



SIDMOUTH TOWN COUNCIL



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To: All Members of the Tourism & Economy Committee

2 March 2015

(Cllrs: Ian Barlow, David Barratt, Jack Brokenshire, Christine Drew, John Dyson, John Hollick, Stuart Hughes, Mary Jolly, Ann Liverton, Graham Liverton, Dawn Manley, Ian McKenzie-Edwards, Simon Pollentine, Peter Sullivan, Chris Wale)

Invited Representatives:

2 Sidmouth Chamber of Commerce Representatives

Sidmouth Information Manager

Clerk of the Council

For Information:

Other Members of the Council

EDDC Member Champion for Tourism, Sheila Kerridge

Dear Sir/Madam,

Meeting of the Tourism & Economy Committee Monday 9 March 2015 at 6.30pm

You are hereby summoned to attend the above meeting to be held in the Council Chamber, Woolcombe House, Sidmouth. It is proposed that the matters set out on the agenda below will be considered at the meeting and resolution or resolutions passed as the Council considers appropriate.

Yours faithfully,

Christopher E Holland
Town Clerk

A G E N D A

- | | | <u>Page/s</u> |
|---|---|---------------|
| 1 | Apologies
To receive any apologies for absence. | |
| 2 | Minutes
To confirm the minutes of the meeting of the Tourism & Economy Committee meeting held on Monday 8 December 2014. | 3 – 5 |
| 3 | Declarations of Interest
To receive any Members' declarations of interest in respect of items on the agenda.
Note: You must also declare the nature of any personal or prejudicial interests in an item whenever it becomes apparent that you have an interest in the business being considered. | |

- 4 **Matters of Urgency**
To consider any items that in the opinion of the Chairman should be dealt with as matters of urgency because of special circumstances. (Note: such circumstances need to be recorded in the minutes)
- 5 **Exclusion of the Public**
To agree any items to be dealt with after the public (including the press) have been excluded. There is one item which the Clerk recommends should be dealt with in this way.
- 6 **Information Centre Manager's Report**
To receive the attached report from the Information Centre Manager. 6
- 7 **Town Guide Distribution Figures**
To receive the current guide distribution figures.
- 8 **Cycling Event 2015**
At the January 2015 Council meeting Alistair Cope from Velo Ventures gave a presentation and asked whether the Town Council would be interested in working together on a proposal to introduce and establish an annual cycling event in Sidmouth. It was resolved that as this would require the involvement of the business community this item would be discussed further at this meeting. The Chairman will give an update.
- 9 **Mobile Friendly Website**
To consider the attached report on the development of a mobile friendly website and receive an update from the Town Clerk. 7 – 8
- 10 **Matters Raised by Invited Representatives**
To consider any other items or matters to be raised by the representatives of the Sidmouth Chamber of Commerce.
- 11 **Exclusion Of The Public And Press**
The Vice Chairman of the Committee to move the following:
“that under the Public Bodies (Admission to Meetings) Act 1960 the public (including the press) be excluded from the meeting due to the confidential nature of its contents.”
- PART 'B'**
- 12 **Town Guide and Information Centre Income and Expenditure**
To receive the Income and Expenditure Reports for January 2015 in respect of the Guide and Information Centre. 9 – 10

Forthcoming Council and Committee meetings:

18 March 2015 – Planning Committee
23 March 2015 – Emergency Committee
1 April 2015 – Planning Committee
13 April 2015 – Council
15 April 2015 – Planning Committee

SIDMOUTH TOWN COUNCIL
Minutes of a Meeting of Sidmouth Town Council's
Tourism and Economy Committee
held at the Council Chamber, Woolcombe House, Sidmouth,
on Monday 8 December 2014 at 6.30 pm

Councillors present: - Simon Pollentine (Chairman)
 Chris Wale (Vice-Chairman)
 Ian Barlow
 David Barratt
 Jack Brokenshire
 John Dyson
 John Hollick
 Ann Liverton
 Graham Liverton
 Dawn Manley
 Ian McKenzie-Edwards

Apologies: Stuart Hughes, Mary Jolly

The meeting started at 6:30pm and finished at 8.20pm

PART 'A'

13 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 16 June 2014 were signed as a true and accurate record.

14 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Simon Pollentine	21 Town Guide and Information Centre Income & Expenditure	Personal	Remained in Chamber	Town Directory Advertiser
Ian Barlow	21 Town Guide and Information Centre Income & Expenditure	Personal	Remained in Chamber	Town Guide Advertiser

15 Matters of Urgency

- The Chairman congratulated the Chamber of Commerce on the very successful Late Night Shopping event held on Friday 5 December 2014.
- The Chairman reported that he would be attending a 'Have Your Say: Tourism in the South West' event at the Royal Albert Memorial Museum in Exeter on Monday 12 January 2015.
- The Chairman reported that he would be attending a meeting at Sidmouth Rugby Club on Monday 15 December 2014 held to discuss how Grass Roots clubs could achieve benefit from the 2015 Rugby World Cup.

16 Exclusion of the Public

RESOLVED: That the classification given to the documents to be submitted to the Committee, be confirmed, and that the reports relating to exempt information, be dealt with under Part B.

17 Information Centre Manager's Report

Jeff Bailey, Information Centre Manager, presented the Information Centre report.

RESOLVED: That the Information Manager's report be noted.

18 Town Guide Distribution Figures

The Chairman reported the latest Guide distribution figures which showed that 18,985 2014 guides had been posted out and there had been 161,514 hits on the Visit Sidmouth website so far this year.

RESOLVED: That the Guide distribution figures be noted and idea of e-shots be investigated.

19 Report from S106 Future Projects TaFF – Improving Sidmouth Consultation

At the October Council meeting it was resolved that relevant project items from the S106 Future Projects TaFF report would be forwarded to the Tourism and Economy meeting for discussion with Members and Chamber of Commerce representatives. The Chairman had brought forward two of these items for discussion/update:

- a) Provision of a Boat Jetty/Pontoon/Pier.
- b) Re introduction of the appearance of the Red Arrows into Sidmouth calendar.

RESOLVED: That:

- 1) Provision of a Boat Jetty/Pontoon/Pier – be supported in principle and an agenda item to set up a working group to undertake a long term investigation/analysis it included on the first Tourism & Economy Committee meeting agenda after the May 2015 elections. In the interim period, the District Council would be made aware of the Town Council's intention to pursue this project.
- 2) Re-introduction of the appearance of the Red Arrows into Sidmouth calendar be supported – Councillor Barlow would check the availability and express an interest for Sidmouth to host the Red Arrows during the 2015 Sidmouth Regatta week. The financial support for this proposal would be considered at the January 2015 budget meeting.

20 Matters Raised By Invited Representatives

Steven Kendall-Torry asked Members to consider employing an individual as an Event Co-ordinator to assist the Chamber of Commerce and other Sidmouth voluntary organisations to manage their events throughout the year.

RESOLVED: That a Community meeting be held with the Chamber of Commerce, Science Festival, Carnival and other organisations to discuss this proposal further in order to ascertain the exact needs of groups and individuals when organising events.

PART 'B'

EXCLUSION OF THE PUBLIC AND PRESS

under the Public Bodies (Admission to Meetings) Act 1960

the public (including the press) be excluded from the meeting due to the confidential nature of its contents.

21 Town Guide and Information Centre Income and Expenditure

The Chairman presented details of income and expenditure for the year to October 2014 in respect of the Guide and Information Centre.

RESOLVED: That the Income and Expenditure reports for October 2014 be noted.

22 Sidmouth Information Centre Task and Finish Forum Recommendation

The Sidmouth Information Centre Task and Finish Forum had completed an examination into the service provided and costs associated with the provision of an Information Centre. The Chairman of the TaFF updated Members on the forum's work and it's recommendations.

RESOLVED: That:

- 1) the Council makes a 10% reduction on the existing £24,000 grant for providing the Sidmouth Information Centre from the financial year 2015/16.
- 2) the Town Clerk and Sidmouth Information Centre Manager, in consultation with the Chairman of Tourism be asked to make further savings during the financial year.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE



***Sidmouth Information Centre
Manager's Report
for the meeting of the
Tourism & Economy
Committee on 9 March 2015***

ACTIVITY LEVELS

Unsurprisingly activity levels this time of year are low. There is the usual steady trickle of Folk Festival bookings being made over the phone and by postal application, the Information Centre being the only place that these two types of booking can be made. Very few Hotels and Guest Houses are open at this time of year, many of them taking the opportunity to redecorate and/or refurbish.

OPENING HOURS / STAFFING

The three part time seasonal staff are expected to return for the summer season. The opening hours and staffing levels have been reviewed to ensure the operating costs are in line with the level of grant recently approved by the Town Council. This means that the opening times have been simplified and we will have only "winter" and "summer" opening hours. Winter hours will run from October to April inclusive and we shall be open 10.00 – 13.30 Monday to Saturday inclusive. Summer hours will run from May to September inclusive and we shall be open 10.00 – 17.00 Monday to Saturday and 10.00 – 16.00 on Sundays and Bank Holiday Mondays. In addition for the Easter school holiday period we will be opening 10.00 – 16.00 Monday – Saturday generally and 10.00 – 13.30 on Good Friday, Easter Sunday and Easter Monday

JURASSIC COAST INFORMATION CENTRE

The Information Centre staff also open and close the Jurassic Coast Interpretation Centre and check it for any problems at the start and end of their working day.

RECOMMENDED

That the Committee note the report of the Manager of the Information Centre

Mobile Website vs. Mobile App (Application) guidance document

Which is Best for Your Organisation?

If you're planning to establish a mobile presence for your business or organisation one of the first considerations that will likely come to mind is whether you want to create a mobile application for users to download (app) or a mobile website, or perhaps both. Mobile websites and apps can look very similar at first-glance, and determining which is most suited to your needs will depend upon a number of factors, including target audiences, available budget, intended purpose and required features.

Which is Better – an App or a Mobile Website?

When it comes to deciding whether to build an app or a mobile website, the most appropriate choice really depends on your end goals. If you are developing an interactive game an app is probably going to be your best option. But if your goal is to offer mobile-friendly content and information to the widest possible audience then a mobile website is probably the way to go. In some cases you may decide you need both a mobile website and a mobile app, but it's pretty safe to say that it rarely makes sense to build an app without already having a mobile website in place.

Generally speaking, a mobile website should be considered your first step in developing a mobile web presence, whereas an app is useful for developing an application for a very specific purpose that cannot be effectively accomplished via a web browser.

Advantages of a Mobile Website vs. Apps

If your goals are primarily related to marketing or public communications, a mobile website is almost always going to make sense as a practical first step in your mobile outreach strategy. This is because a mobile website has a number of inherent advantages over apps, including broader accessibility, compatibility and cost-effectiveness.

1 - Immediacy – Mobile Websites are instantly available

A mobile website is instantly accessible to users via a browser across a range of devices (iPhone, Android, BlackBerry, etc.) Apps on the other hand require the user to first download and install the app from an app marketplace before the content or application can be viewed.

2 - Compatibility – Mobile Websites are compatible across devices

A single mobile website can reach users across many different types of mobile devices, whereas native apps require a separate version to be developed for each type of device.

3 - Upgrading – Mobile Websites can be updated instantly

A mobile website is much more dynamic than an app in terms of pure flexibility to update content. If you want to change the design or content of a mobile website you simply publish the edit once and the changes are immediately visible; updating an app on the other hand requires the updates to be pushed to users, which then must be downloaded in order to update the app on each type of device.

4 - Accessibility – Mobile Websites Can be found easily

Mobile websites are much easier for users to find because their pages can be displayed in search results, making it easy for qualified visitors to find you. Most importantly, visitors to your regular website can be automatically sent to your mobile site when they are on a handheld (using device-detection). In contrast, the visibility of apps are largely restricted to manufacturer app stores.

5 – Easier to share and promote – Mobile Websites can be shared easily by publishers, and between users

Mobile website URLs are easily shared between users via a simple link (e.g. within an email or text message, Facebook or Twitter post). Publishers can easily direct users to a mobile website from a blog or website, or even in print. An app cannot be shared in this fashion.

6 -Life-Cycle – apps are deleted regularly

The average shelf-life of an app is pretty short, less than 30 days according to recent research, so unless your app is something truly unique and/or useful (ideally, both), it's questionable how long it will last on a user's device. Mobile websites on the other hand are always available for users to return to them if updated regularly.

7 -A Mobile Website Can be an App!

Just like a standard website, mobile websites can be developed as database-driven web applications that act very much like native apps. A mobile web application can be a practical alternative to native app development.

8 - Time and Cost - Mobile Websites are Easier and Less Expensive

Last but certainly not least, mobile website development is considerably more time and cost-effective than development of a native app, especially if you need to have a presence on different platforms (requiring development of multiple apps).

9 -Support and Sustainability

The investment considerations of app vs website don't end with the initial launch; properly supporting and developing an app (upgrades, testing, compatibility issues and ongoing development) is more much more expensive and involved than supporting a website over time.

When Does an App Make Sense?

Despite the many inherent benefits of the mobile web, apps are still very popular, and there are a number of specific use scenarios where an app will be your best choice. Generally speaking, if you need one of the following, an app makes sense:

Interactivity/Gaming – for interactive games (think Angry Birds) an app is almost always going to be your best choice, at least for the foreseeable future.

Complex Calculations or Reporting – If you need something that will take data and allow you to manipulate it with complex calculations, charts or reports (think banking or investment) an app will help you do that very effectively.

Native Functionality or Processing Required - mobile web browsers are getting increasingly good at accessing certain mobile-specific functions such as click-to-call, SMS and GPS. However, if you need to access a user's camera or processing power an app will still do that much more effectively.

Conclusion

As with any project, when developing an app you want to ensure that you are getting an optimal return on your investment. What you want to avoid at all costs is the needless and expensive exercise of building an app to do something basic that can be achieved with a mobile website. As long as mobile remains a relatively new frontier, the "app vs web" question will remain a very real consideration for organisations seeking to establish a mobile presence. If your mobile goals are primarily marketing-driven, or if your aim is to deliver content and establish a broad mobile presence that can be easily shared between users and found on search engines, then a mobile website is the logical choice. On the other hand, if your goal is interactive engagement with users, or to provide an application that needs to work more like a computer program than a website, then an app is probably going to be required.