



SIDMOUTH TOWN COUNCIL

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5 March 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
Clerk of the Council

For Information:

Other Members of the Council
EDDC Member Champion for Tourism

Dear Sir/Madam,

**Meeting of Sidmouth Town Council's Tourism & Economy Committee
Monday 12 March 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 11 December 2017. | 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**
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 **Presentation from Voyage Travel Marketing**
Andrew May, the Operations Director of Voyage Travel Marketing will give 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.
- 7 **Information Centre Financial Report**
To receive the Finance Report for the period to January 2018 in respect of the Sidmouth Information Centre. 5
- 8 **Town Guide Finance and Distribution Figures**
- a) To note the Income and Expenditure Report for the period to January 2018. 6
 - b) To receive the Guide Budget for 2018/19. 7
 - c) To note the Guide Distribution figures for the period to February 2018. 8
- 9 **Matters Raised by Invited Representatives**
To consider any items or matters to be raised by the representatives of the Sidmouth Chamber of Commerce.

Forthcoming Council and Committee meetings:

21 March 2018 – Planning Committee

4 April 2018 – Planning Committee

9 April 2018 – Town Assembly and Council (*venue Scout Centre, Salcombe Regis*)

18 April 2018 – Planning Committee

2 May 2018 – Planning Committee

14 May 2018 – Annual Council

**Minutes of a Meeting of Sidmouth Town Council's
Tourism and Economy Committee
held at the Council Chamber, Woolcombe House, Sidmouth,
on Monday 11 December 2017 at 6.30 pm**

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

Apologies: John Hollick, Stuart Hughes, Dawn Manley, Paul Wright

The meeting started at 6.30pm and finished at 8.05pm

PART 'A'

20 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 11 September 2017 were signed as a true and accurate record.

21 Information Centre Manager's Report & Financial Report

a) In the absence of the Information Centre Manager, the Town Clerk presented the Information Centre's report.

RESOLVED: That:

- 1) the Information Centre Manager's report be noted
- 2) 'in principle' support be given to the proposal to upgrade the interior of the Information Centre with an appropriate provision be made in the Town Council's budget for 2018/19.

b) Councillor Pollentine presented the Finance Report for the period to October 2017 in respect of the Sidmouth Information Centre.

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

22 Town Guide Finance and Distribution Figures

The Chairman presented the Income and Expenditure Report for the period to October 2017 and the latest Guide distribution figures for the period to November 2017.

RESOLVED:

- 1) That the Town Guide Income and Expenditure Report for the period to October 2017 be noted and agreed.
- 2) That the November 2017 Guide distribution figures be noted.

23 Guide Advertising

Paul Raybould, the Town Council's advertising agent, attended the meeting to give a presentation to Members regarding the lead generation campaign that he is commissioned to run for the Town Council's holiday guide.

RESOLVED: That Paul Raybould be thanked for his presentation.

26 Matters Raised by Invited Representatives

a) Members were asked to consider reports received from Richard Eley regarding the creation of a signed walk / linear park walk in Sidmouth.

RESOLVED: That the Tourism Promotion budget be increased by £5,000 to offer 50% match funding towards the project to create signed walks in and around Sidmouth.

b) David Wheaton, Chairman Sidmouth Chamber of Commerce raised the following points:

- The Chamber of Commerce was very grateful and thanked the Town Council for continuing to supply the Christmas lights in Sidmouth.
- The Chamber of Commerce would liaise with the Sidmouth in Bloom campaign to encourage the clearing of weeds and tidy around shop and commercial frontages.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 10 - January 2018**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Salaries	29,082	33,800	4,718
Cleaning & Office Mtce	211	300	89
Office Postage	368	300	-68
Stationery	386	400	14
Telephone	923	1,200	277
Photocopier	82	200	118
Computer & Internet	0	500	500
Sundries, Provisions, Equipment	249	300	51
Credit Card Charges	1,110	1,200	90
Purchase of Stamps	1,593	1,000	-593
Purchase of Publications	4,488	4,000	-488
Purchase of Goods	1,527	1,800	273
	£40,019	£45,000	£4,981

Income

Sale of Stamps	2,234	2,200	-34
Sale of Publications	6,839	8,600	1,761
Sale of Goods	2,095	3,000	905
Accomodation Commission	1,114	2,000	886
Commission - Sidmouth Folk Week	4,080	4,900	820
Commission - Coaches	131	400	269
Commission - Car/Coach Park	667	1,100	433
Comm & Discount Vouchers	564	1,000	436
Sundry Income	154	200	46
STC Funding	21,600	21,600	0
	£39,478	£45,000	£5,522

Total Expenditure £40,019 £45,000 £4,981

Total Income £39,478 £45,000 £5,522

Net Expenditure over Income £541 £0 -£541

Current/Deposit Bank Accounts £21,509

**Sidmouth Town Guide - Income and Expenditure Report
Month 10 - January 2018**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Guide & Directory Printing	13,954	15,700	1,746
Promotion	0	6,400	6,400
Postage	3,251	13,000	9,749
Envelopes	1,098	0	-1,098
Guide & Directory Administration	0	10,000	10,000
Website Hosting & Updates	90	200	110
Bank Charges	79	100	21
	£18,472	£45,400	£26,928
<u>Income</u>			
Guide Advertising Revenue	40,325	38,000	-2,325
Directory Advertising Revenue	7,750	7,600	-150
Interest Received	7	0	-7
	£48,082	£45,600	-£2,482
Total Expenditure	£18,472	£45,400	£26,928
Total Income	£48,082	£45,600	-£2,482
Net Expenditure over Income	-£29,610	-£200	£29,410

Current/Deposit Bank Accounts £35,757

Guide Proposed Budget 2018/2019

	Actual Mar-15	Actual Mar-16	Actual Mar-17	Budget 2017/2018	Budget 2018/2019
<u>Expenditure</u>					
Guide & Directory Printing	14,572	14,956	14,994	15,700	15,700
Guide Promotion	5,700	6,400	6,400	6,400	6,400
Postage	11,916	12,652	14,842	13,000	13,000
Envelopes	952	-	-	-	-
Guide & Directory Administration	10,000	10,000	10,000	10,000	10,000
Website Hosting & Updates	170	331	93	200	200
Bank Charges	-	50	96	100	100
Total Expenditure	£43,310	£44,389	£46,425	£45,400	£45,400
<u>Income</u>					
Guide Advertising Revenue	37,995	37,073	39,210	38,000	38,000
Directory Advertising Revenue	7,640	7,630	7,250	7,600	7,600
Bank Interest	10	16	6	-	-
Total Income	£45,645	£44,719	£46,466	£45,600	£45,600
Net Income/Expenditure	£2,335	£330	£41	£200	£200
Tourism Reserve	£8,580	£8,910	£8,951	£9,151	£9,351

Sidmouth Town Guide Distribution Figures - to the end of February

	2016	2017	2018
UKHOL	1,941	7,105	4,084
Bitesize	1,232	2,725	2,500
Holiday Directory			1,809
Holiday Brochure		62	51
Plan a UK Holiday	1,869		
Where to go in Britain	1,866		
Holiday Guide Finder	46	41	
Heart of Devon & Autumn Break	3		
TOTAL from advertisements/leaflets	6,957	9,933	8,444
Been before/Update previous guide	40	47	
All advertisers (Guide & Town Directory)	83	92	94
Visitsidmouth website	190	159	148
TIC's Nationwide	1,650	1,104	438
Sidmouth Information Centre	180	86	187
Email/Phone to Town Council office	20	20	29
TOTAL from other sources	2,163	1,508	896
TOTAL GUIDES SENT	9,120	11,441	9,340
TOTAL WEBSITE HITS	24,141	23,991	24,196