis Cultural Quarter / Walking Trails

While the beach area is Lyme Regis's main draw, the town has much more to offer – outstanding cultural assets, vibrant shopping, history and superb coastal and inland walks. If we can make visitors aware of these, then dwell times will lengthen and the local economy will be boosted.

We plan to market Lyme Regis Cultural Quarter, which will encompass The Museum, Theatre and The Town Mill. Other parts of Lyme can also be packaged up as areas to visit e.g. Historic Lyme, Retail Lyme, Hidden Lyme (Sherbourne Lane), Riverside Lyme etc.

We will package up a series of walks around Lyme Regis – a main circular walk ("The Pearl Trail" and a series of smaller, specialist walks.

In order to support this initiative, we would rework our much-loved Lyme Regis Town Map. We will also have new information boards and signposts. The initiative will be advertised on LymeRegis.org – our town website, and supported by a new app.

8. Town Mill development

The Town Mill is one of Lyme's leading tourist attractions. It is also a hub for the arts and creative artisans, employing around 25 people. However, space is currently limited – the Mill's retail and creative spaces are fully occupied.

Sensitive enhancement of The Town Mill site would enhance Lyme Regis. The Town Mill Trust, the charity that runs The Mill, is open to this proposal. It has recently had an application for funding of a space feasibility study approved by the Coastal Revival Fund.

9. CHCC protection / Charmouth seafront facilities

Charmouth Heritage Coast Centre attracts 90,000 visitors a year, and is central to the economic prosperity of Charmouth. However, its existence is threatened by its position, being right on the foreshore and exposed to the elements. Storms in early 2014 caused severe damage, costing £65,000 to repair (not all of this recoverable from insurers). If this were to happen again, this could force permanent closure.

Charmouth Parish Council commissioned Professor Jim Rose, Emeritus Professor of Geography at the University of London, to put forward proposals for protection of CHCC and the Charmouth foreshore area. He recommended an extended promenade, which would serve both as a bulwark against storms – similar to part of the defence protection in place in nearby West Bay. This promenade would be multi-purpose, as it could also be used for park parking, a fishing pier and kayak storage (for example).

The CCT intends to work with CPC and Professor Rose to put forward a feasibility study for this initiative.

10. Charmouth Seafront enhancement

Alongside CHCC protection, there is a raft of smaller initiatives that we will look to bundle up that will improve Charmouth seafront. These might include beach showers and improvement to the beach steps.

11. Charmouth fossil museum

A Charmouth team has pulled together an outline business plan for a new, world class fossil museum in Charmouth. The proposed new museum would complement Lyme Regis Museum, which even with its imminent new extension will be space-limited. This would fill the current gap for a large, modern fossil museum along the Jurassic Coast, and create a major new indoor tourist attraction in an area currently lacking them.

12. Uplyme

UPC would like to upgrade the East Devon Way footpath from the centre of Uplyme from the Village Hall to the parish boundary with Lyme Regis. This would give full disabled access to a beautiful walk that follows the river Lym to the coast.

13. Marketing and events management

Improved marketing is key to the area's continued success. There is a need for a marketing strategy with a budget to support this. A related need is for the 'professionalisation' of events management, which is so vital to us.

There is a case to be made for a new paid role of 'town marketing and events co-ordinator', with LRTC probably best placed to fund such a role. This role might be extended to cover Charmouth and Uplyme, subject to negotiation.

Other possible initiatives

The CCT is considering putting forward a number of other initiatives, Details are not included in this document currently, as they require more time to work on them. These include:

- Field study centre: Lyme Regis Development Trust put forward plans a few years ago for a geological education facility which would include residential accommodation. A feasibility study was commissioned and it garnered much support
- Development of Monmouth Beach, Lyme Regis
- Cobb Gate car park, Lyme Regis.
- Improved coastal signage and wayfinding

5.3 Short term initiatives

The following table shows a list of short-term initiatives. Many of these are on LRTC's initiative list.

Initiative
Improved Lyme Regis website (LymeRegis.org)
Seagull action
Water quality
Production of 'What's On' flyer
Lyme 'Ambassadors'
Fitness trail
Locals' loyalty card
Marine Parade use policy
Seafront refuse management
Repair of The Leat (adjacent to The Town Mill)

6. Monitoring and review

This economic plan is an important document for our area, its businesses and residents. But it is also just a starting point. It will require management and monitoring to ensure that it is acted upon and remains relevant. This section outlines our approach to ensure that this happens.

Ongoing CCT role and co-ordination

The Lyme Regis, Charmouth and Uplyme CCT will continue to exist and will meet up regularly. CCT members attend meetings on a voluntary basis, and will continue to do so. The only exceptions have been the CCT co-ordinator and the consultation who has drafted this economic plan.

We are exploring the retention of a 'CCT co-ordination officer' role on (perhaps) a one day a week basis. This person would assume responsibility for updating the plan, exploring funding opportunities and management of any funding submissions that are made on behalf of the CCT. We estimate that this role would require around £5000 of funding annually (plus administrative support etc.). Discussions are ongoing between the councils, Lyme Regis Business Group and other bodies to agree this funding. This role would be the liaison point with us locally.

Short term goals and next steps

Following submission of the economic plan, the CCT will finalise its discussions on how to spend the remainder of the seed capital that has been provided.

Measuring success: the need for data

As our plan progresses, we recognise the need to set SMART targets. Part of this is deciding how we measure success – how do we decide that we are on track to deliver economic growth to our area?

In common with many areas, we have little by way of 'hard data' to go on. We will be having discussions with LRTC, CPC, UPC and other stakeholders to try to address this.

Our approach will be to collect a range of 'proxy' measures to establish whether we are moving in the right direction. These might include:

- Collection and analysis of car park volumes
- Google analytics of LymeRegis.org
- Setting up of a regular survey to monitor the level of bookings of a sample of hotels and guest houses in the area
- Survey of local retailers via Lyme Regis Business Group
- Number of visitors at our key attractions

We need to be aware that all of this data is weather dependent – if we have terrible weather in summer season, then – irrespective of our strategy – our economy will be hit hard.

7. CCT details and acknowledgements

Membership

Our CCT has been meeting on a monthly basis. Attendees have been as follows (name and capacity attending / role):

Adrian Ragbourne: LymeForward, CCT Co-ordinator

Owen Lovell: LRTC (Mayor)

Cheryl Reynolds: LRTC Councillor

Daryl Turner: LRTC Councillor and WDDC Councillor

Mark Green: LRTC Deputy Town Clerk

George Symonds: WDDC Councillor

Tony Colston: Lyme Regis Business Group

Phil Tritton: CPC and Charmouth Traders

Andrew Turner: UPC

Trevor Hedger: Head of Economic Regeneration, WDDC

Philip George: Economic plan author

Point of contact

Adrian Ragbourne is the principal point of contact for our CCT:

Adrian@lrdt.co.uk

Tel: 01297 445021

St Michael's Business Centre

Church Street

Lyme Regis DT7 3DB

Consultation and communication with community

We consider it critically important that we are representing the views of the communities that we serve.

A public consultation forum was held in early December in Lyme Regis, which was extensively advertised in the local press and on social media. An early draft of the plan was made available on the LymeForward website prior to the meeting. Around 40 members of the public attended the meeting. A number of suggested amendments were made to the plan, and these have been taken into account in the final plan.

We would like to thank Ben Matthews, the MD of Lyme Bay Holidays, for meeting face to face and giving his feedback.

Our thanks also go to Trevor Hedger for his guidance throughout the process to date.

About the author

This plan has been written by Philip George of Join the Dots Consulting. I would like to thank the CCT members for their help and guidance in helping me be the 'voice' of our local area.

www.jointhedotsconsulting.co.uk

Tel: 07812 104550