



SIDMOUTH TOWN COUNCIL

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2 March 2020

To: All Members of the Tourism & Economy Committee
(Cllrs: Ian Barlow, David Barratt, Denise Bickley, Jack Brokenshire, Louise Cole, Charissa Evans, Deirdre Hounsom, Stuart Hughes, Chris Lockyear, Dawn Manley, John Rayson, Marianne Rixson, Louise Thompson, Paul Wright)

Invited Representatives:

Sidmouth Chamber of Commerce Representatives (x2)

Sidmouth Information Manager
Town Clerk

For Information:

Other Members of the Council
EDDC Member Champion for Tourism

Dear Sir/Madam,

Meeting of the Tourism & Economy Committee Monday 9 March 2020 at 6.30pm

You are hereby asked 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

- | | <u>Page/s</u> |
|---|---------------|
| 1 Apologies
To receive any apologies for absence. | |
| 2 Minutes
To confirm the minutes of the meeting of the Tourism & Economy Committee meeting held on Monday 9 December 2019. | 3 – 4 |
| 3 Declarations of Interest
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. | |

4 **Matters of Urgency and Report**

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)

5 **Exclusion of the Public**

To agree any items to be dealt with after the public (including the press) have been excluded. There are no items which the Clerk recommends should be dealt with in this way.

6 **Information Centre Manager's Report & Financial Report**

- a) To receive a report from the Information Centre Manager.
- b) To receive the Finance Report for the period to January 2019 in respect of the Sidmouth Information Centre.

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7 **Tourism & Promotion Strategy Task and Finish Forum (TaFF)**

To receive a report and update regarding the Invitation to Tender for Marketing & Tourism Promotion process.

8 **Street Trading**

In September 2019 Members considered the report of the licensing Manager, EDDC in respect of Street Trading in Sidmouth. At that meeting it was decided to discuss this further in the Tourism and Promotion TaFF. Councillor Hounsom has convened a number of meetings with festival groups which will be reported at the meeting and which Members are asked to consider. The original report to the Committee is attached for information.

6

9 **Air Display 2020**

Members to discuss maximising the esplanade space made available by the Town Council's annual Air Display for festival organisers/local groups. The display this year will be on Friday 28 August.

10 **Matters Raised by Invited Representatives**

To consider any other items or matters to be raised by the representatives of the Sidmouth Chamber of Commerce.

Forthcoming Council and Committee meetings:

18 March 2020 – Planning Committee

1 April 2020 – Planning Committee

6 April 2020 – Council

15 April 2020 – Planning Committee

20 April 2020 – Town Assembly 7pm Sidbury Church of England Primary School

27 April 2020 – Environment Committee

29 April 2020 – Planning Committee

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 December 2019 at 6.30 pm

Councillors present: Ian Barlow
 David Barratt
 Louise Cole
 Deirdre Hounsom
 Louise Thompson

Apologies: Denise Bickley, Charissa Evans, Stuart Hughes, Chris Lockyear, John Rayson
 Marianne Rixson

The meeting started at 6.30pm and finished at 8.45pm

PART 'A'

23 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 9 September 2019 were signed as a true and accurate record.

24 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
CLlr Louise Cole	27 Licensing – Street Trading	Personal	Remained in the Chamber during discussion and voting	Sidmouth Sea Fest Committee Member

25 Information Centre Manager's Report & Financial Report

Jeff Bailey, Information Centre Manager, presented the Information Centre's report and the Finance Report for the period to October 2019 in respect of the Sidmouth Information Centre. Members also noted the use and operation of Sidmouth Information Centre would form part of the next phase of the Tourism & Promotion Strategy Task and Finish Forum work.

RESOLVED: That the Sidmouth Information Centre Reports be noted.

26 Regulating & Monitoring of Online Accommodation Providers and Safe and Legal Campaign

Alistair Handyside, Chair of the South West Tourism Alliance and Professional Association of Self-Caterers gave a report on the regulating and monitoring of online accommodation providers and the Safe and Legal Campaign. Members noted that large numbers of accommodation providers in the United Kingdom, including some in Sidmouth, were unregulated and would not conform to basic safety requirements for Hotels and guests houses such as smoke and carbon monoxide alarms. Members agreed that a simple registration and public accreditation scheme could work well if introduced across the East Devon District.

RESOLVED: That Mr Handyside be thanked for an interesting and informative report.

27 Licensing – Street Trading

Members were asked to consider the additional information received from Steve Saunders, Licensing Manager East Devon District Council.

RESOLVED: That Street Trading would be discussed further within the Sidmouth Festivals group who will report to a future Council meeting for final recommendation to the District Council.

28 Sidmouth Festivals

Councillor Hounsom updated Members on the two recent meetings held with festival organisers which had been initiated and supported by the Town Council. It was reported that the group meetings would be chaired by Peter Murphy in the future.

RESOLVED: That the Sidmouth Festivals report be noted.

29 Tourism & Promotion Strategy Task and Finish Forum (TaFF)

Councillor Cole, Chair of the Tourism & Promotion Strategy TaFF presented the report of the work carried out by the group so far and asked Members to confirm the inclusion of £50,000 into the 2020/2021 Town Council budget to commence work identified in the report.

RESOLVED: That:

- 1) the TaFF report be noted and agreed.
- 2) the sum of £50,000 for Tourism & Promotion be included in the 2020/2021 Town Council budget for ratification at the January 2020 Council budget setting meeting.
- 3) delegated authority be given to the Town Clerk in consultation with the Chair and Vice-Chair of Tourism & Economy Committee to utilise the revised budget and undertake the tender process and appoint contractors/consultants as required.
- 4) The Tender documents for the marketing & promotion delivery be prepared ready for issue after 20 January Budget meeting.

30 Matters Raised by Invited Representatives

The following matters were raised by the Chamber of Commerce representatives:

- The Late-Night Shopping evening held on Friday 6 December had been very successful.
- Members were invited to attend the Chamber of Commerce breakfast to be held on Wednesday 11 December; this month’s speaker and subject would be Julie Tanner, Mental Health and Wellbeing of Young People in Sidmouth.
- Members were reminded that there would be two VE Day commemorative events in 2020: Friday 8 May ‘Sing and Swing’ and Sunday 10 May Market Place Street Party.
- The winter reduction of car parking prices by the District Council was having an adverse effect on trade as the £2 all-day charge commences at 8am the car parks are therefore full of workers parking all day and shoppers and visitors to the town are unable to park.

RESOLVED: That a letter be sent to the District Council regarding the issue of winter car parking charges.

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CHAIR OF THE TOURISM & ECONOMY COMMITTEE

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 10 – January 2020**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Salaries	31,809	36,300	4,491
Cleaning & Office Mtce	187	100	-87
Office Postage	331	50	-281
Stationery	173	250	77
Telephone	1,225	1,000	-225
Photocopier	143	200	57
Sundries, Provisions, Equipment	47	100	53
Credit Card Charges	1,549	1,400	-149
Purchase of Stamps	1,104	2,500	1,396
Purchase of Publications	3,263	3,800	537
Purchase of Goods	744	500	-244
	£40,575	£46,200	£5,625
<u>Income</u>			
Sale of Stamps	1,975	2,500	525
Sale of Publications	6,063	7,100	1,037
Sale of Goods	1,657	1,800	143
Accommodation Commission	297	1,000	703
Commission – Sidmouth Folk Festival	3,452	5,000	1,548
Commission – Coaches	211	400	189
Commission – Car/Coach Park	539	700	161
Comm & Discount Vouchers	755	500	-255
Sundry Income	140	200	60
STC Funding	28,500	24,000	-4,500
	£43,589	£43,200	-£389
Total Expenditure	£40,575	£46,200	£5,625
Total Income	£43,589	£43,200	-£389
Net Expenditure over Income	-£3,014	£3,000	£6,014
Current/Deposit Bank Accounts	£20,817		

Report from 2 September Tourism and Economy Committee**Street Trading: Prohibition and Designation of Streets
Schedule 4 of the Local Government (Miscellaneous Provisions) Act 1982**

This legislation allows District Councils to control street trading by designating locations as either prohibited or consent streets and in 2017 East Devon was designated as a consent district following widespread consultations. Sidmouth Town Centre chose to retain its previous prohibition on trading although a small change just before adopting the law allows trading to occur at events on The Ham. The prohibition means trading cannot be permitted in most of the town centre despite the success of trading events occurring on The Ham. The continued prohibition cannot be switched off temporarily, even to allow trading for an evening, nor for short term trading at seasonal events promoted or supported by the Chamber of Commerce and the Town Council. It would not be legally possible to grant consent to trading in a prohibited location.

This situation is at odds with other towns, Sidmouth being the only East Devon town that kept prohibited streets that in effect prevent trading at popular and seasonal events. Trading events take place with consents granted by EDDC Licensing Team for summer food festivals in Ottery St Mary, Seaton and Exmouth town centres along with winter events involving Christmas lights and festive trading. Trading in other town centres is often just for an evening or a day that attracts the public, reputable traders and compliments seasonal and festive events.

Trading consents are only issued upon application to the Licensing Team with a minimum of 28 days' notice and applications involve consulting relevant town or parish councils for responses allowing local support or otherwise to be given. Factors considered include suitability of items sold, the safety of locations and other controls in respect of the proposed trading being considered. Trading events such as the popular and well organised "Eats Boutique" wouldn't be possible on The Ham, Sidmouth had the previous prohibition remained.

Unless the town of Sidmouth considers removing the prohibition in the future there isn't a legal way forward to allow food vendors in the streets that remain prohibited. There is a high level of local control and regulation that now exists for street trading that may not have been perceived when the previous consultations and decisions were made in 2017.

Steve Saunders
Licensing Manager
East Devon District Council
ssaunders@eastdevon.gov.uk