



# SIDMOUTH TOWN COUNCIL



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VAT Reg. No. 142 3103 24

8 June 2015

To: All Members of the Tourism & Economy Committee  
(Cllrs: Ian Barlow, David Barratt, Jack Brokenshire, Louise Cole, John Dyson, John Hollick, Stuart Hughes, Graham Liverton, 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; Councillor Alison Greenhalgh

Dear Sir/Madam,

**Meeting of Sidmouth Town Council's Tourism & Economy Committee  
Monday 15 June 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

- 1 **Election of the Chairman of the Tourism & Economy Committee**
  - 1.1 It will be proposed by Councillor Barratt and seconded by Councillor Barlow 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 Hollick and seconded by Councillor Liverton 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 9 March 2015.	4 – 5
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 are three items 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.	6
9	<b>Sidmouth Information Centre Finance Report</b> To receive the Finance Report for the Financial Year to 31 March 2015 in respect of the Sidmouth Information Centre.	7
10	<b>Town Guide Distribution Figures</b> To receive the current guide distribution figures.	
11	<b>Red Arrows</b> To receive an update from Councillor Barlow.	
12	<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.	
	<b><u>PART ‘B’</u></b> <b><u>EXCLUSION OF THE PUBLIC AND PRESS</u></b> 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	<b>Late Night Shopping</b> To consider the attached request from Sidmouth Chamber of Commerce.	8
14	<b>Town Guide Income and Expenditure</b> To receive the Income and Expenditure Report for the Financial Year to 31 March 2015 in respect of the Town Guide; see attached confidential report.	9

15     **Advertising Rates**

To approve the advertising rates for the 2016 Guide and Directory; see attached confidential report.

10

*(Members agreed at the Tourism & Economy Committee meeting held on 16 June 2014 that advertising rates should be increased by CPI. It is therefore recommended to freeze current prices for 2016.)*

**Forthcoming Council and Committee meetings:**

- 17 June 2015 – Planning Committee
- 1 July 2015 – Planning Committee
- 6 July 2015 – Council
- 15 July 2015 – Planning Committee
- 29 July 2015 – Planning Committee
- 10 August 2015 – 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 9 March 2015 at 6.30 pm**

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

Also present: -                Jeff Bailey  
   Richard Eley  
   Edwina Ford

Apologies:     Graham Liverton, Peter Sullivan, Mel Gater

The meeting started at 6:30pm and finished at 7:35pm

**PART 'A'**

**23     Minutes**

The Minutes of the Tourism & Economy Committee meeting held on Monday 8 December 2014 were signed as a true and accurate record.

**24     Declarations of Interest**

There were no Declarations of Interest received for items on this agenda.

**25     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.

**26     Information Centre Manager's Report**

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

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

**27     Town Guide Distribution Figures**

The Chairman reported the latest Guide distribution figures which showed that 9,579 2015 guides had been posted out and there had been 25,855 hits on the Visit Sidmouth website during 2015 so far.

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

**28     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 the meeting. The Chairman gave an update of a meeting held between himself, the Town Clerk, Mr Cope and Richard Eley, Chamber of Commerce.

**RESOLVED:** That the allocation of between £1,500 and £2,500 from the Special Projects reserve to bring the Velo Venture event to Sidmouth in December 2015 and the Chairman and Town Clerk be approved in principle, and authority given to continue negotiations with Mr Cope.

**29 Mobile Friendly Website**

Members were asked to consider the Town Clerk's report on the development of a mobile friendly website and receive an update from the Town Clerk.

**RESOLVED:** That the current websites be enhanced adding functionality where necessary to continue and ensure they are mobile friendly. The Town Clerk would implement the use of social media such as Facebook and Twitter to advertise and raise the profile of Sidmouth as appropriate.

**30 Matters Raised By Invited Representatives**

Richard Eley of the Chamber of Commerce raised various issues including:

- The Chamber of Commerce were planning celebrations for the 70<sup>th</sup> Anniversary of VE Day and were considering a street choir in the Market Square preferably supported by the Town Band. Mr Eley was advised to liaise with the Royal British Legion and Sidmouth Town Band regarding this event.
- Concerns were raised regarding the S106 Fortfield allocation to Sidmouth. The Town Clerk reported that he would make contact with the relevant officers at the District Council and the Sidmouth District Councillors would also be encouraged to raise this issue with the District Council.
- Further to the December 2014 meeting it was confirmed that following the election a Community meeting would be held with the Chamber of Commerce, Science Festival, Carnival and other organisations to discuss the creation and management of an Events Calendar for Sidmouth.

**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.

**31 Town Guide and Information Centre Income and Expenditure**

The Chairman presented details of income and expenditure for the year to January 2015 in respect of the Guide and Information Centre.

**RESOLVED:** That the Income and Expenditure reports for January 2015 be noted.

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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 15th June 2015***

**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 a peak average of around 200 visitors a day over the late spring bank holiday.

**FOLK WEEK**

Sales of telephone bookings made at the Information Centre are down on this time last year. At the end of April last year we had sold tickets etc. worth approximately £47,000. This year the total was approximately £35,000 a decrease of approximately 25% which will have a corresponding effect on our sales commission. This should not be taken to mean that total overall sales are down. It is probable that this is a result of a continuing migration towards direct on-line booking.

**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 change to summer hours was tinged with sadness. Mervyn James, a long serving and dedicated member of the "summer" team died suddenly on 29<sup>th</sup> April. He will be sorely missed by his colleagues and visitors to the Information Centre.

The other 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. As agreed at the last Committee meeting we commenced our 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. 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

TIC 31 March 2015

Detailed Income & Expenditure by Account 31/03/2015

Month No : 12

REPORT TO COUNCIL - MARCH 2015

	Actual Year to Date	Current Annual Bud	Budget Variance
<b><u>Expenditure Detail</u></b>			
Salaries	32,324	36,125	3,801
Cleaning & Office Mtce	336	450	114
Office Postage	171	700	529
Stationery	243	700	457
Telephone & Fax	1,201	1,450	249
Photocopier	175	200	25
Sundries,Provisions,Equipment	191	350	159
Advertising	0	200	200
Credit Card Charges	1,176	1,350	174
Computer & Internet	526	800	274
Purchase of Stamps	1,314	700	-614
Purchase of Publications	5,591	5,300	-291
Purchase of Goods	2,124	1,800	-324
<b>Total OverHead</b>	<b>45,371</b>	<b>50,125</b>	<b>4,754</b>
<b><u>Income Detail</u></b>			
Accomodation Commission	2,322	3,500	-1,178
Sale of Goods	2,662	3,000	-338
Sale of Stamps	1,852	1,700	152
Sale of Publications	8,684	9,800	-1,116
Sundry Income	199	200	-1
Commission-Sidmouth Folk Week	5,806	5,500	306
Commission-Coaches/Taxi/Ferry	311	400	-90
Commission-Car/Coach Park	924	1,100	-176
Commission-Crealy	307	200	107
Comm & Discount Vouchers	841	725	116
Interest Received	5	0	5
STC Funding	24,000	24,000	0
<b>Total Income</b>	<b>47,912</b>	<b>50,125</b>	<b>-2,213</b>
<b>Total Expenditure</b>	<b>45,371</b>	<b>50,125</b>	<b>4,754</b>
<b>Total Income</b>	<b>47,912</b>	<b>50,125</b>	<b>-2,213</b>
<b><u>Net Expenditure over Income</u></b>	<b>-2,542</b>	<b>0</b>	<b>2,542</b>

TIC 31 March 2015

Trial Balance for Month No: 12

Combined Account Totals by Account Number

<u>A/c Code</u>	<u>Account Name</u>	<u>Debit</u>
201	Current Account	9,253.56