



SIDMOUTH TOWN COUNCIL

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2 December 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 December 2019 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 September 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 October 2019 in respect of the Sidmouth Information Centre. 5
- 7 **Regulating and monitoring of online accommodation providers**
To receive an update from the Chairman of the South West Tourism Alliance.
- 8 **Safe and Legal Campaign update**
To receive a report from the Chairman of The Professional Association of Self-Caterers.
- 9 **Licensing – Street Trading**
To consider the further information requested by Members, received from Steve Saunders, Licensing Manager, East Devon District Council. 6
- 10 **Sidmouth Festivals**
Update from Councillor Deidre Hounsom on recent meetings with festival organisers.
- 11 **Tourism & Promotion Strategy Task and Finish Forum (TaFF)**
To receive the attached report from the Tourism & Promotion Strategy TaFF on the work of the group so far. 7 – 10
- 12 **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 December 2019 – Planning Committee*
6 January 2020 – Council
8 January 2020 – Planning Committee
13 January 2020 – Environment Committee
20 January 2020 – Estimates & Grants
22 January 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 September 2019 at 6.30 pm

Councillors present: Ian Barlow
 David Barratt
 Denise Bickley
 Louise Cole
 Charissa Evans
 Deirdre Hounsom
 Stuart Hughes
 Chris Lockyear
 John Rayson
 Marianne Rixson
 Paul Wright

Apologies: Jack Brokenshire, Dawn Manley, Louise Thompson

The meeting started at 6.30pm and finished at 9.00pm

PART 'A'

12 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 17 June 2019 were signed as a true and accurate record.

13 Declarations of Interest

| Name | Item Number | Type | Action Taken | Details |
|---------------------|---|----------|--|------------------------------------|
| Cllr Chris Lockyear | 18 Tourism & Promotion Strategy Task and Finish Forum | Personal | Remained in the Chamber during discussion and voting | Science Festival Committee Member |
| Cllr Louise Cole | 18 Tourism & Promotion Strategy Task and Finish Forum | Personal | Remained in the Chamber during discussion and voting | Sidmouth Sea Fest Committee Member |

14 Matters of Urgency and Report

- The Town Clerk reported that the Chamber of Commerce had advised that they had changed the date of the 75th Anniversary of VE Day Street Party; it would now be held in the Market Square on Sunday 10 May 2020 from 4pm to 7pm, with a road closure from 12noon to enable setting up.

15 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.

16 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 July 2019 in respect of the Sidmouth Information Centre.

RESOLVED: That the Sidmouth Information Centre Reports be noted.

17 Street Trading

Members were asked to consider the report from the Town Clerk and Steve Saunders, EDDC Licensing Manager who was present to answer any questions from Members.

RESOLVED: That Street Trading be considered at a future Tourism & Economy Committee meeting following the report from the Tourism & Promotion Strategy TaFF

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

Councillor Cole, Chair of the Tourism & Promotion Strategy TaFF gave a detailed update on the work of the group so far and presented the Interim Report that had been emailed to Members prior to the meeting.

RESOLVED: That the Members of the TaFF be thanked for their work so far and confirm their agreement with the list of Recommended Next Priorities.

19 Sidmouth Town Crier

Members were asked to consider the letter received from the Chamber of Commerce regarding introducing the position of Town Crier for Sidmouth.

RESOLVED: That due to a lack of a perceived need for the role in the town and management concerns in controlling what events were attended, what was said at those events and any resulting complaints, it was resolved that no further action be taken.

20 Matters Raised by Invited Representatives

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

- It was reported that two additional charity shops were due to open in Sidmouth bringing the number to 15 in the town centre though it was acknowledged there was nothing Councils could do to prevent this.
- There would be an official launch of the Sid Valley Ring signpost walk on Saturday 21 September. It had already been well received with one charity group discussing a sponsored charity walk around the Sid Valley ring.
- The Classic Car Show would be held on Saturday 21 September.
- It was suggested that an events/notice board could be positioned on the empty wall of the Information Centre/swimming pool building.
- Concerns were raised regard to the Beach Management Plan and its implications on Cliff Road residents and seafront businesses and properties. At the time of the meeting, the minutes were not available from the last meeting of the Beach Management Plan committee and this could lead to a misunderstanding of the plan and misleading press statements.

RESOLVED: That the Town Clerk would obtain the Beach Management Plan minutes and raise the points of concern with the District Council.

21 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'

22 Tourism & Promotion Strategy Task and Finish Forum – Future Tourism Promotion spending update

Councillor Cole, Chair of the Tourism & Promotion Strategy TaFF asked Members to consider possible Tourism Promotion spending ideas prior to the Pre-Budget meeting in October.

RESOLVED: That an additional £25,000 be added to the Tourism Promotion budget.

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CHAIR OF THE TOURISM & ECONOMY COMMITTEE

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 7 - October 2019**

| | Actual Year to Date | Current Annual Budget | Budget Variance |
|---------------------------------|------------------------|--------------------------|--------------------|
| <u>Expenditure</u> | | | |
| Salaries | 25,926 | 36,300 | 10,374 |
| Cleaning & Office Mtce | 95 | 100 | 5 |
| Office Postage | 209 | 50 | -159 |
| Stationery | 153 | 250 | 97 |
| Telephone | 936 | 1,000 | 64 |
| Photocopier | 95 | 200 | 105 |
| Sundries, Provisions, Equipment | 53 | 100 | 47 |
| Credit Card Charges | 1,333 | 1,400 | 67 |
| Purchase of Stamps | 1,104 | 2,500 | 1,396 |
| Purchase of Publications | 3,140 | 3,800 | 660 |
| Purchase of Goods | 743 | 500 | -243 |
| | £33,787 | £46,200 | £12,413 |

Income

| | | | |
|-------------------------------------|----------------|----------------|---------------|
| Sale of Stamps | 1,720 | 2,500 | 780 |
| Sale of Publications | 5,441 | 7,100 | 1,659 |
| Sale of Goods | 1,543 | 1,800 | 257 |
| Accommodation Commission | 297 | 1,000 | 703 |
| Commission - Sidmouth Folk Festival | 3,452 | 5,000 | 1,548 |
| Commission - Coaches | 196 | 400 | 204 |
| Commission - Car/Coach Park | 218 | 700 | 482 |
| Comm & Discount Vouchers | 267 | 500 | 233 |
| Sundry Income | 125 | 200 | 75 |
| STC Funding | 24,000 | 24,000 | 0 |
| | £37,259 | £43,200 | £5,941 |

| | | | |
|------------------------------------|----------------|----------------|----------------|
| Total Expenditure | £33,787 | £46,200 | £12,413 |
| Total Income | £37,259 | £43,200 | £5,941 |
| Net Expenditure over Income | -£3,472 | £3,000 | £6,472 |

Current/Deposit Bank Accounts £5,591

**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 and following widespread consultations in 2016 and 2017 East Devon was designated as a consent district. Sidmouth retained the previous prohibition on trading in the town centre, albeit adopting trading for events to take place on The Ham. The prohibition bars any short-term trading at seasonal events such as Christmas Lights and those promoted by the Chamber of Commerce and the Town Council, being impossible to grant consent for any activity in a prohibited location.

That situation is at odds with all other towns in East Devon where summer food festivals arranged by the councils occur annually in Ottery St Mary, Seaton and Exmouth along with other winter festive trading events. These last for just an evening and attract the public with regulated trading that compliments local businesses through increased custom and footfall.

Every application for street trading has to be via the Licensing Team at EDDC and consents are not granted without consulting all authorities (police, fire, highways) along with the relevant town or parish council where the trading is requested. Consultation periods allow for local councils to meet so that each application can be duly considered.

In addition, the licensing team assess the suitability of each location and a consultation may not even be necessary as consent will generally **not** be granted where the proposed trading may impact on road safety (unsuitable locations), increases risks of injury, obstructs paths or other similar unsatisfactory consequences. For larger events such as festival or markets, it may be necessary for a road closure order to be obtained by the organiser to mitigate risks to safety.

Applications submitted by commercial traders have been refused in recent months after representations were submitted by Exmouth and Cranbrook town councils for locations in those areas. Both councils provided consistent and relevant responses by objecting to the suitability of the proposed locations resulting in consent being refused. Whilst each application is considered on its own merits, comments received during the consultation process, including those from local councils, are fully taken into account. Reasons for refusing to grant a consent relate to site safety, risk of public order, conflict with like businesses or annoyance from the trader (fumes, smells, presence or similar).

The examples of two town councils that have successfully objected to trading applications leading to refusal highlight the level of control and regulation now in place for street trading. Should Sidmouth consider revising certain locations where trading is currently prohibited, it would allow seasonal trading events to be promoted and arranged in the town centre that are popular and considered as being beneficial in other parts of East Devon.

Steve Saunders
Licensing Manager
East Devon District Council
November 2019

Tourism and Economy Committee

Authors: Cllr Cole, Cllr Thompson, Cllr. Barlow, Cllr. Hounsom

18 November 2019

Tourism and Promotion Strategy Task and Finish Forum Sidmouth Town Council Report and Recommendation 9 December 2019

Overview

The Tourism and Economy Committee, Sidmouth Town Council resolved on 17 June 2019 to set up 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. This is the second report back to the full committee on progress towards developing our strategy. The strategy itself will take time as we move firstly to understand what works and what is missing, and secondly whilst we get into place the tools and capacity to be able to improve our tourism promotional offer.

TAFF members have been working at a fast pace to understand where we are now in terms of the councils' tourism promotion work, what needs immediate work, what is our long-term approach.

The TAFF has met with STC staff and tourism industry stakeholders to

- inform our thinking and development of plans
- understand better what/how we are currently promoting tourism and is it working, what is missing and what our priorities need to be

There are three key active areas of tourism promotion that Sidmouth Town Council provides:

1 Visit Sidmouth website – this website is the gateway to Sidmouth in marketing terms. Stakeholders fed back that the existing brand and website was outdated, technically the website is clunky and substandard and unable to deliver positive boosting of the area for tourism promotion and no longer fit for purpose. Given the rapid developments in data analytics and the ability to capture meaningful information with which to target specific groups with bespoke marketing, the current website is not functionally able to deliver this.

2 Sidmouth Town Guide – the guide provides a year-round print media guide to shops, events and attractions for the town.

Stakeholders including those who pay to advertise in the guide fed back that whilst still important to retain a printed guide, it was essential that the guide quality be improved in order to ensure it is value for money for advertisers and that it was reflective of a positive brand identity – able to meet a range of existing and new markets.

3 Sidmouth Tourist Information Centre – housed at the front of Sidmouth Swimming Pool (part of Leisure East Devon). A review of the role and function of the centre has not yet been done – this will form the second phase of the work of the TAFF.

A fourth significant and growing area for promotion is that of Sidmouth festivals and events – there is a growing calendar of events in Sidmouth and a very well renowned Folk Festival. Sidmouth Town Council supports many of these events through small grants, and in some cases takes a lead role e.g. the Red Arrows. The community consultation evidence gathered in the Neighbourhood Plan process recognised their importance in attracting visitors as well as being for community benefit. The need for collaborative working was identified to support them through sharing resources. A group has been set up with STC support and is the process of establishing itself as self-managing.

Vision for Tourism

The aim of Sidmouth Town Council's tourism promotion activities will be to share and promote Sidmouth and the Sid Valley to visitors to increase footfall responsibly and generate income to the local economy. The development of the strategy is being informed by the Neighbourhood Plan:

"Our vision is of a Sid Valley that maintains and promotes its rural and coastal beauty and welcoming community and advances its appeal to young and old through providing a diverse economy to support a high quality of life, work and visitor experience."

Immediate improvements

Due to an opportunity arising in the summer, we worked with Voyage Marketing, a Sidmouth based marketing company, to develop a Visit Sidmouth brand refresh to modernise and improve the quality and potential for positive impact of the Visit Sidmouth brand. This has been well received and is currently being rolled out as a high impact improvement supporting improved tourism promotion. Brand guidelines have been developed and the new brand is being shared initially with businesses and accommodation providers.

Additionally, due to the new brand being ready and because of the positive feedback received about it, we have actioned other immediate improvements to the town guide. The 2020 Guide design and layout will reflect the new brand, this responds to the need for an improved return for advertisers. Voyage Marketing hosted an initial event at the Kingswood and Devoran Hotel to share the brand and share tips for how to utilise within own business branding. Continued support and collaboration with the Sidmouth tourism and business community is needed to maximise the use and impact of the new brand.

The designation of Sidmouth Beach as a Blue Badge beach has also been identified as important to boosting Sidmouth's image as a potential destination for visitors. Working with the Environment Committee, progress towards achieving this status, evidence suggests that this will provide economic uplift to the town. During the Summer 19 Season we also trialled a Giant Deckchair campaign for instant impact and social media shares. This had immediate impact with visitors using #VisitSidmouth to post their photos, this pilot will continue next season with the new branding.

A. Recommended Next Priorities:

1. New Visit Sidmouth Website
2. Stakeholder Engagement Event & Network Development Feb/March 2020
3. Visitor Survey 2020
4. Review of Tourist Information Centre
5. Combined Tourism & Economy Committee/Environment Committee Blue Badge Beach Project
6. New Live Sidmouth website for resident's
7. Luxury Sidmouth Weekend Competition
8. Annual campaign calendar to run off-season 2019 through full season 2020
9. Email campaign construction
10. Review the UK promotional tourist market

B. Support Required:

1. Consolidated Financial Reporting for all Media / Comms / PR.
2. Increased specialist capacity with specific media and comms experience
3. Ongoing engagement and evidence gathering with Tourism industry, retail sector, Sidmouth and East Devon events, festivals and tourist destinations and other partners including EDDC
4. Joint work with Environment Committee – beach management, tourism focused green and blue policies, climate change targets, Sid Valley Neighbourhood Plan community actions.

The Business Case for a new Tourism Promotion approach

Why is our Tourism Promotion activity critical?

Tourism is the key industry supporting the economy of our coastal town. Sidmouth Town Council has a critical role to play to promote our businesses and job creation. Our promotional activities must be effective to support a thriving economy which benefits the community and is fit for the future. In order to use our limited resources, it is important that we update, improve and target our resources and work with others to ensure our activities are joined up and have an impact.

What Difference does it make?

- Attracting new visitors – repeat, activity based, day visitors, new markets
- Increased visibility as a well-known, highly regarded destination
- Helping to improve/motivate existing businesses and new enterprises to locate in the area
- Recruiting skilled people and retaining employees in the area, young people
- Meeting economic challenges of new technologies – how people decide, choose and book,
- Ensuring people know where we are and what we have to offer
- Maximising our assets – environment, unique coastal location, range of activities/events
- Helping people to discover Sidmouth - proximity & connections – transport/access
- Renews and refreshes why we are unique and attractive

What are we missing? (the issues we need to address)

- Specialist marketing expertise and capacity – increased activity of STC in other areas
- Investment in a key area vital to our economy, town guide & website not delivering
- Up to date data, the ability to target marketing and promotional campaigns
- Effective use of marketing tools – social media, website, Tourist Information
- Work with our established network of tourism industry providers
- Changing visitor habits and expectations
- Ability to measure impact and create a return on our investment
- Our branding has some strengths but requires updating and modernising

Budget Requirements

The projected budget for Tourism Promotion for 2020 reflects the need for new infrastructure and tools with which to deliver and monitor what works. Two new websites Visit Sidmouth and Live Sidmouth – one visitor and one resident facing will promote Sidmouth in different ways to different audiences, though will ‘speak to’ each other in terms of pulling through the new branding. This significant expenditure will not need to be repeated year on year.

The budget recognises the importance of the role of tourism and the untapped potential of new visitor markets. Investing in the appropriate professional skillset will achieve better positioning of Sidmouth as a tourist destination. Through not only modernising, but also thinking ahead, as both tourism trends and digital technology changes, we will be able to evidence the impact we have, and target resources. This new approach proactively supports the generation of income into the local economy and will enable revenue to be generated through advertising. Through better use of skills, we will enhance the work of Sidmouth Town Council officers to target their time towards support and communication for residents. This is both cost effective and reflects the council’s changing role and is built into the budget to ensure staff are well supported and fully involved.

Tourism and Economy Committee 2019/2020 Budget

January to December 2020

| Tourism Promotion Item | Month | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 Total | Notes |
|---|-------|---|------|------|------|------|------|------|------|------|------|------|----------|--|
| Marketing & promotion delivery - see below for detail | | 0 | 1500 | 1500 | 1500 | 1500 | 1500 | 1500 | 1500 | 1500 | 1500 | 1500 | 1500 | approx. 40 hours per month x 12 - tender process with detailed functions & review to inform success and year |
| Visit Sidmouth Website | | 0 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2 inputs |
| Construction/Maintenance | | 0 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 3 month construction front loaded |
| Live Sidmouth Website | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1500 | 1500 | 1500 | 1500 | 3 month construction - 3rd quarter - phased improvement |
| Construction/Maintenance | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1500 | 1500 | 1500 | 1500 | 4650 improvement |
| Subscriptions/list management/software | | 0 | 0 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | Development of/expanding effective contact/targetable database |
| Advertising - print & digital | | 0 | 850 | 850 | 1275 | 850 | 850 | 850 | 850 | 425 | 425 | 850 | 850 | ROI tracking - higher pre-main season |
| Graphic Design/videography | | 0 | 0 | 0 | 400 | 400 | 400 | 400 | 400 | 0 | 400 | 0 | 0 | Seasonal campaigns |
| Promotional material | | 0 | 0 | 400 | 0 | 400 | 0 | 0 | 0 | 0 | 400 | 0 | 0 | Easter/Summer/Christmas as - community |
| *Visitor Survey/evidence base research | | 0 | 0 | 0 | 0 | 1250 | 1250 | 1250 | 1250 | 0 | 0 | 0 | 0 | 1200 campaign/event/mtgs |
| Tourism Stakeholder Engagement | | 0 | 300 | 0 | 400 | 0 | 300 | 0 | 0 | 0 | 300 | 0 | 0 | Visitor Season 2020 - *explore other funding |
| Communications Newsletter | | 0 | 0 | 0 | 400 | 0 | 0 | 0 | 400 | 0 | 0 | 400 | 0 | 5000 sources |
| Total | | | | | | | | | | | | | | 1300 Event/upskilling |
| | | | | | | | | | | | | | | 1200 Quarterly |
| | | | | | | | | | | | | | | £50,000 |

Excludes Staff Comms Training for development re' communications and press work - to allocate via staff training budget

| | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|---|
| Marketing & Promotion Delivery to include: | | | | | | | | | | | | | | |
| Website Content Management: | | | | | | | | | | | | | | Print Design: |
| Updating website content once the new website is live and managing the web vendor/build. | | | | | | | | | | | | | | Design of ads and collateral as needed |
| Email Marketing: | | | | | | | | | | | | | | Evaluation report and review |
| Distribution of one email campaign per month (Note: Email technology subscription costs are separate). | | | | | | | | | | | | | | Comms & PR: |
| | | | | | | | | | | | | | | Relationship management with STC with press Monthly Press Releases x min. 2 |
| | | | | | | | | | | | | | | Comms Newsletter |