

SIDMOUTH TOWN COUNCIL



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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)

7 March 2016

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; Councillor Alison Greenhalgh

Dear Sir/Madam,

**Meeting of Sidmouth Town Council's Tourism & Economy Committee
Monday 14 March 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,

A handwritten signature in black ink, appearing to read 'Chris Holland', written over a horizontal line.

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 14 December 2015. | 4 – 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 **Velo Vintage**
Alistair Cope of Velo Vintage will attend the meeting to give a presentation on the 2015 event and possible plans for 2016.
- 7 **Information Centre Manager’s Report**
To receive the attached report from the Information Centre Manager. 6
- 8 **Sidmouth Information Centre Finance Report**
To note the Finance Report for the period to January 2016 in respect of the Sidmouth Information Centre. 7
- 9 **Town Guide Finance and Distribution Figures**
- a) To note the Income and Expenditure Report for the period to January 2016. 8
 - b) To receive the Guide Budget for 2016/17 as per attached schedule. 9
 - c) To note the Guide Distribution figures for the period to February 2016. 10
- 10 **Sidmouth in Bloom – A Walk around Sidmouth Leaflet**
To receive a report from Councillor McKenzie-Edwards.
- 11 **Sporting Events Sponsorship**
To consider the attached letter received from Neil Gamble, CEO Devon County Cricket Club. 11 – 12
- 12 **Tour of Britain 2016**
To receive a report from the Town Clerk and Councillor Stuart Hughes.
- 13 **Matters Raised by Invited Representatives**
To consider any other items or matters to be raised by the representatives of the Sidmouth Chamber of Commerce.
- 14 **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'

- 15 **Christmas Market**
John Radford of JR Event Services will attend the meeting to give a presentation.
See attached confidential report for Members discussion.
- 16 **Christmas Lighting**
To receive a report from Councillor Barlow.

13 – 15

Forthcoming Council and Committee meetings:

23 March 2016 – Planning Committee

6 April 2016 – Planning Committee

25 April 2016 – Town Assembly

4 May 2016 – Planning Committee

16 May 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 December 2015 at 6.30 pm

Councillors present: - Simon Pollentine (Chairman)
 Frances Newth (Vice-Chairman)
 David Barratt
 Matt Booth
 Jack Brokenshire
 Louise Cole
 John Dyson
 Stuart Hughes
 Dawn Manley
 Ian McKenzie-Edwards
 John Rayson
 Paul Wright

Apologies: Ian Barlow, John Hollick, Marc Kilsbie, Jeff Turner

The meeting started at 6:30pm and finished at 7.50pm

PART 'A'

26 Minutes

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

27 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr John Rayson	33 Late Night Shopping / Velo Vintage	Personal	Remained in Chamber	Business Owner and Member of Sidmouth Chamber of Commerce
Cllr Stuart Hughes	29 Information Centre Manager's Report	Personal	Remained in Chamber	Member of Jurassic Coast Trust

28 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.

29 Information Centre Manager's Report

Jeff Bailey, Sidmouth Information Centre Manager presented his report.

RESOLVED: That:

1. The Information Manager's report be noted.
2. Consideration be given to refreshing the display at the Interpretation Centre; there may be funding available from the Jurassic Coast Trust for this project.
3. Consideration be given to redesigning the window display at the Information Centre.

30 Sidmouth Information Centre Finance Report

Councillor Pollentine presented the Finance Report for the period to October 2015 in respect of the Sidmouth Information Centre

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

31 Town Guide Distribution Figures

The Chairman reported the latest Guide distribution figures which showed that 17,666 2015 guides had been sent out leaving only 1,300 remaining. There had been over 177,000 website hits to www.visitsidmouth.gov.uk

RESOLVED: That the Town Guide distribution figures be noted; this report is to be attached to the agenda in future giving comparable figures for the same period last year.

32 Visit Devon – Planning for the Future

Councillor Pollentine presented his report of a meeting held at Woodbury Park on Thursday 19 November 2015.

RESOLVED: That:

1. Councillor Pollentine’s report be noted.
2. Councillor Alison Greehalgh be asked to attend a future meeting to discuss EDDC’s Tourism Policy.

33 Late Night Shopping / Velo Vintage

Members were asked to consider the two recent events in Sidmouth; Late Night Shopping and Velo Vintage. The Chairman thanked the Sidmouth Herald for the coverage of both events. Sylvia Brownlee, Sidmouth Chamber of Commerce had written to thank Members for their financial support used to organise the Late Night Shopping event.

RESOLVED: That Councillor Pollentine and the Town Clerk would hold a feedback meeting with Alistair Cope of Velo Vintage to discuss issues raised by Members.

34 Matters Raised by Invited Representatives

- The Chairman reported that a short discussion had been held at the previous Council meeting with regard to next year’s Christmas lights and that Members wished to involve the Chamber of Commerce in future discussions.
- Representatives of the Chamber of Commerce raised concerns regarding this year’s Christmas lights. The installation was very poor and many of the strings had lamps missing or not working; the businesses had not been checked to make sure that they had timers that were connected correctly. The contractor had not returned when complaints were made. The Chamber of Commerce were not happy to pay their contribution towards the lights this year and were of the opinion that Sidmouth Town Council should also not pay the full amount expected.

RESOLVED: That a meeting be convened to discuss future funding, design and contractor for future Christmas lights and the Town Clerk would follow up with complaints to the contractor of this year’s Christmas lights.

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.

35 Town Guide Income and Expenditure

Councillor Pollentine presented the Income and Expenditure Report for the period to October 2015 in respect of the Town Guide.

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

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE



***Sidmouth Information Centre
Manager's Report
for the meeting of the
Tourism & Publicity Committee on 14 March 2016***

ACTIVITY LEVELS

Whilst numbers are always small at this time of the year our figures for January show that the wet weather has had an effect on visitor numbers. Late February has shown a slight improvement. In accordance with the Council's policy the Summer opening season will commence on Saturday 30th April in time for the first May Bank Holiday when we will revert to full day opening seven days a week with the 2 summer seasonal staff augmenting the 3 "full" timers.

FOLK WEEK

Sales of season tickets for the 2016 Folk Week commenced just before Christmas but, so far, sales at the Information Centre have, unfortunately and as expected, been lower than last year. This is due to the continuing migration towards on-line booking. Overall sales I understand are on target. This will obviously slightly affect the amount of commission we receive.

EDDC CAR PARKS

Another important income stream is the commission we receive for selling 7 day EDDC car park passes. However, this is decreasing year on year as visitors are now able to purchase them with a credit card direct from some pay machines (There was some reluctance to feed the machines with 21 £1 coins in the past). Also the increasing demand for shorter holidays has made the 7 day pass less of a financial benefit and pay machines also offer season tickets for shorter periods than one week.

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 10 - January 2016**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Salaries	26,863	33,725	6,862
Cleaning & Office Mtce	111	450	339
Office Postage	258	700	442
Stationery	290	700	410
Telephone	982	1,450	468
Photocopier	119	200	81
Sundries, Provisions, Equipment	402	350	-52
Advertising	0	200	200
Bank Charges	113	0	-113
Credit Card Charges	925	1,350	425
Computer & Internet	97	800	703
Purchase of Stamps	2,146	700	-1,446
Purchase of Publications	4,068	5,300	1,232
Purchase of Goods	1,507	1,800	293
	£37,881	£47,725	£9,844
<u>Income</u>			
Accommodation Commission	1,471	3,500	2,029
Sale of Goods	2,391	3,000	609
Sale of Stamps	1,899	1,700	-199
Sale of Publications	6,369	9,800	3,431
Sundry Income	151	200	49
Commission - Sidmouth Folk Week	4,595	5,500	905
Commission - Coaches/Taxi/Ferry	380	400	20
Commission - Car/Coach Park	717	1,100	383
Commission - Crealy	0	200	200
Comm & Discount Vouchers	818	725	-93
Bank Interest	8	0	-8
STC Funding	21,600	21,600	0
	£40,399	£47,725	£7,326
Total Expenditure	£37,881	£47,725	£9,844
Total Income	£40,399	£47,725	£7,326
Net Expenditure over Income	-£2,518	£0	£2,518
Current/Deposit Bank Accounts	£25,733		

**Sidmouth Town Guide - Income and Expenditure Report
Month 10 - January 2016**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Printing	11,867	14,700	2,833
Promotion	0	6,400	6,400
Postage	4,271	13,500	9,229
Envelopes	0	0	0
Bank Charges	36	0	-36
Guide Administration	0	10,000	10,000
Website Hosting	238	300	62
	£16,412	£44,900	£28,488
<u>Income</u>			
Guide Advertising Revenue	37,923	38,000	77
Directory Advertising Revenue	7,630	7,600	-30
Interest Received	12	0	-12
	£45,565	£45,600	£35
Total Expenditure	£16,412	£44,900	£28,488
Total Income	£45,565	£45,600	£35
Net Expenditure over Income	-£29,153	-£700	£28,453

Current/Deposit Bank Accounts £31,204

Guide Proposed Budget 2016/2017

	Actual Mar-13	Actual Mar-14	Actual Mar-15	Budget 2015/2016	Budget 2016/2017
<u>Expenditure</u>					
4000	16,012	14,371	14,572	14,700	15,300
4006	6,400	6,400	5,700	6,400	6,400
4021	11,496	13,973	11,916	13,500	12,500
4022	582	501	952	0	0
4100	14,000	14,000	10,000	10,000	10,000
4220	-	290	170	300	300
4023	-	-	-	-	100
	3,000	-	-	-	-
Total Expenditure	£51,490	£49,535	£43,310	£44,900	£44,600
<u>Income</u>					
1000	47,421	41,356	37,995	38,000	38,000
1001	6,880	7,479	7,640	7,600	7,600
1196	16	11	10	-	-
	500	-	-	-	-
Total Income	£54,817	£48,846	£45,645	£45,600	£45,600
Net Income/Expenditure	£3,327	-£689	£2,335	£700	£1,000
Tourism Reserve	£6,934	£6,245	£8,580	£9,280	£10,280

Sidmouth Town Guide Distribution Figures

	to end Feb 2014	to end Feb 2015	to end Feb 2016
Holiday Guide Finder	125	196	46
Autumn Break	2	2	3
Plan a UK Holiday	1,835	1,410	1,869
UKHOL	3,803	2,731	1,941
Seaside Holiday Guide	813	n/a	n/a
Where to go in Britain	1,826	1,682	1,866
Bitesize	293	212	1,232
Heart of Devon	6	2	0
Heart of Devon (emailed abroad)	9	1	0
TOTAL from advertisements/leaflets	8,712	6,236	6,957
Been before/Update previous guide	81	79	40
All advertisers (Guide & Town Directory)	103	92	83
Visitsidmouth wesite	220	216	190
TIC's Nationwide	1,100	1,513	1,650
Sidmouth Information Centre	159	138	180
Email/Phone to Town Council office	31	28	20
TOTAL from other sources	1,694	2,066	2,163
TOTAL GUIDES SENT TO END FEBRUARY	10,406	8,302	9,120
Website Hits to end of February	35,867	22,634	24,141

Mr CE Holland

Town Clerk

Sidmouth Town Council

23 February 2016

Dear Mr Holland

I am writing to you about the wish of Devon CCC and Sidmouth CC to seek support from Sidmouth TC to help them maintain the high standard of cricket which will be played at the Fortfield in the coming year. This correspondence has been undertaken with the knowledge and support of your chairman, Councillor Jeff Turner who, along with Councillor Simon Pollentine and Councillor John Dyson will receive a copy of this letter.

Sidmouth punches well above its weight as a sporting town especially because of the high quality of its football, rugby and cricket teams that do very well in their respective high standard County league competitions. The success of Sidmouth CC is achieved with some support from local businesses, but very little input in recent years from the Town Council or East Devon District Council

It is hoped that Sidmouth Town Council might consider sponsoring the Devon County Cricket Club which plays in the Minor Counties' one-day Unicorn's KO Trophy and the three-day Unicorn's Championship, both of which are national competitions involving twenty Minor Counties. Devon CCC has been the most successful Minor County since the late 1970s and, following its entry into the Minor Counties' competition in 1901, it has played many of its matches at the Fortfield. Large numbers of Devon capped players learned their skills at Sidmouth CC.

Also, it is hoped that Sidmouth CC (one of the oldest in the country, founded in 1823) might feature in some way in any sponsorship provision because of its status as the most successful side in the Devon Premier League in the last decade, and as a club that entertains more touring teams at the height of the summer than any other amateur cricket club in the country.

The existence of very regular club and County cricket matches at the Fortfield, has brought people into the town since before WW Two, with many teams staying at hotels and guest houses in Sidmouth, spending money in the town, and benefiting the local economy, considerably. This situation is well known in the area but has received very little direct recognition of recent times by the Town or District Councils. A similar boost to the local economy occurs during the national croquet tournaments which occur at the Fortfield every summer.

Attendance of tourist spectators from outside East Devon at club matches is good, by Devon League standards, and is excellent in the case of County matches and Minor Counties' representative that are held at the Fortfield annually. In mid-August 2016, Devon play Cornwall as the Championship reaches its climax, and it is likely, if the weather is kind, that the daily attendance could be up to 500, which is high for Minor Counties' cricket.

Support for County or club cricket at Sidmouth CC could take the form of e.g. the donation of raffle prizes, payment for cricket balls or cash contributions to the staging of games. A three-day Championship match costs around £2000 to put on – including ground and facilities preparation, match officials' costs, and catering.

It is hoped that the Town Council will be prepared to support Devon County and Sidmouth club cricket, and it is also hoped that the Chamber of Trade and EDDC, who have also been approached to help,

will contribute to our project. It is felt that the three organisations will be able to raise the profile of local major cricketing activities to the advantage of all concerned.

In return for special assistance, the Town Council would have the opportunity to put up signage at the Fortfield publicising their cricketing involvement and would benefit from articles in the Sidmouth Herald promoting joint ventures. In addition, members of the Council could enjoy hospitality at the ground on County match days when BBC Spotlight cameras are often in evidence.

Sidmouth Cricket Club has much experience of attracting visitors and organising events involving large numbers. For over fifteen years up to 400 people per day have parked on the ground during Folk Week, and have used club catering and bar facilities. Over the last three years, in co-operation with the Chamber of Trade, a most successful Classic Car Day has been organised featuring over 200 vintage cars and up to 1000 spectators on each occasion. Major tennis and croquet competitions involve large numbers of players from different areas, and in recent years, national croquet tournaments have been extremely popular. Also, major County matches at the Fortfield, such as the KO Trophy semi-final between Devon and Cheshire in July 2014, attracted crowds of over 300 as did the Devon v Berkshire game in August 2011, After the former, Devon went on to win the KO final against Oxfordshire, and following the latter, Devon beat Cambridgeshire in the Championship final.

Sidmouth CC and Devon CCC are both very successful cricketing bodies, but they each operate on very tight budgets. Any sponsorship which could be made available would help greatly to improve their overall standards of play and the respective clubs would make every effort to benefit any organisation that supported them.

Thank you

Yours sincerely

Neil Gamble

CEO Devon County Cricket Club

Cc Councillor Geoff Turner

Councillor John Dyson

Councillor S Pollentine