

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

6 March 2017

To: All Members of the Tourism & Economy Committee
(Cllrs: Ian Barlow, David Barratt, 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
Town Clerk

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 13 March 2017 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,

A handwritten signature in black ink, appearing to read 'Chris Holland', written over a horizontal line.

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 December 2016. | 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 is one item which the Clerk recommends should be dealt with in this way.
- 6 **Information Centre Manager’s Report**
To receive the attached report from the Information Centre Manager. 5
- 7 **Sidmouth Information Centre Finance Report**
To note the Finance Report for the period to January 2017 in respect of the Sidmouth Information Centre. 6
- 8 **Town Guide Finance and Distribution Figures**
- a) To note the Income and Expenditure Report for the period to January 2017. 7
 - b) To receive the Guide Budget for 2017/18 as per attached schedule. 8
 - c) To note the Guide Distribution figures for the period to February 2017. 9
- 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.
- 10 **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’**
- 11 **Advertising Rates**
To approve the advertising rates for the 2018 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 cpi each year.)

Forthcoming Council and Committee meetings:

- 22 March 2017 – Planning Committee
- 3 April 2017 – Town Assembly and Council – Sidbury Village Hall
- 5 April 2017 – Planning Committee
- 19 April 2017 – Planning Committee
- 3 May 2017 – Planning Committee
- 15 May 2017 – 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 12 December 2016 at 6.30 pm

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

Apologies: Matt Booth, Dawn Manley
 The meeting started at 6.30pm and finished at 8.00pm

PART 'A'

21 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 12 September 2016 were signed as a true and accurate record.

22 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr John Hollick	25 Twinning	Personal	Remained in Chamber	Member of the Sidmouth Twinning Circle

23 Sidmouth Information Centre Finance Report

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

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

24 Town Guide Finance and Distribution Figures

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

RESOLVED:

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

25 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.’

Sidmouth Twinning Circle Chairman and Vice-Chairman, Anne Bishop and Len Bull, attended the meeting to give a short presentation on the work of the Twinning Committee and how it organised visits. It was noted that 20 visitors were coming from Le Locle in June 2017 and staying with Sidmouth families for a five-day visit. Following discussion, the Chairman thanked the Twinning Circle for their attendance and hoped that they would develop some of the suggestions made by Members.

RESOLVED: 1) that Sidmouth Twinning Circle’s report be noted.

2) that Sidmouth Twinning Circle be encouraged to become more inclusive and encourage more tangible links with Le Locle especially by making it more relevant for children and school students.

3) that the Twinning Circle consider exchanging idea with other twinning groups in Devon.

4) that the Twinning Circle consider twinning with other towns in different countries.

26 Matters Raised by Invited Representatives

Sidmouth Chamber of Commerce representative, Richard Eley, made the following comments:

- Le Locle was twinned with six other towns; if Sidmouth wished to twin with another town a good candidate would be Goolwa South Australia which has a direct link with Sidmouth through Peter Orlando-Hutchison.
- Although the Consent Street debate at the Scrutiny Committee of East Devon District Council agreed in Sidmouth’s favour, the issue still had to be considered by Cabinet and go through further consultation.
- There was a review of Unitary Authorities in other parts of the country pending which may lead to changes in Devon.
- The Visit East Devon website was considered to be very poor and needed to be removed or improved.
- Consideration should be given to commissioning a ‘drone’ film of Sidmouth which would be a fantastic method of advertising Sidmouth at a relatively low cost.

RESOLVED: That the report/comments from Sidmouth Chamber of Commerce be noted.

.....
CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE



**Sidmouth Information Centre
Manager's Report
for the meeting of the
Tourism & Publicity Committee on 13 March 2017**

ACTIVITY LEVELS

Whilst numbers are always low at this time of the year, they are gradually picking up as we move towards the spring and look forward to the summer season. 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 Saturday 29th April in time for the first May Bank Holiday when we will revert to full day opening seven days a week with the 2 summer seasonal staff augmenting the 3 "full" timers. The seasonal summer staff from last year have indicated that they would like to return this year.

FOLK WEEK

Sales of season tickets for the 2017 Folk Week commenced just before Christmas at the Information Centre and as expected, have been slightly lower than last year so far. This is due to the continuing migration towards on-line booking and should not be taken as an indication regarding overall sales.

COACH DAY TRIPS

We acted as booking agent for Sovereign Coaches and Hamilton Gray for a number of years getting a small amount of commission income. Unfortunately, Sovereign Coaches have ceased and although the manager has approached other Coach firms, none of them show any interest in picking up in Sidmouth.

EDDC CAR PARKS

Another income stream is the commission we receive for selling 7 day EDDC car park passes. This has been slowly decreasing year on year as visitors are now able to purchase them with a credit card direct from some pay machines (There was some 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 of a financial benefit and pay machines also offer season tickets for shorter periods than one week.

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 10 - January 2017**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Salaries	29,073	33,800	4,727
Cleaning & Office Mtce	99	300	201
Office Postage	247	300	53
Stationery	485	400	-85
Telephone	1,060	1,200	140
Photocopier	127	200	73
Computer & Internet	209	500	291
Sundries, Provisions, Equipment	238	300	62
Credit Card Charges	1,133	1,200	67
Purchase of Stamps	1,550	1,000	-550
Purchase of Publications	4,110	4,000	-110
Purchase of Goods	1,272	1,800	528
	£39,603	£45,000	£5,397
<u>Income</u>			
Sale of Stamps	1,679	2,200	521
Sale of Publications	7,210	8,600	1,390
Sale of Goods	2,208	3,000	792
Accommodation Commission	1,439	2,000	561
Commission - Sidmouth Folk Week	4,452	4,900	448
Commission - Coaches	270	400	130
Commission - Car/Coach Park	708	1,100	392
Comm & Discount Vouchers	367	1,000	633
Sundry Income	236	200	-36
Bank Interest	0	0	0
STC Funding	15,000	21,600	6,600
	£33,569	£45,000	£11,431
Total Expenditure	£39,603	£45,000	£5,397
Total Income	£33,569	£45,000	£11,431
Net Expenditure over Income	£6,034	£0	-£6,034
 Current/Deposit Bank Accounts	 £13,111		

**Sidmouth Town Guide - Income and Expenditure Report
Month 10 - January 2017**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Guide & Directory Printing	1,192	15,300	14,108
Promotion	0	6,400	6,400
Postage	4,060	12,500	8,440
Envelopes	0	0	0
Guide & Directory Administration	0	10,000	10,000
Website Hosting & Updates	0	300	300
Bank Charges	79	100	21
	£5,331	£44,600	£39,269
<u>Income</u>			
Guide Advertising Revenue	39,210	38,000	-1,210
Directory Advertising Revenue	7,250	7,600	350
Interest Received	6	0	-6
	£46,466	£45,600	-£866
Total Expenditure	£5,331	£44,600	£39,269
Total Income	£46,466	£45,600	-£866
Net Expenditure over Income	-£41,135	-£1,000	£40,135

Current/Deposit Bank Accounts £43,866

Guide Proposed Budget 2017/2018

	Actual Mar-14	Actual Mar-15	Actual Mar-16	Budget 2016/2017	Budget 2017/2018
<u>Expenditure</u>					
Guide & Directory Printing	14,371	14,572	14,956	15,300	15,700
Guide Promotion	6,400	5,700	6,400	6,400	6,400
Postage	13,973	11,916	12,652	12,500	13,000
Envelopes	501	952	0	0	0
Guide & Directory Administration	14,000	10,000	10,000	10,000	10,000
Website Hosting & Updates	290	170	331	300	200
Bank Charges	-	-	50	100	100
Total Expenditure	£49,535	£43,310	£44,389	£44,600	£45,400
<u>Income</u>					
Guide Advertising Revenue	41,356	37,995	37,073	38,000	38,000
Directory Advertising Revenue	7,479	7,640	7,630	7,600	7,600
Bank Interest	11	10	16	-	-
CofC - Contribution to Directory	-	-	-	-	-
Total Income	£48,846	£45,645	£44,719	£45,600	£45,600
Net Income/Expenditure	-£689	£2,335	£2,335	£1,000	£200
Tourism Reserve	£6,245	£8,580	£8,910	£9,910	£10,110

Sidmouth Town Guide Distribution Figures

	to end Feb 2015	to end Feb 2016	to end Feb 2017
Holiday Guide Finder	196	46	41
Plan a UK Holiday	1,410	1,869	
UKHOL	2,731	1,941	1,400
Where to go in Britain	1,682	1,866	
Bitesize	212	1,232	1,870
Holiday Brochure	n/a	n/a	5,713
Heart of Devon & Autumn Break	5	3	
TOTAL from advertisements/leaflets	6,236	6,957	9,024
Been before/Update previous guide	79	40	47
All advertisers (Guide & Town Directory)	92	83	92
Visitsidmouth website	216	190	159
TIC's Nationwide	1,513	1,650	1,104
Sidmouth Information Centre	138	180	86
Email/Phone to Town Council office	28	20	20
TOTAL from other sources	2,066	2,163	1,508
TOTAL GUIDES SENT TO END FEBRUARY	8,302	9,120	10,532
Website Hits to end of February	22,634	24,141	23,991