



SIDMOUTH TOWN COUNCIL

WOOLCOMBE HOUSE
WOOLCOMBE LANE
SIDMOUTH
DEVON
EX10 9BB

Telephone: 01395 512424
Email: enquiries@sidmouth.gov.uk
Website: www.sidmouth.gov.uk
VAT Reg. No. 142 3103 24

4 June 2018

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 June 2018 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 12 March 2018. | 4 – 5 |
| 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 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 Financial Year End to March 2018 in respect of the Sidmouth Information Centre. 7
- 7 **Town Guide Finance and Distribution Figures**
- a) To note the Income and Expenditure Report for the Financial Year End to March 2018. 8
 - b) To note the Guide Distribution figures for the period to May 2018. 9
- 8 **Voyage Travel Marketing Sidmouth Video**
The Town Clerk will show Members the Sidmouth video as presented on Visit Sidmouth Facebook and YouTube.
- 9 **Red Arrows and Battle of Britain Memorial Flight**
To receive an update from the Town Clerk regarding the air display to be held on 24 August 2018.
- 10 **Town Centre Viability**
To receive a report, from the Chairman of Tourism & Economy Committee and the Chamber of Commerce, on the recent meeting convened by Hugo Swire MP which discussed town centre viability.
- 11 **Matters Raised by Invited Representatives**
To consider any other items or matters to be raised by the representatives of the Sidmouth Chamber of Commerce.
- 12 **Exclusion of the Public and Press**
The Vice-Chairman 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'

13 **Advertising Rates**

To approve the advertising rates for the 2019 Guide and Directory; see attached confidential report. 10

(Members agreed at the Tourism & Economy Committee meeting held on 16 June 2014 that advertising rates should be increased by cpih each year.)

Forthcoming Council and Committee meetings:

13 June 2018 – Planning Committee

27 June 2018 – Planning Committee

2 July 2018 – Council

11 July 2018 – 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 12 March 2018 at 6.30 pm

Councillors present: - Frances Newth (Vice Chairman in the Chair)
 Ian Barlow (acting Vice-Chairman)
 David Barratt
 Jack Brokenshire
 Louise Cole
 John Hollick
 Marc Kilsbie
 Ian McKenzie-Edwards
 John Rayson
 Paul Wright

Apologies: Stuart Hughes, Sheila Kerridge, Dawn Manley, Simon Pollentine

The meeting started at 6.30pm and finished at 8.45pm

PART ‘A’

27 Minutes

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

28 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr Louise Cole	30 Presentation from Voyage Travel Marketing	Personal	Remained in the Chamber	Sidmouth Seafest organiser
Cllr Ian Barlow	33 Matters Raised by Invited Representatives	Personal	Remained in the Chamber	Sidford property owner

29 Matters of Urgency and Report

- The Chairman reported that Members were invited to make a team and attend the Devon County Cricket Club 2018 Souvenir Brochure Launch charity quiz evening to be held at the Sidmouth Cricket Club on Tuesday 17 April 7pm for 7.30pm £7 per person.

30 Presentation from Voyage Travel Marketing

Andrew May, Operations Director of Voyage Travel Marketing, gave a presentation on how using different media channels, including the use of film, could help enhance and add to the Town Council’s marketing strategy for the town. Members asked various questions of Mr May and considered how the Council could best improve its representation on Facebook.

RESOLVED: That the Town Council would undertake a pilot digital media campaign, setting aside a budget of up to £1,000, to promote Sidmouth and its many festivals and events.

31 Information Centre Financial Report

Councillor Newth presented the Finance Report for the period to January 2018 in respect of the Sidmouth Information Centre.

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

32 Town Guide Finance and Distribution Figures

The Chairman presented the Income and Expenditure Report for the period to January 2018, the Guide Budget for 2018/19 and the latest Guide distribution figures for the period to February 2018.

RESOLVED: That:

- 1) the Town Guide Income and Expenditure Report for the period to January 2018 be noted and agreed.
- 2) the Town Guide Budget for 2018/19 be noted and agreed.
- 3) the February 2018 Guide distribution figures be noted.

33 Matters Raised by Invited Representatives

Councillor Dent reported that he had contacted the Chamber of Commerce to emphasise the importance of their support for the Sidmouth Hopper Bus both financially and involvement in the service review at the end of the year; this will help determine whether the service will be able to continue into 2019.

Richard Eley reported that:

- 1. The Chamber believed that, like many other towns, Sidmouth had excessive road signage especially along The Esplanade; 20-25% of the current signage was deemed to be unnecessary.

RESOLVED: That the Town Council support the Chamber of Commerce by writing to both the District Council and County Council to request the removal of unnecessary signage in Sidmouth.

- 2. The Chamber were very concerned about the forthcoming three-month road closure for replacement gas main in Sidford Road from April to June 2018. This would severely affect trading income for Sidmouth businesses as well as causing disruption to Sidmouth College students during their examination period.

RESOLVED: That the Town Council would support the Chamber of Commerce by writing to the County Council to raise concerns over the timetabling of this road closure.

- 3. The Chamber raised concerns regarding the District Council’s intention to increase the parking charges at the Sidford car park from 40p to £1 per hour. This would severely affect the small scale local businesses, result in cars parking and blocking nearby residential streets and would not lead to the additional income that the District Council had forecasted whilst undermining the viability of the village.

RESOLVED: That the Town Council would support the Chamber of Commerce by writing to the District Council to request that the first hour of parking be made free of charge and that the District Council should undertake to carry out a full economic impact assessment before the introduction of increased parking charges.

- 4. The first Sidmouth Daffodil Day had been rearranged, due to winter weather, and will now be held on Saturday 31 March at Kennaway House from 10am to 3pm.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE



**Sidmouth Information Centre
Manager's Report
for the meeting of the
Tourism & Publicity Committee on 11 June 2018**

FOLK WEEK

After a slower than usual start, the sales of telephone bookings made at the Information Centre picked up but the continuing trend to on-line booking is apparent and our sales to date are noticeably down for this year, (2017: £55,586 vs 2018: £44,481). Many people use the Information Centre for enquiries and event information (what it's here for) but prefer to book online via their smartphone or computer. This does however, impact on the level of commission income collected. Naturally this is beyond our control and does not indicate that total sales (including on-line) are down for events in Sidmouth. Sidmouth Folk Week for example reported greatly increased sales earlier in the year online, which have since reverted to normal levels.

ACCOMMODATION

Accommodation providers also reported a slower start to the year which has since picked up. We are getting fewer enquiries from smaller 'private' residents wanting to offer accommodation during folk week through us. A look at the Airbnb website shows just how much small-scale accommodation is available through this medium.

PAYMENT CARD INDUSTRY DATA SECURITY STANDARDS

Appropriate action has again been taken to ensure that the Information Centre continues to comply with these standards.

OPENING HOURS / STAFFING

We have three permanent members of staff (including the Manager) who work all year round and now two seasonal members who join us from 1 May to 30 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.

UPGRADING THE CENTRE

Members made funds available in the current year's budget to upgrade the centre and this has progressed around the constraint of keeping open for business at the same time. So far approximately 90% has been completed including new led lighting and redecoration, new Sidmouth photo pictures to promote the town on the walls and the displayed leaflets and notice boards have been rationalised and tidied considerably. Comfortable seating has been provided and a large monitor screen installed to also show the What's on? and other relevant information internally. The content of this display (which is also shown externally) is reviewed by Town Council staff and is being added to. All of this has made a significant beneficial difference to the general ambience and visitor experience. The only outstanding significant item is the provision of the public access computer which will be installed shortly.

The staff at the centre would like to welcome visits from Members either during working hours on outside of these by arrangement.

RECOMMENDED

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

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 12 - March 2018**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Salaries	32,984	33,800	816
Cleaning & Office Mtce	598	300	-298
Office Postage	368	300	-68
Stationery	386	400	14
Telephone	923	1,200	277
Photocopier	106	200	94
Computer & Internet	0	500	500
Sundries, Provisions, Equipment	249	300	51
Credit Card Charges	1,364	1,200	-164
Purchase of Stamps	1,698	1,000	-698
Purchase of Publications	4,326	4,000	-326
Purchase of Goods	1,656	1,800	144
	£44,658	£45,000	£342

Income

Sale of Stamps	2,360	2,200	-160
Sale of Publications	7,383	8,600	1,217
Sale of Goods	2,268	3,000	732
Accomodation Commission	1,170	2,000	830
Commission - Sidmouth Folk Week	5,617	4,900	-717
Commission - Coaches	153	400	247
Commission - Car/Coach Park	667	1,100	433
Comm & Discount Vouchers	582	1,000	418
Sundry Income	168	200	32
STC Funding	21,600	21,600	0
	£41,968	£45,000	£3,032

Total Expenditure	£44,658	£45,000	£342
Total Income	£41,968	£45,000	£3,032
Net Expenditure over Income	£2,690	£0	-£2,690

Current/Deposit Bank Accounts £9,980

**Sidmouth Town Guide - Income and Expenditure Report
Month 12 - March 2018**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Guide & Directory Printing	15,550	15,700	150
Promotion	6,400	6,400	0
Postage	13,286	13,000	-286
Envelopes	1,098	0	-1,098
Guide & Directory Administration	10,000	10,000	0
Website Hosting & Updates	240	200	-40
Bank Charges	93	100	7
	£46,667	£45,400	-£1,267
<u>Income</u>			
Guide Advertising Revenue	40,325	38,000	-2,325
Directory Advertising Revenue	7,750	7,600	-150
Interest Received	26	0	-26
	£48,101	£45,600	-£2,501
Total Expenditure	£46,667	£45,400	-£1,267
Total Income	£48,101	£45,600	-£2,501
Net Expenditure over Income	-£1,434	-£200	£1,234

Current/Deposit Bank Accounts £5,544

Sidmouth Town Guide Distribution Figures - to the end of May

	2016	2017	2018
UKHOL	3,623	7,941	5,323
Bitesize	2,128	3,012	2,661
Holiday Directory			1,809
Holiday Brochure		97	71
Plan a UK Holiday	1,978		
Where to go in Britain	1,983		
Holiday Guide Finder	163	212	157
Heart of Devon & Autumn Break	4		
TOTAL from advertisements/leaflets	9,879	11,262	10,021
Been before/Update previous guide	177	124	89
All advertisers (Guide & Town Directory)	83	92	94
Visitsidmouth website	404	348	367
TIC's Nationwide	4,035	2,405	2,127
Sidmouth Information Centre	269	218	253
Email/Phone to Town Council office	33	28	38
TOTAL from other sources	5,001	3,215	2,968
TOTAL GUIDES SENT	14,880	14,477	12,989
TOTAL WEBSITE HITS	69,155	71,947	79,570