



SIDMOUTH TOWN COUNCIL

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4 March 2019

To: All Members of the Tourism & Economy Committee
(Cllrs: Ian Barlow, David Barratt, Jack Brokenshire, Louise Cole, John Dyson, John Hollick, Stuart Hughes, Sheila Kerridge, Marc Kilsbie, Dawn Manley, Ian McKenzie-Edwards, Frances Newth, Simon Pollentine, John Rayson, 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 11 March 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 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 10 December 2018. | 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 the attached report from the Information Centre Manager. 5
 - b) To receive the Finance Report for the period to January 2019 in respect of the Sidmouth Information Centre. 6
- 7 **Town Guide Finance and Distribution Figures**
- a) To note the Income and Expenditure Report for the period to January 2019. 7
 - b) To note the Guide Distribution figures for the period to February 2019. 8
- 8 **Future High Streets Fund**
To receive a report from the Chairman and Richard Eley.
- 9 **2019 Tourism Promotion**
To note the new 2019:
- a) Sidmouth Town Guide, Directory and Town Map – to be tabled at the meeting.
 - b) Promotional Video
 - c) Virtual Reality Tour
- 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:

20 March 2019 – Planning Committee

3 April 2019 – Planning Committee

8 April 2019 - Council

15 April 2019 – Annual Town Meeting 7pm St. Francis Hall, Woolbrook

17 April 2019 – Planning Committee

1 May 2019 – Planning Committee

20 May 2019 – Annual Council

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 10 December 2018 at 6.30 pm

Councillors present: - Simon Pollentine (Chairman)
Frances Newth (Vice Chairman)
Ian Barlow
David Barratt
Jack Brokenshire
Sheila Kerridge
Ian McKenzie-Edwards
John Rayson
Paul Wright

Apologies:- Louise Cole, Stuart Hughes, Marc Kilsbie, Dawn Manley

The meeting started at 6.30pm and finished at 8.10pm

PART 'A'

11 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 11 June 2018 were signed as a true and accurate record.

12 Declarations of Interest

There were no declarations of interest

13 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) The Chairman presented the Finance Report for the period to October 2018 in respect of the Sidmouth Information Centre.

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

14 Town Guide Finance and Distribution Figures

The Chairman presented the Income and Expenditure Report for the period to October 2018 and the latest Guide distribution figures for the period to November 2018.

RESOLVED: That:

1) the Town Guide Income and Expenditure Report be noted and agreed.

2) the November 2018 Guide distribution figures be noted.

15 Large Scale Festivals and Events 2019

To note the larger-scale events and festivals already planned for 2019:

- May 18 – Sidmouth Sea Fest
- June 15 to 17 – Sidmouth Literary Festival (dates to be confirmed)
- August 2 to 9 - Sidmouth Folk Week
- August 17 – Sidmouth Food Festival (to be confirmed)
- August 23 – Sidmouth Air Display
- August 24 & 25 - Sidmouth Regatta
- September 21 – Sidmouth Carnival (date to be confirmed)
- September 21 to 27 – Sidmouth Walking Festival
- October 4 to 13 – Sidmouth Science Festival

For a full list of events, see: www.visitsidmouth.co.uk/sidmouth-events.

- RESOLVED:**
- 1) That the list of large scale festivals and events 2019 be noted.
 - 2) That Councillors Ian Barlow and Sheila Kerridge and Ian be appointed to work with the Chamber of Commerce to investigate the feasibility of a large-scale hospitality-based food and drink type festival.
 - 3) That the Town Clerk investigates the possibility of the Council displaying a board on the entrances to Sidmouth showing the major Festivals and events in the year.

16 Signed Walks Project

Richard Eley updated Members on the project to create additional signed walks in the town. He circulated a map to Members showing the 13 mile long route and explained that there were choices available to walkers to do 7, 9 or all 13 miles.

RESOLVED: That the walks project team be thanked for their work to date on the project.

17 Unregulated Online Hospitality Industry

Members were asked to consider the email and report received from Jo Watson, General Manager of Sidmouth Hotels and Alastair Handyside regarding the challenges facing the hospitality industry from online hospitality companies such as Air B&B.

It was emphasised how online accommodation providers did not have to adhere to any rules or standards regarding health and safety. Customers were not guaranteed the standard, sustainability, safety or even existence of the accommodation once booked online and the online companies used disclaimers to absolve themselves of any responsibility. An All Party Parliamentary Group had begun to look at the issue and it was hoped that the Government would soon be acting. In the meantime, the Council's help and support was asked for to continue to lobby both Government and East Devon District Council to see what could be done to create a more level playing field with existing accommodation providers.

- RESOLVED:**
- 1) That the Council supports in any way it can, moves to provide assurances and regulate online accommodation providers in the same way as Hotels and Guest Houses.
 - 2) That the Town Clerk contact Sir Hugo Swire, Member of Parliament, to emphasise the Council's position on the issue and ask if he can lobby for changes at Government level.

18 Matters Raised by Invited Representatives

Representatives of Sidmouth Chamber of Commerce, raised the following issues:

- Provision of free Wi-Fi in town – Members continued to support the idea of free Wi-Fi provision in the town centre which had been discussed at the Tourism and Economy Committee once before with a view to linking in with a CCTV system for the town which the Police were continuing to work on developing.
- Festival of Britain 2022 – There was a £20 million fund which would be allocated to 'host' towns. It was suggested that Sidmouth might wish to put itself forward.
- Historic England Fund – It was noted that there was a significant fund of £675 million available for projects to help regenerate and develop towns in the country. It was agreed that any project would need to be reasonably simple and focussed. Match funding, such as S106 Tourism monies could help secure any funding bid. It was suggested that the fund should be applied to as soon as possible and that various projects as suggested by the Chamber of Commerce and the Neighbourhood Plan Community Actions should be considered.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE



**Sidmouth Information Centre
Manager's Report
for the meeting of the
Tourism Committee on 11 March 2019**

ACTIVITY LEVELS

Whilst numbers are always low at this time of the year, we received a welcome boost with the recent very good weather. We are operating the "winter hours" schedule at present, 10.00 to 13.30 Monday to Saturday inclusive. The Summer opening season will commence on Wednesday 1 May to get the summer seasonal staff back up to speed in time for the first May Bank Holiday when we will revert to full day opening, seven days a week. The three summer seasonal staff from last year have all indicated that they would like to return this year.

FOLK WEEK

Sales of season tickets for the 2019 FolkWeek commenced just before Christmas and are selling very well but the total sold is slightly down on last year. This is due to the continuing migration towards on-line booking and should not be taken as an indication regarding overall sales. The slight decline in sales will affect our commission income slightly and levels are currently being reviewed.

COACH DAY TRIPS

The last "day trip" coach firm operating from Sidmouth – Hamilton-Gray – lost their operating license early in the Autumn (not from any safety issue). In a very welcome development, the company has been relaunched under the "Greenslades" label and is now back operating day trips with a pick-up in Sidmouth. Ticket sales are going well and there should therefore be a continuation of commission income.

EDDC CAR PARKS

Another income stream is the commission we receive for selling 7-day EDDC car park passes. This is decreasing slightly each year as visitors are now able to purchase weekly tickets with a credit card direct from some of the newer pay machines (There was some understandable reluctance to feed the machines with 25 £1 coins in the past!). Also, the increasing demand for shorter holidays has made the 7 day pass less financial beneficial and pay machines offer season tickets for shorter periods than one week.

REFURBISHMENT

The refurbishment of the centre carried out at the start of this financial year (April 2018) has made a greatly beneficial effect on the ambience for both visitors and staff alike. Many favourable comments are made now, especially from returning visitors who remember the building as it was.

BUDGETS

The overall budget for the year indicates a very slight overspend at the year-end but this is being reviewed with our normal spending and income reviews and is not significant enough to cause undue concern.

RECOMMENDED

That the Committee note the report of the Information Centre manager.

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 10 - January 2019**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Salaries	30,806	33,500	2,694
Cleaning & Office Mtce	241	300	59
TIC Refurbishment	5,145	5,000	-145
Office Postage	4	400	396
Stationery	274	400	126
Telephone	1,239	900	-339
Photocopier	159	150	-9
Computer & Internet	100	100	0
Sundries, Provisions, Equipment	99	250	151
Credit Card & Bank Charges	844	1,400	556
Purchase of Stamps	2,953	1,500	-1,453
Purchase of Publications	3,281	4,300	1,019
Purchase of Goods	402	1,500	1,098
	£45,547	£49,700	£4,153
<u>Income</u>			
Sale of Stamps	2,251	2,400	149
Sale of Publications	6,564	7,400	836
Sale of Goods	1,704	2,300	596
Accomodation Commission	846	1,200	354
Commission - Sidmouth Folk Week	3,090	5,700	2,610
Commission - Coaches	132	200	68
Commission - Car/Coach Park	670	700	30
Comm & Discount Vouchers	482	600	118
Sundry Income	163	200	37
STC Funding	26,600	26,600	0
	£42,502	£47,300	£4,798
Total Expenditure	£45,547	£49,700	£4,153
Total Income	£42,502	£47,300	£4,798
Net Expenditure over Income	£3,045	£2,400	-£645
 Current/Deposit Bank Accounts	 £14,615		

**Sidmouth Town Guide - Income and Expenditure Report
Month 10 - January 2019**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Guide & Directory Printing	13,975	15,700	1,725
Promotion	0	6,400	6,400
Postage	4,249	13,000	8,751
Guide & Directory Administration	0	10,000	10,000
Website Hosting & Updates	0	200	200
Bank Charges	73	100	27
	£18,297	£45,400	£27,103
<u>Income</u>			
Guide Advertising Revenue	35,300	38,000	2,700
Directory Advertising Revenue	6,300	7,600	1,300
Interest Received	23	0	-23
	£41,623	£45,600	£3,977
Total Expenditure	£18,297	£45,400	£27,103
Total Income	£41,623	£45,600	£3,977
Net Expenditure over Income	-£23,326	-£200	£23,126

Current/Deposit Bank Accounts £31,280

Sidmouth Town Guide Distribution Figures - to the end of February

	2017	2018	2019
UKHOL	7,105	4,084	4,335
Bitesize	2,725	2,500	2,643
Holiday Directory		1,809	
Holiday Brochure	62	51	74
Holiday Guide Finder	41		
TOTAL from advertisements/leaflets	9,933	8,444	7,052
Been before/Update previous guide	47		
All advertisers (Guide & Town Directory)	92	94	74
Visitsidmouth website	159	148	122
TIC's Nationwide	1,104	438	2,410
Sidmouth Information Centre	86	187	119
Email/Phone to Town Council office	20	29	21
TOTAL from other sources	1,508	896	2,746
TOTAL GUIDES SENT	11,441	9,340	9,798
TOTAL WEBSITE HITS	23,991	24,196	26,022