

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 16 June 2014 at 6.30 pm

Councillors present: - Simon Pollentine (Chairman)
 Chris Wale (Vice-Chairman)
 Ian Barlow
 David Barratt
 Jack Brokenshire
 Ann Liverton
 Graham Liverton
 Dawn Manley
 Ian McKenzie-Edwards
 Peter Sullivan
 Jeff Turner

Apologies: John Dyson, John Hollick, Stuart Hughes, Mary Jolly

The meeting started at 6:30pm and finished at 8.00pm

PART 'A'

1 Appointment of the Chairman of the Tourism & Economy Committee

It was proposed by Councillor Graham Liverton and seconded by Councillor David Barratt 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 Ann Liverton and seconded by Councillor Peter Sullivan that Councillor Chris Wale be appointed Vice-Chairman of Tourism & Economy Committee for the forthcoming year.

There being no other nominations, Councillor Chris Wale 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 December 2013 were signed as a true and accurate record.

4 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Simon Pollentine	12 Advertising Rates	Personal	Remained in Chamber	Town Directory Advertiser
Ian Barlow	12 Advertising Rates	Personal	Remained in Chamber	Town Guide Advertiser

5 Matters of Urgency

- Councillor Mrs Liverton reported that a Walking Festival was being organised from 27 September to 2 October 2014 and the organisers had asked for more support from the Town Council and the Information Centre. It was noted that in addition to the grant allocated in January the Town Council had also designed and copied the Walking

Festival posters and leaflets, created a full page advert for the Sidmouth Guide and the Information Centre had taken all the details for those booking walks. The Town Clerk agreed to discuss with the Information Centre Manager whether any further assistance could be offered for the organisation of the festival.

- Councillor Liverton reported that the Sidmouth Herald had incorrectly reported that he would be organising a petition with regard to the SES building. He requested that the Chamber of Commerce be asked whether they desired any action with regard to the building, in which case, the Chamber of Commerce should be advised to raise this problem directly with the District Council.
- The Chairman reported that Sidmouth had recently featured in the following publications; Devon Life, the Guardian's Festival Guide, the Guardian's Cycling Breaks in England and the Observer's article on the Jurassic Coast.
- In the absence of Councillor Dyson, Councillor Pollentine presented a leaflet advertising an 'App for Cornwall' and suggested that the Town Council might consider creating a similar app for Sidmouth. The Town Clerk would arrange for a presentation at a future committee meeting to give further information with regard to this proposal.
- Councillor Barlow reported that he had purchased 20 strings of road wide Christmas lights and would make them available to the Town Council to use in conjunction with those already contracted for Sidmouth. The Town Clerk would discuss this proposal with Councillor Barlow and the Town Council's contractor before it was placed on a future agenda for discussion by full Council.

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.

7 Information Centre Manager's Report

In the absence of the Information Centre Manager, the Town Clerk presented the Information Centre report. It was noted that the Sidmouth Herald had reported incorrect timings for the opening hours of the Information Centre which implied that the centre was closed before May. The Manager would be reviewing in May 2015, when to switch to summer opening hours.

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

8 Town Guide Distribution Figures

The Chairman reported the latest Guide distribution figures which showed that 16,140 2014 guides had been sent out and there had been over 80,000 hits on the Visit Sidmouth website so far this year. It was suggested that the email database could be used to send e-shots throughout the year to encourage prospective visitors.

RESOLVED: That the Guide distribution figures be noted and idea of e-shots be investigated.

9 Invited Representatives

In the light of the dissolution of the Sidmouth & District Hospitality Association it was suggested that the number of invited representatives from Sidmouth Chamber of Commerce be increased to two.

RESOLVED: That the number of invited representatives from Sidmouth Chamber of Commerce be increased to two.

10 Matters Raised By Invited Representatives

Due to a prior engagement representatives of the Sidmouth Chamber of Commerce were unable to attend this meeting. Two items had been received and would be discussed by full Council.

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 Town Guide and Information Centre Income and Expenditure

The Chairman presented details of income and expenditure for the Financial Year to 31 March 2014 in respect of the Guide and Information Centre.

RESOLVED: That:

1. The Income and Expenditure reports for March 2014 be noted.
2. A TaFF be set up comprising Councillors Pollentine, Wale and Barlow to consider the Operation, Finance and Staffing of the Information Centre especially with regard to delivery of service and value for money. The TaFF to report back to the Tourism and Economy Committee in December 2014.

12 Advertising Rates

Members were asked to consider the advertising rates for the 2015 Guide and Directory.

RESOLVED: That, as a gesture of goodwill towards advertisers, the advertising rates would be frozen for the 2015 Guide and Directory but would be increased by inflation each year thereafter.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE