

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 11 September 2017 at 6.30 pm

Councillors present: - Simon Pollentine (Chairman)
 Frances Newth (Vice-Chairman)
 Ian Barlow
 Jack Brokenshire
 Louise Cole
 John Dyson
 Stuart Hughes
 Marc Kilsbie
 John Rayson
 Paul Wright

Apologies: David Barratt, John Hollick, Sheila Kerridge, Dawn Manley,
 Ian McKenzie-Edwards

The meeting started at 6.30pm and finished at 7.45pm

PART 'A'

13 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 19 June 2017 were signed as a true and accurate record.

14 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr Marc Kilsbie	16 Information Centre Mgrs Report and Financial Report	Personal	Remained in the Chamber	Sidmouth retailer
Cllr Simon Pollentine	16 Information Centre Mgrs Report and Financial Report	Personal	Remained in the Chamber	Sidmouth retailer
Cllr Louise Cole	19 The Ham	Personal	Remained in the Chamber	Sidmouth Seafest organiser

15 Matters of Urgency and Report

- The Chairman reported that it was hoped that Making it Local funding may become available to support the creation of the Apple Trail.
- It was proposed that a TaFF be set up to investigate the observations taken from the festival/event organisers at the last Tourism & Economy meeting together with the Community Actions created from the Neighbourhood Plan feedback and discuss how best to maximise the potential of shared working and accessing funding available from outside bodies such as the Jurassic Coast team etc.

RESOLVED: That the Town Clerk email all the Members of the Tourism & Economy Committee to ascertain who wished to volunteer to serve on the Festivals and Events Shared Working TaFF.

16 Information Centre Manager's Report & Financial Report

- 1) Jeff Bailey, Sidmouth Information Centre Manager, presented his report.

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

- 2) Councillor Pollentine presented the Finance Report for the period to July 2017 in respect of the Sidmouth Information Centre.

RESOLVED: That:

- 1) the Sidmouth Information Centre's Finance Report be noted and agreed.
- 2) the Town Clerk to review the layout of the Information Centre to maximise its marketing potential.
- 3) Members confirmed their previous policy that they did not want the Information Centre to directly compete with Sidmouth retailers by offering the same products.

17 Town Guide Finance and Distribution Figures

The Chairman presented the Income and Expenditure Report for the period to July 2017 and the latest Guide distribution figures for the period to August 2017.

RESOLVED:

- 1) That the Town Guide Income and Expenditure Report for the period to July 2017 be noted and agreed.
- 2) That the August 2017 Guide distribution figures be noted.
- 3) The email database would be used to send a Christmas e-card to encourage people to revisit Sidmouth as a holiday destination.

18 Red Arrows Display

The Town Clerk gave a brief update on the 2017 Red Arrows display which had been very successful with between 30-35,000 people attending. Approximately £14,500 had been collected which was anticipated would be sufficient to cover this year's expenditure. The Red Arrows display had now become a significant event and would require a fuller event management plan and traffic management plan for future years which would incur further event costs

RESOLVED: That:

- 1) The Town Clerk would write a letter of thanks to the Regatta Committee to thank them for all their hard work undertaking the collections for the Red Arrows display.
- 2) The Chamber of Commerce be asked to encourage more local retailers to remain open later whilst the town is so busy.
- 3) Members note the likely increased expenditure on the event due to increased event planning.

19 The Ham

At the August Trustee meeting it was resolved that a request to use The Ham should be deferred to the next Tourism & Economy meeting.

RESOLVED: That:

- 1) permission be granted to Unique Boutique Markets to hold an evening street food market on a series of dates during the summer of 2018 and an event combining a street food market and an art and contemporary craft market on Saturday 18 November 2017.
- 2) The current fees and bond charge would apply with no reduction for these events.
- 3) It must be recognised that Sidmouth is a Fair-Trade town when choosing stall holders.
- 4) Local retailers should also be encouraged to become stall holders.
- 5) Dates of the market operating must fit within the existing usage of the Ham.
- 6) The permission to use The Ham would be confirmed at the next Trustee meeting.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE