



SIDMOUTH TOWN COUNCIL



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5 September 2016

To: All Members of the Tourism & Economy Committee
(Cllrs: Ian Barlow, David Barratt, Matt Booth, Jack Brokenshire, Louise Cole, John Dyson, John Hollick, Stuart Hughes, Marc Kilsbie, Dawn Manley, Ian McKenzie-Edwards, Frances Newth, Simon Pollentine, John Rayson, Paul Wright)

Invited Representatives:

Sidmouth Chamber of Commerce Representatives (x2)

Sidmouth Information Manager

Clerk of the Council

For Information:

Other Members of the Council

EDDC Member Champion for Tourism

Dear Sir/Madam,

**Meeting of Sidmouth Town Council's Tourism & Economy Committee
Monday 12 September 2016 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

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 13 June 2016.

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- 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 are no items which the Clerk recommends should be dealt with in this way.
- 6 **Information Centre Manager’s Report** 6
 To receive the attached report from the Information Centre Manager.
- 7 **Sidmouth Information Centre Finance Report** 7
 To receive the Finance Report for the period to July 2016 in respect of the Sidmouth Information Centre.
- 8 **Town Guide Finance and Distribution Figures**
 a) To note the Income and Expenditure Report for the period to July 2016. 8
 b) To note the Guide Distribution figures for the period to August 2016. 9
- 9 **Tour of Britain Stage 6**
 To receive a report from Councillor Stuart Hughes regarding the Sidmouth start of stage 6 of the Tour of Britain 2016.
- 10 **Red Arrows**
 To receive a report from Councillor Ian Barlow on the recent display and fund raising.
- 11 **Matters Raised by Invited Representatives**
 To consider any other items or matters to be raised by the representatives of the Sidmouth Chamber of Commerce.

Forthcoming Council and Committee meetings:

- 21 September 2016 – Planning Committee
- 3 October 2016 – Council
- 5 October 2016 – Planning Committee
- 17 October 2016 – Planning Committee
- 19 October 2016 – Pre-Budget Meeting

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 13 June 2016 at 6.30 pm

Councillors present: - Simon Pollentine (Chairman)
 Frances Newth (Vice-Chairman)
 Ian Barlow
 David Barratt
 Louise Cole
 Stuart Hughes
 Marc Kilsbie
 Dawn Manley
 Paul Wright

Apologies: Matt Booth, John Dyson, John Rayson

The meeting started at 6:30pm and finished at 7.45pm

PART 'A'

1 Appointment of the Chairman of the Tourism & Economy Committee

It was proposed by Councillor Hughes and seconded by Councillor Barlow that Councillor Simon Pollentine be appointed Chairman of the Tourism & Economy Committee for the forthcoming year.

There being no other nominations, Councillor Simon Pollentine was duly elected Chairman of the Tourism & Economy Committee for the forthcoming year.

2 Appointment of the Vice-Chairman of the Tourism & Economy Committee

It was proposed by Councillor Wright and seconded by Councillor Pollentine that Councillor Frances Newth be appointed Vice-Chairman of Tourism & Economy Committee for the forthcoming year.

There being no other nominations, Councillor Frances Newth was duly elected Vice-Chairman of Tourism & Economy Committee for the forthcoming year.

3 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 14 March 2016 were signed as a true and accurate record.

4 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr Marc Kilsbie	16 Advertising Rates	Personal	Remained in Chamber	Directory Advertiser
Cllr Louise Cole	16 Advertising Rates	Personal	Remained in Chamber	Director of Sidmouth Drill Hall Hub, organiser of 'Sidmouth Seafest' advertised in Holiday guide.

5 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. The two representatives from the Chamber of Commerce were invited to remain in the Chamber for the first Part B item.

6 Information Centre Manager's Report

Jeff Bailey, Sidmouth Information Centre Manager presented his report to Members on the work of the Information Centre in the second quarter of the year. Members heard that after a slow start to the holiday season due to colder temperatures, business had increased significantly around the town. Sales of Sidmouth Folk Week tickets from the information Centre had increased in 2016 to date on previous years.

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

7 Sidmouth Information Centre Finance Report

Councillor Pollentine presented the Finance Report for the Financial Year to 31 March 2016 in respect of the Sidmouth Information Centre.

RESOLVED: That the Sidmouth Information Centre's Finance Report be noted and agreed.

8 Town Guide Distribution Figures

The Chairman reported the latest Guide distribution figures which showed that nearly 15,000 2016 guides had been sent out to date.

RESOLVED:

1) That the Town Guide Income and Expenditure Report for the financial year end to 31 March 2016 be noted and agreed.

2) That the Guide distribution figures be noted.

9 Tour of Britain

Councillor Stuart Hughes gave an update with regard to the Tour of Britain Stage 6 which was starting from Sidmouth Esplanade on Friday 9 September. It was noted that a week of events was being planned in the town including cycle rides, music entertainment, school participation and a Criterion race being organised by Sidmouth Cycle Club. Full details would be available on the Council's Visit Sidmouth Webpage.

RESOLVED: That Councillor Hughes' report be noted.

10 Red Arrows

The Town Clerk gave an update with regard to the forthcoming visit from the Red Arrows on Friday 26 August which would start Sidmouth Regatta 2016. It was noted that many collectors would be required to ensure that funds were collected for return visits in future years by the aerobatic team. Anyone interested should contact the Town Clerk.

RESOLVED: That the Town Clerk's report be noted.

11 Street Trading in Sidmouth

Sidmouth Chamber of Commerce were asked their views on the ongoing consultation which was being carried out by East Devon District Council on proposals to designate the whole of the district as a consent street.

Members heard that Chamber of Commerce had strong objections to the proposals. They felt that the opening up of the town for potential trading and anywhere, with decisions not being made locally would result in a detrimental effect on the character and vitality of the town. They also felt that such a regime would be almost impossible to enforce and prove costly in administration.

RESOLVED: That The views of the Chamber of Commerce be passed to the meeting of the full Council which would debate the matter at its July Meeting.

12 Matters Raised By Invited Representatives

Mr Richard Eley reported the Chamber of Commerce's position on a number of issues including the following:

- The Chamber of Commerce highlighted the huge success of their Queen's 90th Birthday Street Party held on 12 June. It had been attended by Over 1,000 seated and many

more watching the event. The Chamber thanked those helping to organise and the Town Band for providing the entertainment. Proceeds of the event would go toward the Band's fund raising for a new Band Room.

- The Chamber of Commerce welcomed the increasing number of annual events now being held in Sidmouth; this can only be good for the vibrancy and viability of the town.
- The idea of a National Park covering East Devon and Dorset which could possibly be called the Jurassic Park was discussed. Members heard how there were many good reasons for becoming National Park including increased economic activity and a simpler planning system. However, it was also discussed that such a move could cause problems with development and that strict constraints were placed on areas within such parks. The Chairman and Cllr Hughes agreed to look into the matter further at their next Jurassic Communities forum meeting.

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.

13 Advertising Rates

Members were asked to consider the basic advertising rates for the 2016 Guide and Directory; Members had agreed at the Tourism & Economy Committee meeting held on 16 June 2014 that advertising rates should be increased by CPI; it was therefore recommended to freeze current prices for 2016.

RESOLVED: That the basic advertising rates be again frozen for the 2016 Guide and Directory.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE



Sidmouth Information Centre

Manager's Report to the meeting of the Tourism & Economy Committee on 12th September 2012

ACTIVITY LEVELS

Numbers visiting the Centre (excluding Folk Week) are presently averaging around 300 per day. The peak number for the year so far was 548 on Friday 29th July (1st Friday of Folk Week) with an extremely busy day for the Red Arrows display on 26 July.

FOLK WEEK

After a slow start the sales of telephone bookings made at the Information Centre picked up and the final total was up by approx. 6% year on year, reversing the steady decline over previous years as people migrated to on-line booking. The number of phone enquiries we answer (there is no other phone number for customers to ring) continues to be significant, especially as the Festival date approaches. There is no other "physical" contact point for enquirers who wish to speak to someone. It is unfortunate that many enquiries are to do with problems or queries regarding on-line bookings. Once sorted or reassured the enquirer then goes on to complete an on-line booking with no financial benefit to the SIC. This process is currently being reviewed by the Town Clerk and Folk Week organisers.

ACCOMMODATION

Again after a very slow start, probably due to the poor Spring and early Summer weather, accommodation bookings made through the Information Centre have picked up to normal levels.

PAYMENT CARD INDUSTRY DATA SECURITY STANDARDS

Appropriate action has again been taken to ensure that the Information Centre continues to comply with these standards.

OPENING HOURS / STAFFING

We have three "permanent" members of staff (including the Manager) who work all year round and now two "seasonal" members who join us from 1st May to 30th September.

We are currently operating "Summer" opening hours which are 10.00 – 17.00 Monday to Saturday inclusive and 10.00 – 16.00 Sundays and Bank Holidays with two staff on duty. This will continue until 1st October when the "summer seasonal" staff leave us and the opening hours will reduce to 10.00 – 13.30 Monday to Saturday and closed Sunday with one member of staff on duty.

There are no concerns regarding the overall budget situation.

RECOMMENDED

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

Sidmouth Tourist Information Centre - Income and Expenditure Report Month 4 - July 2016

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Salaries	11,554	33,800	22,246
Cleaning & Office Mtce	95	300	205
Office Postage	62	300	238
Stationery	112	400	288
Telephone	254	1,200	946
Photocopier	35	200	165
Computer & Internet	0	500	500
Sundries, Provisions, Equipment	13	300	287
Credit Card Charges	660	1,200	540
Purchase of Stamps	360	1,000	640
Purchase of Publications	1,115	4,000	2,885
Purchase of Goods	404	1,800	1,396
	£14,664	£45,000	£30,336
<u>Income</u>			
Sale of Stamps	761	2,200	1,439
Sale of Publications	3,663	8,600	4,937
Sale of Goods	1,053	3,000	1,947
Accommodation Commission	886	2,000	1,114
Commission - Sidmouth Folk Week	2,202	4,900	2,698
Commission - Coaches	141	400	259
Commission - Car/Coach Park	200	1,100	900
Comm & Discount Vouchers	335	1,000	665
Sundry Income	140	200	60
Bank Interest	0	0	0
STC Funding	0	21,600	21,600
	£9,381	£45,000	£35,619
Total Expenditure	£14,664	£45,000	£30,336
Total Income	£9,381	£45,000	£35,619
Net Expenditure over Income	£5,283	£0	-£5,283

Current/Deposit Bank Accounts £29,868

**Sidmouth Town Guide - Income and Expenditure Report
Month 4 - July 2016**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Guide & Directory Printing	0	15,300	15,300
Promotion	0	6,400	6,400
Postage	2,651	12,500	9,849
Envelopes	0	0	0
Guide & Directory Administration	5	10,000	9,995
Website Hosting & Updates	0	300	300
Bank Charges	17	100	83
	£2,673	£44,600	£41,927
<u>Income</u>			
Guide Advertising Revenue	5,290	38,000	32,710
Directory Advertising Revenue	885	7,600	6,715
Interest Received	1	0	-1
	£6,176	£45,600	£39,424
Total Expenditure	£2,673	£44,600	£41,927
Total Income	£6,176	£45,600	£39,424
Net Expenditure over Income	-£3,503	-£1,000	£2,503

Current/Deposit Bank Accounts £13,008

Sidmouth Town Guide Distribution Figures - to the end of August

	2014	2015	2016
Holiday Guide Finder	738	679	305
Autumn Break	2	2	3
Plan a UK Holiday	1,950	1,613	1,979
UKHOL	5,334	4,455	3,709
Seaside Holiday Guide	880	n/a	n/a
Where to go in Britain	1,981	1,929	1,984
Bitesize	550	369	2,190
Heart of Devon	161	5	1
Heart of Devon (emailed abroad)	34	1	0
TOTAL from advertisements/leaflets	11,630	9,053	10,171
Been before/Update previous guide	285	301	295
All advertisers (Guide & Town Directory)	103	93	83
Visitsidmouth website	727	742	620
TIC's Nationwide	3,973	4,850	3,882
Sidmouth Information Centre	756	379	390
Email/Phone to Town Council office	63	96	38
TOTAL from other sources	5,907	6,461	5,308
TOTAL GUIDES SENT	17,537	15,514	15,479
TOTAL WEBSITE HITS	125,749	135,027	148,024