



# SIDMOUTH TOWN COUNCIL



WOOLCOMBE HOUSE  
WOOLCOMBE LANE  
SIDMOUTH  
DEVON  
EX10 9BB

Telephone: 01395 512424

Fax: 01395 512425

Email: [enquiries@sidmouth.gov.uk](mailto:enquiries@sidmouth.gov.uk)

Website: [www.sidmouth.gov.uk](http://www.sidmouth.gov.uk)

VAT Reg. No. 142 3103 24

6 June 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 13 June 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 **Election of the Chairman of the Tourism & Economy Committee**
  - 1.1 It will be proposed by Councillor McKenzie-Edwards and seconded by Councillor Brokenshire that Councillor Simon Pollentine be appointed Chairman of the Tourism & Economy Committee for the forthcoming year.
  - 1.2 To receive other nominations.
- 2 **Appointment of the Vice-Chairman of the Tourism & Economy Committee**
  - 2.1 It will be proposed by Councillor Turner and seconded by Councillor Pollentine that Councillor Frances Newth be appointed Vice Chairman of the Tourism & Economy Committee for the forthcoming year.
  - 2.2 To receive other nominations.

3	<b>Apologies</b>	
	To receive any apologies for absence.	
4	<b>Minutes</b>	
	To confirm the minutes of the meeting of the Tourism & Economy Committee meeting held on Monday 14 March 2016.	4 – 6
5	<b>Declarations of Interest</b>	
	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.	
6	<b>Matters of Urgency</b>	
	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)	
7	<b>Exclusion of the Public</b>	
	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.	
8	<b>Information Centre Manager’s Report</b>	
	To receive the attached report from the Information Centre Manager.	7
9	<b>Sidmouth Information Centre Finance Report</b>	
	To receive the Finance Report for the Financial Year End to March 2016 in respect of the Sidmouth Information Centre.	8
10	<b>Town Guide Finance and Distribution Figures</b>	
	a) To note the Income and Expenditure Report for the Financial Year End to March 2016.	9
	b) To note the Guide Distribution figures for the period to May 2016.	10
11	<b>Tour of Britain</b>	
	To receive an update regarding the Tour of Britain to be held on 9 September 2016.	
12	<b>Red Arrows</b>	
	To receive an update regarding the Red Arrows display to be held on 26 August 2016.	
13	<b>Street Trading in Sidmouth</b>	
	Invited Representatives are asked to give their views on the forthcoming East Devon District Council consultation proposing to designate the whole of the district as a consent street. This item will be discussed at the next full Council meeting to ascertain Members views. Further information can be found at <a href="http://www.eastdevon.gov.uk/streettrading">www.eastdevon.gov.uk/streettrading</a>	
14	<b>Matters Raised by Invited Representatives</b>	
	To consider any other items or matters to be raised by the representatives of the Sidmouth Chamber of Commerce.	

15 **Exclusion of the Public and Press**

**The Vice-Chairman of the Council 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’**

16 **Advertising Rates**

To approve the advertising rates for the 2017 Guide and Directory; see attached confidential report. 11

*(Members agreed at the Tourism & Economy Committee meeting held on 16 June 2014 that advertising rates should be increased by cpi each year.*

*It is therefore recommended to freeze current prices for 2017.)*

**Forthcoming Council and Committee meetings:**

15 June 2016 – Planning Committee *(to be held at Sidford Social Hall)*

29 June 2016 – Planning Committee

4 July 2016 – Council

13 July 2016 – Planning Committee

27 July 2016 – Planning Committee

8 August 2016 – Council

**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 14 March 2016 at 6.30pm**

Councillors present: -            Simon Pollentine            (Chairman)  
    Frances Newth                (Vice-Chairman)  
    David Barratt  
    Ian Barlow  
    Louise Cole  
    John Dyson  
    Stuart Hughes  
    Dawn Manley  
    Ian McKenzie-Edwards  
    John Rayson  
    Jeff Turner

Apologies:                                Matt Booth, Jack Brokenshire, John Hollick, Marc Kilsbie, Paul Wright

The meeting started at 6:30pm and finished at 9:00pm

**PART ‘A’**

**36     Minutes**

The Minutes of the Tourism & Economy Committee meeting held on Monday 14 December 2015 were signed as a true and accurate record.

**37     Declarations of Interest**

Name	Item Number	Type	Action Taken	Details
Cllr John Dyson	45 Sporting Events Sponsorship	Personal	Remained in Chamber	Member of Sidmouth Cricket Club
Cllr John Rayson	All items	Personal	Remained in Chamber	Member of the Sidmouth Chamber of Commerce
Cllr Simon Pollentine	47 Christmas Market	Personal	Remained in Chamber	Shop owner in the town

**38     Matters of Urgency**

- The Chairman asked Members to note the two reports that had been circulated by email; Mr Shardlow – West Country Tourism Conference and Cllr Pollentine – Jurassic Coast Forum.
- The Chairman reported that the new Jurassic visitor centre was due to open in Seaton in the next few weeks.
- The Chairman thanked the staff who were sending out the guides; especially Adele Salter who had redesigned the address labels to advertise that the Red Arrows and the Tour of Britain were returning to Sidmouth this year.

**RESOLVED:** That the Chairman’s matters of report be noted

**39 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 representative from the Chamber of Commerce was invited to remain in the Chamber for the Part B items.

**40 Velo Vintage**

Alistair Cope of Velo Vintage attended the meeting and gave a presentation on the 2015 event and possible plans for 2016.

**RESOLVED:** That Mr Cope be thanked for attending the meeting and the item be deferred to Part B for further discussion.

**41 Information Centre Manager's Report**

In the absence of the Sidmouth Information Centre Manager, the Chairman presented the Information Centre's report.

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

**42 Sidmouth Information Centre Finance Report**

Councillor Pollentine presented the Finance Report for the period to January 2016 in respect of the Sidmouth Information Centre

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

**43 Town Guide Finance and Distribution Figures**

- a) Members were asked to note the Guide Income and Expenditure Report for the period to January 2016.

**RESOLVED:** That the Guide Income and Expenditure Report be noted.

- b) Members were asked to receive the Guide Budget for 2016/17.

**RESOLVED:** That the Guide Budget for 2016/17 be noted.

- c) Members were asked to note the Guide Distribution figures for the period to February 2016.

**RESOLVED:** That the Guide Distribution figures be noted.

**44 Sidmouth in Bloom – A Walk around Sidmouth Leaflet**

Councillor McKenzie-Edwards reported that a suggestion had been made to create a leaflet showing walks around Sidmouth to highlight the beautiful gardens and asked for Members support with this proposal.

He also reported that representatives from Sidmouth in Bloom had been invited to attend the Gardeners World exhibition to be held at the NEC in June 2016 and would take guides and literature to promote Sidmouth as a holiday destination. Councillors Barlow and Dyson also offered to attend this event on behalf of the Town Council.

**RESOLVED:** That the Town Council support the creation of a leaflet by the Sidmouth in Bloom committee with a financial contribution of up to a maximum of £1,000; on condition that the leaflet is produced, printed and made available for distribution at the NEC in early June 2016.

**45 Sporting Events Sponsorship**

Members were asked to consider a letter received from Neil Gamble, CEO Devon County Cricket Club.

**RESOLVED:**

- 1) That the Town Council support the Minor Counties' event to be held in Sidmouth by sponsoring a set of four match balls in the sum of £200.
- 2) That a banner be purchased to be displayed at the aforementioned and future sporting events to publicise the sponsorship given by the Town Council.

**46 Tour of Britain 2016**

The Town Clerk reported that stage 6 of this year's Tour of Britain would start from The Esplanade, Sidmouth on the morning of Friday 9 September 2016 and would proceed up the High Street, through Woolbrook to The Bowd and onwards to Ottery St Mary. Councillor Hughes reported that there would be many events held in Sidmouth during the week prior to the race.

**RESOLVED:** That the Tour of Britain report be noted.

**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.

**47 Christmas Market**

John Radford of JR Event Services attended the meeting and gave a presentation regarding a potential Christmas Market in Sidmouth.

**RESOLVED:** That the Chamber of Commerce be encouraged to work on a three to five-year strategy of increasing the profile of the current Late Night Shopping event with the intention of possibly developing this into a Christmas market in the future.

**48 Christmas Lighting**

Councillor Barlow gave a presentation regarding potential changes to the Christmas lighting in Sidmouth.

**RESOLVED:** That the 2016 Christmas lighting scheme be delegated to the Town Clerk in consultation with Councillor Barlow, Chamber of Commerce and the Chairman of the Tourism & Economy committee.

**49 Velo Vintage**

Following the report and discussion with Alistair Cope of Velo Ventures regarding the Velo Vintage event held in Sidmouth in December 2015, Members were asked to consider plans for a possible Velo Vintage event in 2016.

**RESOLVED:** That whilst the Town Council was, in principle, in favour of holding another Velo Vintage event it believed that the event should be more inclusive of local residents and have an increased profile with more publicity. The Town Clerk was delegated authority to negotiate terms with the organiser; to include a reduced charge.

.....  
CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE



***Sidmouth Information Centre  
Manager's Report  
for the meeting of the  
Tourism & Economy Committee on 13th June 2016***

**ACTIVITY LEVELS**

Business was very slow in starting this year, probably due to the poor spring weather, but levels are now picking up. Several Hotel and Guest House owners have experienced a similar slow start. The visitor counter is fortunately showing increasing numbers into the Information Centre as we go towards the summer with an average of 220 visitors a day over the late spring bank holiday.

**FOLK WEEK**

Unlike the previous few years when bookings at the Centre have fallen year on year (probably due to a migration to on-line booking), sales are slightly up on last year. Up to the end of April tickets etc. worth approximately £37000 have been sold compared to £35000 at the same time last year.

**PAYMENT CARD INDUSTRY DATA SECURITY STANDARDS**

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

**OPENING HOURS / STAFFING**

The 2 summer seasonal staff who worked last summer have returned, bringing the "pool" of staff, including the manager, up to 5 for the Summer months. Summer opening hours commenced on the early May Bank Holiday (Monday – Saturday 10.00 to 17.00, Sundays and Bank Holidays 10.00 to 16.00). This will continue until 30<sup>th</sup> September when we shall return to winter hours (10.00 – 13.30 Monday to Saturday) with the 3 full time staff with the flexibility to increase coverage during the October half term.

**RECOMMENDED**

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

## Sidmouth Tourist Information Centre - Income and Expenditure Report

### Month 12 - March 2016

	Actual Year to Date	Current Annual Budget	Budget Variance
<b><u>Expenditure</u></b>			
Salaries	30,271	33,725	3,454
Cleaning & Office Mtce	111	450	339
Office Postage	258	700	442
Stationery	424	700	276
Telephone	1,307	1,450	143
Photocopier	154	200	46
Sundries, Provisions, Equipment	647	350	-297
Advertising	0	200	200
Bank Charges	113	0	-113
Credit Card Charges	1,123	1,350	227
Computer & Internet	97	800	703
Purchase of Stamps	2,146	700	-1,446
Purchase of Publications	4,153	5,300	1,147
Purchase of Goods	904	1,800	896
	<b>£41,708</b>	<b>£47,725</b>	<b>£6,017</b>
<b><u>Income</u></b>			
Accommodation Commission	1,495	3,500	2,005
Sale of Goods	2,595	3,000	405
Sale of Stamps	2,030	1,700	-330
Sale of Publications	7,249	9,800	2,551
Sundry Income	182	200	18
Commission - Sidmouth Folk Week	6,280	5,500	-780
Commission - Coaches/Taxi/Ferry	482	400	-82
Commission - Car/Coach Park	726	1,100	374
Commission - Crealy	0	200	200
Comm & Discount Vouchers	828	725	-103
Bank Interest	8	0	-8
STC Funding	21,600	21,600	0
	<b>£43,475</b>	<b>£47,725</b>	<b>£4,250</b>
<b>Total Expenditure</b>	<b>£41,708</b>	<b>£47,725</b>	<b>£6,017</b>
<b>Total Income</b>	<b>£43,475</b>	<b>£47,725</b>	<b>£4,250</b>
<b>Net Expenditure over Income</b>	<b>-£1,767</b>	<b>£0</b>	<b>£1,767</b>
<b>Current/Deposit Bank Accounts</b>	<b>£17,956</b>		



**Sidmouth Town Guide - Income and Expenditure Report  
Month 12 - March 2016**

	Actual Year to Date	Current Annual Budget	Budget Variance
<b><u>Expenditure</u></b>			
Printing	14,956	14,700	-256
Promotion	6,400	6,400	0
Postage	12,652	13,500	848
Bank Charges	50	0	-50
Guide Administration	10,000	10,000	0
Website Hosting and Updates	331	300	-31
	<b>£44,389</b>	<b>£44,900</b>	<b>£511</b>
<b><u>Income</u></b>			
Guide Advertising Revenue	37,073	38,000	927
Directory Advertising Revenue	7,630	7,600	-30
Interest Received	16	0	-16
	<b>£44,719</b>	<b>£45,600</b>	<b>£881</b>
<b>Total Expenditure</b>	<b>£44,389</b>	<b>£44,900</b>	<b>£511</b>
<b>Total Income</b>	<b>£44,719</b>	<b>£45,600</b>	<b>£881</b>
<b>Net Expenditure over Income</b>	<b>-£330</b>	<b>-£700</b>	<b>-£370</b>

**Current/Deposit Bank Accounts**                      £7,023

**Sidmouth Town Guide Distribution Figures - to the end of May**

	<b>2014</b>	<b>2015</b>	<b>2016</b>
Holiday Guide Finder	592	570	163
Autumn Break	2	2	3
Plan a UK Holiday	1,949	1,613	1,978
UKHOL	5,081	4,347	3,623
Seaside Holiday Guide	874	n/a	n/a
Where to go in Britain	1,965	1,929	1,983
Bitesize	476	306	2,128
Heart of Devon	71	4	1
Heart of Devon (emailed abroad)	21	1	0
TOTAL from advertisements/leaflets	11,031	8,772	9,879
Been before/Update previous guide	186	185	177
All advertisers (Guide & Town Directory)	103	92	83
Visitsidmouth wesite	487	463	404
TIC's Nationwide	3,061	3,445	4,034
Sidmouth Information Centre	538	275	270
Email/Phone to Town Council office	55	87	33
TOTAL from other sources	4,430	4,547	5,001
<b>TOTAL GUIDES SENT</b>	<b>15,461</b>	<b>13,319</b>	<b>14,880</b>
<b>TOTAL WEBSITE HITS</b>	<b>73,487</b>	<b>66,916</b>	<b>73,194</b>