

# SIDMOUTH TOWN COUNCIL



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To: All Members of the Tourism & Economy Committee  
(Cllrs: Ian Barlow, David Barratt, 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 December 2015

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 December 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,

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 <b>Apologies</b><br>To receive any apologies for absence.   |               |
| 2 <b>Minutes</b><br>To confirm the minutes of the meeting of the Tourism & Economy Committee meeting held on Monday 14 September 2015.  | 3 – 5         |
| 3 <b>Declarations of Interest</b><br>To receive any Members' declarations of interest in respect of items on the agenda.<br>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     **Sidmouth Information Centre Finance Report**  
To receive the Finance Report for the period to October 2015 in respect of the Sidmouth Information Centre. 7
- 8     **Town Guide Distribution Figures**  
To receive the current guide distribution figures.
- 9     **Visit Devon – Planning for the Future**  
To receive the attached report from Councillor Pollentine. 8
- 10    **Late Night Shopping / Velo Vintage**  
To consider the two recent events and feedback.
- 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.
- 12    **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    **Town Guide Income and Expenditure**  
To receive the Income and Expenditure Report for the period to October 2015 in respect of the Town Guide; see attached confidential report. 9

**Forthcoming Council and Committee meetings:**

- 4 January 2016 – Council  
6 January 2016 – Planning Committee  
18 January 2016 – Estimates & Grants  
20 January 2016 – 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 14 September 2016 at 6.30 pm**

Councillors present: -            Simon Pollentine            (Chairman)  
    Frances Newth                (Vice-Chairman)  
    David Barratt  
    Louise Cole  
    John Dyson  
    John Hollick  
    Stuart Hughes  
    Dawn Manley  
    John Rayson  
    Paul Wright

Apologies:                            Ian Barlow, Ian McKenzie-Edwards

The meeting started at 6:30pm and finished at 7.55pm

**PART 'A'**

**15 Minutes**

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

**16 Declarations of Interest**

Name	Item Number	Type	Action Taken	Details
CLlr Simon Pollentine	Regular and/or Christmas Market	Discloseable pecuniary	Left the Chamber for discussion and vote	Potential competing Business Owner
CLlr John Rayson	Regular and/or Christmas Market	Personal	Remained in Chamber	Business Owner

**17 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.

**18 Information Centre Manager's Report**

Jeff Bailey, Sidmouth Information Centre Manager presented his report.

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

**19 Sidmouth Information Centre Finance Report**

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

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

**20 Town Guide Distribution Figures**

The Chairman reported the latest Guide distribution figures which showed that nearly 16,000 2015 guides had been sent out and there had been over 140,000 website hits to [www.visitsidmouth.gov.uk](http://www.visitsidmouth.gov.uk)

**RESOLVED:** That the Town Guide distribution figures be noted.

**21 Regular and/or Christmas Market**

Councillor Rayson proposed the introduction of either a regular pannier market or a Christmas market to Sidmouth.

**RESOLVED:** That:

1. The licencing aspect would be considered in detail by full Council as part of the District Council's consultation on a revised licensing policy.
2. An outline brief be worked on with a view to holding a Christmas Market in 2016; this would be in conjunction with a potential external event management operator who would give a presentation to a future Tourism & Economy Committee meeting.

**22 Red Arrows**

At the Council meeting held on 13 April 2015 it was resolved that Sidmouth Town Council would underwrite the cost of the 2015 Red Arrows visit from the Woolley Bequest up to a maximum of £15,000. This commitment was with the intention of obtaining funding from three sources; one third each from SVA Keith Owen Fund, town businesses and Sidmouth Town Council and any collections made on the night would be retained towards the cost of future year's visits.

In the absence of Councillor Barlow, the Chairman reported that although the invoice had not yet been received it had been indicated that no charge would be made for the visit and only insurance and subsistence costs for the team may be made. Donations from businesses were over £6,000, collections on the night were approximately £6,000 with a further £1,000 coming from the crowd funding on the visitsidmouth Facebook page. The sum raised in 2015 would be sufficient to book the Red Arrows for 2016 with the intention of making this an annual event to coincide with the Sidmouth Regatta.

**RESOLVED:** That thanks be recorded to Councillor Barlow and all his 'team' for all the hard work undertaken to bring the Red Arrows back to Sidmouth.

**23 Red Arrows Social Media Pilot**

Members were asked to consider the recent crowd funding initiative and Facebook page which helped to promote the Red Arrows.

**RESOLVED:** That the pilot Facebook page be further developed to promote Sidmouth with regular updates detailing events being held in the town.

**24 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 had two forthcoming events; the Classic Car Show on Saturday 19 September and Late Night Shopping on Friday 4 December.
- The Chamber of Commerce were pleased to see the level of opposition from members of the public to the District Council's proposal to increase the charges for the existing beach huts and install ten beach huts along the Millennium walkway.
- The new arrangements for the Mill Street and Holmdale car parks were still not working; there were currently 35 spaces in Mill Street and 12 in Holmdale that remain unused and closed to the public. The Chamber of Commerce asked whether the Town Council would write to the District Council on this matter.
- A number of Tonga flags had been ordered and would be raised on businesses throughout the town to celebrate the Rugby World Cup and Tonga's match to be played in Exeter.

- The Chamber of Commerce were pleased to see the progress of the TaFF scoping the introduction of a Neighbourhood Plan for the Sid Valley and were please to take part in the process. It was suggested that as part of this process consideration could be given to the old boat park area of The Ham possibly creating a QE2 garden and a few residents' parking spaces.
- Mr Eley reminded Members that there was a large fund of finance available from the Coastal Communities Fund; perhaps consideration could be given to accessing finance for the Port Royal are of the town.
- It had been reported to the Chamber of Commerce that there were a large number of weeds throughout the town.

**RESOLVED:** That the Tourism & Economy Committee would write to the District Council requesting that the Mill Street and Holmdale car parks be opened to members of the public.

## **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.

## **25 Town Guide Income and Expenditure**

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

**RESOLVED:** That:

1. The Town Guide Income and Expenditure Report be noted and agreed.
2. Consideration be given to creating a 'Pre-Guide' flyer to be handed out to hotel visitors throughout December in order to encourage them to request a guide the following year.

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



***Sidmouth Information Centre  
Manager's Report  
for the meeting of the  
Tourism & Publicity Committee on 14 December 2015***

**ACTIVITY LEVELS**

As reported to the last meeting, business was very slow in starting this year - probably due to the poor spring weather, but levels picked up with the relatively good summer. Several Hotel and Guest House owners experienced a similar slow start. Over the summer the number of visitors to the Information Centre peaked at 2700 during the first week of August (Folk Week) and the next two weeks remained high averaging out at over 2200 visitors. Both figures are very slightly up on last year. July averaged out at 1500 per week and September 1600 visitors per week both very similar to last year.

**FOLK WEEK**

Sales of telephone and postal bookings made at the Information Centre are again down on last year (approx. 4%). This is probably simply an indication of the continuing migration to on-line sales direct with the Folk Festival and, it must be emphasised, not an indication that the overall sales were down. As members will be aware, this decrease in sales at the Information Centre will obviously have an effect on the commission we receive.

**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**

2 summer seasonal staff who worked last summer (2014) returned for this summer bringing the "pool" of staff, including the manager, up to 5 for the summer months. We commenced the summer opening hours (Monday – Saturday 10.00 to 17.00, Sundays and Bank Holidays 10.00 to 16.00) on 1<sup>st</sup> May in line with the review by the recent SIC Task and Finish Forum supported by the Tourism and Economy Committee. Winter hours (Monday to Saturday 10.00 to 13.30) commenced on 1<sup>st</sup> October. The slight reduction in our opening hours has not been met with any adverse comments.

**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. The odd comment received more recently (from locals rather than visitors) has been that it is perhaps time to refresh the display.

**RECOMMENDED**

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

**Sidmouth Tourist Information Centre - Income and Expenditure  
Report  
Month 7 - October 2015**

	Actual Year to Date	Current Annual Budget	Budget Variance
<b><u>Expenditure</u></b>			
Salaries	22,080	33,725	11,645
Cleaning & Office Mtce	37	450	413
Office Postage	258	700	442
Stationery	290	700	410
Telephone & Fax	982	1,450	468
Photocopier	75	200	125
Sundries, Provisions, Equipment	402	350	-52
Advertising	0	200	200
Bank Charges	110	0	-110
Credit Card Charges	806	1,350	544
Computer & Internet	0	800	800
Purchase of Stamps	2,146	700	-1,446
Purchase of Publications	3,521	5,300	1,779
Purchase of Goods	1,231	1,800	569
	<b>£31,938</b>	<b>£47,725</b>	<b>£15,787</b>
<b><u>Income</u></b>			
Accommodation Commission	1,426	3,500	2,074
Sale of Goods	2,258	3,000	742
Sale of Stamps	1,781	1,700	-81
Sale of Publications	5,886	9,800	3,914
Sundry Income	133	200	67
Commission - Sidmouth Folk Week	3,500	5,500	2,000
Commission - Coaches/Taxi/Ferry	307	400	93
Commission - Car/Coach Park	698	1,100	402
Commission - Crealy	0	200	200
Comm & Discount Vouchers	736	725	-11
Bank Interest	8	0	-8
STC Funding	10,000	21,600	11,600
	<b>£26,733</b>	<b>£47,725</b>	<b>£20,992</b>
<b>Total Expenditure</b>	<b>£31,938</b>	<b>£47,725</b>	<b>£15,787</b>
<b>Total Income</b>	<b>£26,733</b>	<b>£47,725</b>	<b>£20,992</b>
<b>Net Expenditure over Income</b>	<b>£5,205</b>	<b>£0</b>	<b>-£5,205</b>
<b>Current/Deposit Bank Accounts</b>	<b>£2,353</b>		

**Visit Devon – Planning for the future** – report from meeting at Woodbury Park  
19/11/2015

There was no question mark after the title of this meeting but there should have been. This organisation with the unfortunate abbreviation is the latest of a number of variously funded initiatives to market the county and has been slowly running into the sand as cash-strapped councils and companies withdraw support. At the moment the only public money is £39K from DCC which goes nowhere in marketing but does enable some lobbying. There is plenty of enthusiasm from Councils (with the obvious exception of EDDC) and Businesses as was reflected in the good numbers who came together to try and decide where we/they go from here. A trio of speakers first outlined the situation – The Lord Lieutenant of Devon banged the drum in his role as an ambassador for the ‘brand’ whilst Robin Barker who has huge experience of tourism drew attention to a somewhat static industry when compared with neighbours especially Cornwall. In a double act with Simon Fishwick (another industry insider) he suggested that there was plenty of evidence that tourism businesses would support some kind of Community Interest Company to be the single entity responsible for marketing Devon in a similar way to many other counties. Such a creature has been created in Cornwall following the removal of all their County funding and it is hoping to be self-financing in the near future.

An open session followed, echoing the desire to see Devon achieve various aims using the CIC to market, advise, promote etc etc Promises of financial support were forthcoming though quite how these would measure up in comparison to what we know other County bodies provide. Suggested funding pots included DEFRA, the EU and we were reminded of the disparity of Govt funding levels raised earlier in the year when the Culture and Sport Committee left Westminster to visit, among other places, Exeter.

Our 2 hours up, the Conference organisers have taken away the comments, thoughts and contributions to work up ideas for the next steps and consult interested parties. Visit Devon is dead – Long Live Visit Devon Mark 2!

Simon Pollentine  
Chairman, Tourism and Economy Committee