



# SIDMOUTH TOWN COUNCIL

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2 September 2019

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 September 2019 at 6.30pm**

You are hereby summoned 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 <b>Apologies</b><br>To receive any apologies for absence.   |               |
| 2 <b>Minutes</b><br>To confirm the minutes of the meeting of the Tourism & Economy Committee meeting held on Monday 17 June 2019.   | 3 – 5         |
| 3 <b>Declarations of Interest</b><br>To receive any Members' declarations of interest in respect of items on the agenda.<br>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 is one item which the Clerk recommends should be dealt with in this way.
- 6 **Information Centre Manager’s Report & Financial Report**
- a) To receive the attached report from the Information Centre Manager. 6
  - b) To receive the Finance Report for the period to July 2019 in respect of the Sidmouth Information Centre. 7
- 7 **Street Trading**  
To consider the attached report from the Town Clerk and Steve Saunders, Licensing Manager, East Devon District Council who will be present to answer any questions Members may have. 8
- 8 **Tourism & Promotion Strategy Task and Finish Forum (TaFF)**  
To receive an update from the Chair of the TaFF on the work of the group so far.
- 9 **Sidmouth Town Crier**  
To consider the attached letter received from the Chamber of Commerce. 9 – 10  
*Clerk’s note: This was last discussed by Council in June 2016 when the Town Clerk reported that he had consulted with colleagues and other Councils whose feedback was generally negative with regard to the position and in the management of individual employees assigned to the role and also in controlling what events were attended and what was said at those events often resulting in complaints; at the time, it was resolved that no further action be taken.*
- 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.
- 11 **Exclusion of the Public and Press**  
The Vice-Chair of the Council to move the following:  
“that 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.”

## **PART ‘B’**

- 12 **Tourism & Promotion Strategy Task and Finish Forum - Future Tourism Promotion spending update**  
To receive an update and discuss possible Tourism Promotion spending ideas from the Tourism & Promotion Strategy TaFF.

### **Forthcoming Council and Committee meetings:**

11 September 2019 – Planning Committee  
25 September 2019 – Planning Committee  
7 October 2019 - Council  
9 October 2019 – Planning Committee  
21 October 2019 – Pre-Budget

**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 17 June 2019 at 6.30pm**

Councillors present: Ian Barlow  
David Barratt  
Denise Bickley  
Jack Brokenshire  
Louise Cole  
Charissa Evans  
Deirdre Hounsom  
John Rayson  
Louise Thompson  
Paul Wright

Apologies: Stuart Hughes, Chris Lockyear

The meeting started at 6.30pm and finished at 8.20pm

**PART 'A'**

**1 Election of the Chair of the Tourism and Economy Committee**

It was proposed by Councillor Barratt and seconded by Councillor Wright that Councillor Cole be elected Chair of Sidmouth Town Council's Tourism & Economy Committee for the forthcoming year. There being no other nominations, Councillor Cole was duly elected Chair of Sidmouth Town Council's Tourism & Economy Committee for the forthcoming year.

**2 Appointment of the Vice-Chair of the Tourism and Economy Committee**

It was proposed by Councillor Wright and seconded by Councillor Barlow that Councillor Thompson be appointed Vice-Chair of Sidmouth Town Council's Tourism & Economy Committee for the forthcoming year. There being no other nominations, Councillor Thompson was duly appointed Vice-Chair of Sidmouth Town Council's Tourism & Economy Committee for the forthcoming year.

**3 Minutes**

The Minutes of the Tourism & Economy Committee meeting held on Monday 11 March 2019 were signed as a true and accurate record.

**4 Declarations of Interest**

There were no Declarations of Interest received for items on this agenda.

**5 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.

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

a) Jeff Bailey, Information Centre Manager, presented the Information Centre's report.

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

b) Jeff Bailey, Information Centre Manager, presented the Finance Report for the Financial Year End to March 2019 in respect of the Sidmouth Information Centre.

**RESOLVED:** That the Sidmouth Information Centre's Finance Report be noted.

## **7 Town Guide Finance and Distribution Figures**

The Town Clerk presented the Income and Expenditure Report for the Financial Year End to March 2019 and the latest Guide distribution figures for the period to May 2019.

**RESOLVED:** That:

1. the Town Guide Income and Expenditure Report be noted.
2. the May 2019 Guide distribution figures be noted.

## **8 Tourism and Promotion Strategy**

Members were asked to consider the Town Clerk's report attached in the agenda. Members agreed that an informed and targeted strategy was desirable to help promote tourism and better understand visitors to the area.

**RESOLVED:** That:

1. A Tourism and Promotion Strategy Task and Finish Forum be set up to produce a Tourism and Promotion Strategy for Sidmouth and the Sid Valley area.
2. The Tourism and Promotion TaFF membership would be the Chair and Vice-Chair of the Tourism and Economy Committee with Councillors Barlow and Hounsom; in addition to this all Members of the Committee would be kept informed and consulted with via document sharing.
3. A Tourism Survey be carried out to research the tourism market in Sidmouth and provide detailed and reliable visitor data to inform the future Tourism Strategy.
4. The Town Clerk in consultation with the Chair and Vice Chair of the Tourism and Economy Committee continue promotion for 2019/20 within financial controls already approved.

## **9 Matters Raised by Invited Representatives**

The following matters were raised by the invited representatives:

- The Chamber of Commerce would be running a 75<sup>th</sup> Anniversary of VE Day Street Party on Friday 8 May 2020. The Chair of the Council thought that the Council should be central to helping organise this event and suggested that an attempt to achieve a Guinness World Record for the biggest cream tea could also be held on that day.
- The deadline for applications to the Future High Street Fund was mid July; although it had been previously noted that this was not appropriate for Sidmouth as the District Council were supporting a bid from Axminster.
- The Coastal Communities Fund bid for Exmouth had been unsuccessful; Sidmouth Town Council would be informed of the reasons for this failed bid when the information was available.
- The Chamber of Commerce asked when access could be gained to the £330,000 S106 Tourism funding from the District Council. The Town Clerk reported that the District Council had asked the Town Council to approve a mechanism to spend these funds and that this would be raised at the next Council meeting.
- The Chamber of Commerce's next breakfast would be held on Wednesday 10 July when the speaker would be East Devon District Council's Leader, Councillor Ben Ingham.

**10 Exclusion of the Public and Press**

**RESOLVED:** That 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.

**PART 'B'**

**11 Advertising Rates**

Members were asked to approve the advertising base rates for the 2020 Guide and Directory as outlined on the report attached to the agenda.

**RESOLVED:** That the current rates be frozen for the 2020 Guide and Directory.

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CHAIR OF THE TOURISM & ECONOMY COMMITTEE



**Sidmouth Information Centre  
Manager's Report to the meeting of the  
Tourism & Economy Committee on 19 September 2019**

**FOLK WEEK**

After a slow start the sales of telephone bookings made at the Information Centre picked up considerably. This year, the previous annual declines in telephone bookings, as customers move to on-line reversed and more bookings were made directly through the Information Centre where there was an increase of approximately 7% – much of this was as a result of an increase in weekly tickets. (NB. This should not be taken as an indication of rise or fall in total sales figures which will include all the on-line bookings).

The number of phone enquiries we answer continues to be significant, especially as the Festival date approaches. For 11 ½ months of the year there is no other “physical” contact point for enquirers who wish to speak to someone regarding the festival. It is unfortunate that many enquiries are to do with problems or queries regarding on-line bookings. Once sorted or reassured, the enquirer then goes on to complete an on-line booking with no financial benefit to the centre which is why the Council has just negotiated an increase to its commission rate from next year which I reported on at the last meeting.

**ACCOMMODATION**

Accommodation providers reported a slow start to the year, but this too picked up. Unusually, we were notified of vacancies to promote during Folk Week both by registered and unregistered providers.

**PAYMENT CARD INDUSTRY DATA SECURITY STANDARDS**

Appropriate action has again been taken to ensure that the Information Centre complies with security processes required. The card issuer has introduced new security measures (nationally) and we can no longer accept card details by post. We can only take card payments face-to-face or over the telephone. We do not anticipate this will cause us any problems.

**OPENING HOURS / STAFFING**

We have three “permanent” members of staff (including the Manager) who work all year round and now three “seasonal” members who join us from 1<sup>st</sup> May to 30<sup>th</sup> September. We are now operating “Summer” opening hours which are 10.00 – 17.00 Monday to Saturday inclusive and 10.00 – 16.00 Sundays and Bank Holidays with two staff on duty. This will continue until 1<sup>st</sup> October when the “summer seasonal” staff will leave, and the opening hours will reduce to 10.00 – 13.30 Monday to Saturday and closed Sunday with one member of staff on duty.

We also open and close the Jurassic Coast Information Centre at the start and end of our daily opening hours.

The centre welcomes Councillors to visit and this can be done informally during opening hours or by arrangement with the manager outside of those hours.

**BUDGET UPDATE**

There are no concerns regarding the income and expenditure and no problems are foreseen at the present time.

**RECOMMENDED**

That the Committee note the report of the Manager of the Information Centre

**Sidmouth Tourist Information Centre - Income and Expenditure Report  
Month 4 - July 2019**

	Actual Year to Date	Current Annual Budget	Budget Variance
<b><u>Expenditure</u></b>			
Salaries	12,311	36,300	23,989
Cleaning & Office Mtce	20	100	80
Office Postage	202	50	-152
Stationery	64	250	186
Telephone	586	1,000	414
Photocopier	30	200	170
Sundries, Provisions, Equipment	26	100	74
Credit Card Charges	909	1,400	491
Purchase of Stamps	1,104	2,500	1,396
Purchase of Publications	1,286	3,800	2,514
Purchase of Goods	743	500	-243
	<b>£17,281</b>	<b>£46,200</b>	<b>£28,919</b>

**Income**

Sale of Stamps	956	2,500	1,544
Sale of Publications	3,284	7,100	3,816
Sale of Goods	924	1,800	876
Accomodation Commission	163	1,000	837
Commission - Sidmouth Folk Week	532	5,000	4,468
Commission - Coaches	89	400	311
Commission - Car/Coach Park	135	700	565
Comm & Discount Vouchers	199	500	301
Sundry Income	58	200	142
STC Funding	0	24,000	24,000
	<b>£6,340</b>	<b>£43,200</b>	<b>£36,860</b>

<b>Total Expenditure</b>	<b>£17,281</b>	<b>£46,200</b>	<b>£28,919</b>
<b>Total Income</b>	<b>£6,340</b>	<b>£43,200</b>	<b>£36,860</b>
<b>Net Expenditure over Income</b>	<b>£10,941</b>	<b>£3,000</b>	<b>-£7,941</b>

**Current/Deposit Bank Accounts** £30,815

**Town Clerk's Note:** The following guidance has been supplied to Sidmouth Town Council from East Devon District Council's Licensing Manager on request from the Town Clerk as a direct result of a recent enquiry into running one of the 'Eats Boutique' markets as a Christmas Market in the town centre. Though a change in policy could not be made in time for this Christmas, it is something Members are being asked to consider now that the application and scrutiny process has become established elsewhere.

**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  
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Mr C Holland  
The Clerk  
Sidmouth Town Council  
Woolcombe House  
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24 July 2019

Dear Chris

**Sidmouth Chamber of Commerce**

I refer to our recent telephone conversation and I confirm that I have been asked by the Chamber of Commerce to write this letter to the Town Council on their behalf.

I know that the Council have discussed the question of whether or not Sidmouth should have a Town Crier in the recent past. However, despite this we would ask the Town Council to reconsider the matter since we feel that Sidmouth is "missing a trick" by not having a Town Crier. Most of the surrounding towns do have one. The reasons for this are as follows: -

- 1 The presence of a Town Crier would provide a little bit of pageantry and colour to local events and one could imagine many public occasions in Sidmouth which would be enhanced by the presence of such a figure. This is especially so since, unlike most surrounding towns, we do not have a Mayor with Mayor's regalia but a Chairman of the Council.
- 2 Secondly, I have heard a Town Crier from my office window twice so far this year and upon investigating it turns out that local bodies have invited the Exmouth Town Crier to attend and perform the Town Crier function in Sidmouth. This seems to be a little bit demeaning for us as a town that we have to "borrow" somebody else's Town Crier. As you well know Sidmouth always used to have a Town Crier and we feel that it would enhance civic pride and civic occasions to have one again.

The Chamber of Commerce would be willing to assist both practically and financially if the Council decided to go forward on this.

If a positive decision was made to look into this further, it might also provide a little publicity to have a competition to fill the position.

The financial outlay would not be great. It would simply be the cost of a uniform together with any expenses on the day. My understanding is that Town Criers effectively offer their services voluntarily and consider it an honour to have such a position.

Thank you for agreeing to refer this matter back to the Town Council at the appropriate time.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'David Wheaton', written in a cursive style.

David Wheaton