

**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 15 June 2015 at 6.30 pm**

Councillors present: -        Simon Pollentine        (Chairman)  
    Frances Newth        (Vice-Chairman)  
    Ian Barlow  
    David Barratt  
    Jack Brokenshire  
    Louise Cole  
    John Dyson  
    John Hollick  
    Stuart Hughes  
    Graham Liverton  
    Marc Kilsbie  
    Ian McKenzie-Edwards  
    John Rayson  
    Paul Wright

Apologies:                        Dawn Manley

The meeting started at 6:30pm and finished at 9.00pm

**PART 'A'**

**1 Appointment of the Chairman of the Tourism & Economy Committee**

It was 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.

There being no other nominations, Councillor Simon Pollentine was duly elected Chairman of the Tourism & Economy Committee for the forthcoming year.

**2 Appointment of the Vice-Chairman of the Tourism & Economy Committee**

It was proposed by Councillor Hollick and seconded by Councillor Liverton that Councillor Frances Newth be appointed Vice-Chairman of Tourism & Economy Committee for the forthcoming year.

There being no other nominations, Councillor Frances Newth was duly elected Vice-Chairman of Tourism & Economy Committee for the forthcoming year.

**3 Minutes**

The Minutes of the Tourism & Economy Committee meeting held on Monday 9 March 2015 were signed as a true and accurate record.

**4 Declarations of Interest**

Name	Item Number	Type	Action Taken	Details
CLlr Simon Pollentine	14 Advertising Rates	Personal	Remained in Chamber	Directory Advertiser
CLlr Ian Barlow	14 Advertising Rates	Personal	Remained in Chamber	Guide Advertiser
CLlr Stuart Hughes	10 Red Arrows	Personal	Remained in Chamber	Devon County Council Locality Budget

ClIr Ian Barlow	10 Red Arrows	Personal	Remained in Chamber	Business contributor
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## 5 Matters of Urgency or Report from the Chairman

The Chairman reported that there had been a good article about Sidmouth in the recent Devonshire magazine and that Sidmouth had been mentioned in the Guardian Festivals supplement.

## 6 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.

## 7 Information Centre Manager's Report

Jeff Bailey, Sidmouth Information Centre Manager presented his report.

**RESOLVED:** 1) that the Information Manager's report be noted.

2) that signage be created to advertise the Visit Sidmouth website to be placed in the TIC window.

## 8 Sidmouth Information Centre Finance Report

Councillor Pollentine presented the Finance Report for the Financial Year to 31 March 2015 in respect of the Sidmouth Information Centre

**RESOLVED:** That the Sidmouth Information Centre's Finance Report be noted and agreed. The Chairman asked that thanks be recorded to the SIC Manager and staff for their hard work throughout the year.

## 9 Town Guide Distribution Figures

The Chairman reported the latest Guide distribution figures which showed that nearly 14,000 2015 guides had been sent out. The Chairman thanked Adele Salter for designing the Red Arrows label which is placed on each guide to advertise the date. He also thanked ClIr McKenzie-Edwards and his wife who had enveloped another large batch of guides ready for distribution.

**RESOLVED:** That the Guide distribution figures be noted. The Chairman would meet with Councillors Barlow, Cole and Wright to discuss how best to use social media to advertise initially the Red Arrows visit followed by the Sidmouth guide and Sidmouth as a whole.

## 10 Red Arrows

Councillor Barlow gave an update with regard to the forthcoming visit from the Red Arrows. He reported that £6,000 had already been pledged from various Sidmouth businesses and over £1,000 from private individuals; he was awaiting a response from the Keith Owen Fund.

**RESOLVED:** That Councillor Barlow's report be noted.

## 11 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 welcomed the increasing number of annual events now being held in Sidmouth; this can only be good for the vibrancy and viability of the town.
- The Chamber of Commerce would be opposing the District Council's proposal to install ten beach huts along the Millennium walkway.

- The new arrangements for the Mill Street car park were not working; of the 40 spaces only 5 or 6 were regularly being used which is a poor use of resource.
- The Chamber of Commerce were working on a gradual process of Town Centre Excellence with incremental improvements of small areas at a time looking in detail at issues including those of signage and lighting.
- The Chamber of Commerce fully supported proposals to create a Neighbourhood Plan for the Sid Valley.
- There was an annual fund of £25 million available from the Coastal Communities Fund who welcomed applications from a Town/Parish level rather than a County Council level.

## **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.

#### **12 Late Night Shopping**

Members were asked to consider a request for funding from Sidmouth Chamber of Commerce.

**RESOLVED:** 1) that the Town Council supports the Chamber of Commerce in the sum of £200, to pay for an organiser for the Late Night Shopping event.

2) that a further discussion be held to consider the issue of employing a PR company on an ad-hoc basis .v. employing a full time Town/Marketing Manager.

#### **13 Town Guide Income and Expenditure**

Councillor Pollentine presented the Income and Expenditure Report for the Financial Year to 31 March 2015 in respect of the Town Guide.

**RESOLVED:** That the Town Guide Income and Expenditure Report be noted and agreed. The Chairman asked that thanks be recorded to Mrs White and Mrs Salter who worked hard to obtain as much support from advertisers in the Guide and Directory.

#### **14 Advertising Rates**

Members were asked to consider the basic advertising rates for the 2016 Guide and Directory; Members had agreed at the Tourism & Economy Committee meeting held on 16 June 2014 that advertising rates should be increased by CPI; it was therefore recommended to freeze current prices for 2016.

**RESOLVED:** That the basic advertising rates be again frozen for the 2016 Guide and Directory.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE