



SIDMOUTH TOWN COUNCIL



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5 December 2016

To: All Members of the Tourism & Economy Committee
(Cllrs: Ian Barlow, David Barratt, Matt Booth, Jack Brokenshire, Louise Cole, John Dyson, John Hollick, Stuart Hughes, 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 December 2016 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

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 September 2016.

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- 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 **Sidmouth Information Centre Finance Report** 5
To receive the Finance Report for the period to October 2016 in respect of the Sidmouth Information Centre.
- 7 **Town Guide Finance and Distribution Figures**
a) To note the Income and Expenditure Report for the period to October 2016. 6
b) To note the Guide Distribution figures for the period to November 2016. 7
- 8 **Twinning**
At the Pre-Budget meeting held on Monday 17 October 2016 it was resolved:
'that the twinning of Sidmouth with Le Locle be discussed at a future Tourism & Economy committee meeting to consider any additional benefits that could be brought to Sidmouth and from twinning in general.'
Representatives from Sidmouth Twinning will be in attendance at the meeting and will give an initial presentation.
- 9 **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:

- 14 December 2016 – Planning Committee
4 January 2017 – Planning Committee
9 January 2017 – Council
16 January 2017 – Estimates & Grants
18 January 2017 – 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 September 2016 at 6.30 pm

Councillors present: - Simon Pollentine (Chairman)
 Frances Newth (Vice-Chairman)
 Ian Barlow
 David Barratt
 Jack Brokenshire
 John Dyson
 John Hollick
 Stuart Hughes
 Marc Kilsbie
 Dawn Manley
 Ian McKenzie-Edwards
 John Rayson
 Paul Wright

Apologies: Matt Booth, Louise Cole

The meeting started at 6.30pm and finished at 7.30pm

PART ‘A’

14 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 14 March 2016 were signed as a true and accurate record.

15 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr Marc Kilsbie	General declaration	Personal	Remained in Chamber	Business owner
Cllr John Rayson	General declaration	Personal	Remained in Chamber	Member of the Chamber of Commerce and Business owner

16 Information Centre Manager’s Report

In the absence of the Sidmouth Information Centre Manager, the Chairman presented the Information Centre report to Members. The Town Clerk reported that the flat panel monitor had now been installed in the Information Centre’s window.

RESOLVED: that the Information Manager’s report be noted.

17 Sidmouth Information Centre Finance Report

Councillor Pollentine presented the Finance Report for the period to July 2016 in respect of the Sidmouth Information Centre.

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

18 Town Guide Finance and Distribution Figures

The Chairman presented the Income and Expenditure Report for the period to July 2016 and the latest Guide distribution figures for the period to August 2016.

RESOLVED:

- 1) That the Town Guide Income and Expenditure Report for the period to July 2016 be noted and agreed.
- 2) That the Guide distribution figures be noted.

19 Tour of Britain Stage 6

Councillor Stuart Hughes gave a report regarding the Sidmouth start of Tour of Britain Stage 6 on Friday 9 September 2016; the event had attracted 20,000 plus spectators to the town and created good publicity for Sidmouth. An inter-primary schools bike race had been held in The Byes on the Friday afternoon which had been very successful and it was hoped that this could become a regular event. Members and the Chamber of Commerce were very supportive of the Tour of Britain and associated events and felt that should it ever return they would take on board any lessons learned from the event. They felt that the larger picture and benefits in increased advertising for the town, promotion and providing a different event for people to see would more than make up for short term disruption on the day.

RESOLVED: That Councillor Hughes' report be noted and thanks be noted to Dominic Horrell and the Sid Valley Cycling Club who had organised the criterion races held on Thursday 8 September.

20 Red Arrows

Councillor Barlow gave a report regarding the Red Arrows display on Friday 26 August 2016; it was anticipated that with the reserves brought forward and the £11,000 approx. collected on the night, that Sidmouth would be in a position to book the Red Arrows Display Team again for 2017.

RESOLVED: That Councillor Barlow's report be noted and that thanks be noted to Oliver Salter and the Regatta Committee who had organised the team of collectors for the Friday night.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 7 - October 2016**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Salaries	22,347	33,800	11,453
Cleaning & Office Mtce	96	300	204
Office Postage	247	300	53
Stationery	412	400	-12
Telephone	841	1,200	359
Photocopier	78	200	122
Computer & Internet	209	500	291
Sundries, Provisions, Equipment	15	300	285
Credit Card Charges	1,043	1,200	157
Purchase of Stamps	1,550	1,000	-550
Purchase of Publications	3,628	4,000	372
Purchase of Goods	1,111	1,800	689
	£31,577	£45,000	£13,423
<u>Income</u>			
Sale of Stamps	1,443	2,200	757
Sale of Publications	6,587	8,600	2,013
Sale of Goods	2,070	3,000	930
Accomodation Commission	1,431	2,000	569
Commission - Sidmouth Folk Week	4,452	4,900	448
Commission - Coaches	249	400	151
Commission - Car/Coach Park	675	1,100	425
Comm & Discount Vouchers	353	1,000	647
Sundry Income	216	200	-16
Bank Interest	0	0	0
STC Funding	15,000	21,600	6,600
	£32,476	£45,000	£12,524
Total Expenditure	£31,577	£45,000	£13,423
Total Income	£32,476	£45,000	£12,524
Net Expenditure over Income	-£899	£0	£899

Current/Deposit Bank Accounts £7,536

**Sidmouth Town Guide - Income and Expenditure Report
Month 7 - October 2016**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Guide & Directory Printing	0	15,300	15,300
Promotion	0	6,400	6,400
Postage	3,288	12,500	9,212
Envelopes	0	0	0
Guide & Directory Administration	0	10,000	10,000
Website Hosting & Updates	0	300	300
Bank Charges	45	100	55
	£3,333	£44,600	£41,267
<u>Income</u>			
Guide Advertising Revenue	38,640	38,000	-640
Directory Advertising Revenue	7,070	7,600	530
Interest Received	2	0	-2
	£45,712	£45,600	-£112
Total Expenditure	£3,333	£44,600	£41,267
Total Income	£45,712	£45,600	-£112
Net Expenditure over Income	-£42,379	-£1,000	£41,379

Current/Deposit Bank Accounts £38,685

Sidmouth Town Guide Distribution Figures - to the end of November

	2014	2015	2016
Holiday Guide Finder	777	754	624
Autumn Break	767	1,183	642
Plan a UK Holiday	1,950	1,613	1,979
UKHOL	5,335	4,463	3,727
Seaside Holiday Guide	880	n/a	n/a
Where to go in Britain	1,982	1,929	1,984
Bitesize	578	390	2,218
Heart of Devon	197	6	1
Heart of Devon (emailed abroad)	40	1	0
TOTAL from advertisements/leaflets	12,506	10,339	11,175
Been before/Update previous guide	315	341	383
All advertisers (Guide & Town Directory)	103	93	83
Visitsidmouth wesite	850	840	707
TIC's Nationwide	4,326	5,443	5,217
Sidmouth Information Centre	809	425	368
Email/Phone to Town Council office	67	96	45
TOTAL from other sources	6,470	7,238	6,803
TOTAL GUIDES SENT	18,976	17,577	17,978
TOTAL WEBSITE HITS	160,453	173,988	199,077