

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 19 June 2017 at 6.30 pm

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

Apologies: John Hollick

The meeting started at 6.30pm and finished at 9.20pm

PART 'A'

1 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 13 March 2017 were signed as a true and accurate record.

2 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr Louise Cole	7 Festivals and Events	Personal	Remained in the Chamber	Director of Sidmouth Coastal Community Hub
Cllr Paul Wright	11 Advertising Sales Representative	Personal	Remained in the Chamber	Works with the advertising sales representative

3 Matters of Urgency and Report

- The Chairman reported that following support from last Tourism & Economy Committee meeting, he and the Vice Chairman along with the Town Clerk had met with representatives from Visit Devon. As Chairman, he had committed to Visit Devon's Platinum package in the sum of £1,000 for one year to be reviewed in 2018. Members confirmed and noted this decision.
- Sidmouth Folk Week had been celebrated with a presentation of a BBC Music Day blue plaque which would be fixed, in due course, at the entrance to The Ham.
- The Chairman had been pleased to welcome visitors from Le Locle during their visit to Sidmouth and attended the Twinning Dinner on Monday 12 June 2017.

4 Exclusion of the Public

RESOLVED: that the classification given to the documents to be submitted to the Council, be confirmed, and that the reports relating to exempt information, be dealt with under Part B.

5 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 Financial Year End to March 2017 in respect of the Sidmouth Information Centre.

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

6 Town Guide Finance and Distribution Figures

The Chairman presented the Income and Expenditure Report for the Financial Year End to March 2017 and the latest Guide distribution figures for the period to May 2017.

RESOLVED:

1) That the Town Guide Income and Expenditure Report for the Financial Year End to March 2017 be noted and agreed.

2) That the May 2017 Guide distribution figures be noted.

7 Festivals and Events

Festival and event representatives had been invited to describe their experiences when organising and running events and any challenges encountered. Those attending were:

Oliver Salter, Sidmouth Regatta; Ted Swan and Norma Self, Sidmouth Walking Festival; Di Bowerman, Sidmouth Literary Festival; David Bramley, Sidmouth Science Festival and Cllr Louise Cole, Sidmouth Sea Fest.

Common themes of challenges encountered ran through all the festivals and events including large volume of paperwork required for road closures and risk assessments, the high cost of insurance, lack of volunteers, advertising and marketing, lack of certainty of funding year on year.

RESOLVED: That:

1) All the festival and event representatives be thanked for attending this meeting and for all their hard work in organising so many events for Sidmouth.

2) The observations from festival organisers be taken together with feedback from the Sid Valley Neighbourhood Plan questionnaire 2 and a report be made to a future meeting on how the Council could help co-ordinate shared thinking and requirements.

8 Sid Valley Neighbourhood Plan – Business and Special Interest Groups Survey

Deirdre Housom presented the report on the Business and Special Interest Groups Survey of the Sid Valley Neighbourhood Plan Steering Group. The report was also available on the Sidmouth Town Council website. Ms Housom also reported that the Children and Young People's Survey report would be published this week (23 June).

RESOLVED: That the Tourism and Economy based Community Aspirations from the Sid Valley Neighbourhood Plan along with the feedback from the festival organisers be combined and discussed at a future meeting of the Tourism and Economy Committee meeting.

9 Red Arrows and Battle of Britain Memorial Flight

The Town Clerk gave an update regarding the forthcoming visit from the Battle of Britain Memorial Flight (6pm) and the Red Arrows (6.30pm) on Friday 25 August which would again start the Sidmouth Regatta.

He also reported that over 100 collectors would be needed to ensure that sufficient funds were collected for return visits in future years by the aerobatic teams. Anyone interested in being a collector on the night should contact the Town Clerk.

RESOLVED: That the Town Clerk's report be noted.

10 Matters Raised by Invited Representatives

The Chairman welcomed the Sidmouth Chamber of Commerce representative; Richard Eley who made the following comments:

- The Chamber of Commerce would be holding a Black-Tie candle lit street party on Sunday 27 August 2017, to mark the end of the Sidmouth Regatta.
- The Chamber of Commerce would again be holding a Business Awards evening.
- The Apple Trail walk was in the process of being created and would finish in Sidmouth making it another tourism attraction.
- The deckchair concession was again a problem for Sidmouth with no deckchairs being put out for visitors to Sidmouth. He believed that the deckchairs should be free of charge.

RESOLVED: That the Town Clerk would investigate the possibility of the Town Council taking on the concession or managing the concession from the District Council for the deckchairs in 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.

11 Advertising Sales Representative

Members were asked to note and confirm the Chairman's decision to engage an independent sales representative to assist in increasing the advertising revenue for the 2018 Guide and Directory Visit Sidmouth package.

RESOLVED: That Members confirmed the Chairman's decision to engage an independent sales representative with a retainer for 3 months and commission per advert sold.

12 Advertising Rates

Members were asked to consider proposed advertising rates for the Business and Attractions section of the 2018 Guide. The revised rates were suggested following meetings held with potential advertising sales representatives.

RESOLVED: That the advertising rates for the Business and Attractions section of the 2018 Guide be noted and agreed; as per the schedule as attached to the agenda.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE