

SIDMOUTH TOWN COUNCIL



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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)

7 September 2015

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; Councillor Alison Greenhalgh

Dear Sir/Madam,

**Meeting of Sidmouth Town Council's Tourism & Economy Committee
Monday 14 September 2015 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 15 June 2015. | 4 – 6 |
| 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 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. 7
- 7 **Sidmouth Information Centre Finance Report**
To receive the Finance Report for the period to July 2015 in respect of the Sidmouth Information Centre. 8
- 8 **Town Guide Distribution Figures**
To receive the current guide distribution figures.
- 9 **Regular and/or Christmas Market**
Councillor Rayson will propose the introduction of a regular and/or Christmas market in Sidmouth.
- 10 **Red Arrows 2015**
At the Council meeting held on 13 April 2015 it was resolved that Sidmouth Town Council would underwrite the cost of the 2015 Red Arrows visit from the Woolley Bequest up to a maximum of £15,000. This commitment was with the intention of obtaining funding from three sources; one third each from SVA Keith Owen Fund, town businesses and Sidmouth Town Council and any collections made on the night would be retained towards the cost of future year's visits.
To receive a report from Councillor Barlow.
- 11 **Red Arrows Social Media Pilot**
To consider the recent Crowd Funding initiative and Facebook pages helping to promote the Red Arrows. To receive a report from Councillors Wright and Pollentine.
- 12 **Matters Raised by Invited Representatives**
To consider any other items or matters to be raised by the representatives of the Sidmouth Chamber of Commerce.
- 13 **PART 'B'**
EXCLUSION OF THE PUBLIC AND PRESS
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.
- 14 **Town Guide Income and Expenditure**
To receive the Income and Expenditure Report for the period to July 2015 in respect of the Town Guide; see attached confidential report. 9

Forthcoming Council and Committee meetings:

23 September 2015 – Planning Committee

5 October 2015 – Council

7 October 2015 – Planning Committee

21 October 2015 – Planning Committee

26 October 2015 – Pre Budget Meeting

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 15 June 2015 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
 Graham Liverton
 Marc Kilsbie
 Ian McKenzie-Edwards
 John Rayson
 Paul Wright

Apologies: Dawn Manley

The meeting started at 6:30pm and finished at 9.00pm

PART 'A'

1 Appointment of the Chairman of the Tourism & Economy Committee

It was proposed by Councillor Barratt and seconded by Councillor Barlow that Councillor Simon Pollentine be appointed Chairman of the Tourism & Economy Committee for the forthcoming year.

There being no other nominations, Councillor Simon Pollentine was duly elected Chairman of the Tourism & Economy Committee for the forthcoming year.

2 Appointment of the Vice-Chairman of the Tourism & Economy Committee

It was proposed by Councillor Hollick and seconded by Councillor Liverton that Councillor Frances Newth be appointed Vice-Chairman of Tourism & Economy Committee for the forthcoming year.

There being no other nominations, Councillor Frances Newth was duly elected Vice-Chairman of Tourism & Economy Committee for the forthcoming year.

3 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 9 March 2015 were signed as a true and accurate record.

4 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr Simon Pollentine	14 Advertising Rates	Personal	Remained in Chamber	Directory Advertiser
Cllr Ian Barlow	14 Advertising Rates	Personal	Remained in Chamber	Guide Advertiser

Cllr Stuart Hughes	10 Red Arrows	Personal	Remained in Chamber	Devon County Council Locality Budget
Cllr Ian Barlow	10 Red Arrows	Personal	Remained in Chamber	Business contributor

5 Matters of Urgency or Report from the Chairman

The Chairman reported that there had been a good article about Sidmouth in the recent Devonshire magazine and that Sidmouth had been mentioned in the Guardian Festivals supplement.

6 Exclusion of the Public

RESOLVED: That the classification given to the documents to be submitted to the Committee, be confirmed, and that the reports relating to exempt information, be dealt with under Part B. The two representatives from the Chamber of Commerce were invited to remain in the Chamber for the first Part B item.

7 Information Centre Manager's Report

Jeff Bailey, Sidmouth Information Centre Manager presented his report.

RESOLVED: 1) that the Information Manager's report be noted.

2) that signage be created to advertise the Visit Sidmouth website to be placed in the TIC window.

8 Sidmouth Information Centre Finance Report

Councillor Pollentine presented the Finance Report for the Financial Year to 31 March 2015 in respect of the Sidmouth Information Centre

RESOLVED: That the Sidmouth Information Centre's Finance Report be noted and agreed. The Chairman asked that thanks be recorded to the SIC Manager and staff for their hard work throughout the year.

9 Town Guide Distribution Figures

The Chairman reported the latest Guide distribution figures which showed that nearly 14,000 2015 guides had been sent out. The Chairman thanked Adele Salter for designing the Red Arrows label which is placed on each guide to advertise the date. He also thanked Cllr McKenzie-Edwards and his wife who had enveloped another large batch of guides ready for distribution.

RESOLVED: That the Guide distribution figures be noted. The Chairman would meet with Councillors Barlow, Cole and Wright to discuss how best to use social media to advertise initially the Red Arrows visit followed by the Sidmouth guide and Sidmouth as a whole.

10 Red Arrows

Councillor Barlow gave an update with regard to the forthcoming visit from the Red Arrows. He reported that £6,000 had already been pledged from various Sidmouth businesses and over £1,000 from private individuals; he was awaiting a response from the Keith Owen Fund.

RESOLVED: That Councillor Barlow's report be noted.

11 Matters Raised By Invited Representatives

Mr Richard Eley reported the Chamber of Commerce's position on a number of issues including the following:

- The Chamber of Commerce welcomed the increasing number of annual events now being held in Sidmouth; this can only be good for the vibrancy and viability of the town.
- The Chamber of Commerce would be opposing the District Council's proposal to install ten beach huts along the Millennium walkway.
- The new arrangements for the Mill Street car park were not working; of the 40 spaces only 5 or 6 were regularly being used which is a poor use of resource.

- The Chamber of Commerce were working on a gradual process of Town Centre Excellence with incremental improvements of small areas at a time looking in detail at issues including those of signage and lighting.
- The Chamber of Commerce fully supported proposals to create a Neighbourhood Plan for the Sid Valley.
- There was an annual fund of £25 million available from the Coastal Communities Fund who welcomed applications from a Town/Parish level rather than a County Council level.

PART 'B'

EXCLUSION OF THE PUBLIC AND PRESS

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.

12 Late Night Shopping

Members were asked to consider a request for funding from Sidmouth Chamber of Commerce.

RESOLVED: 1) that the Town Council supports the Chamber of Commerce in the sum of £200, to pay for an organiser for the Late Night Shopping event.

2) that a further discussion be held to consider the issue of employing a PR company on an ad-hoc basis .v. employing a full time Town/Marketing Manager.

13 Town Guide Income and Expenditure

Councillor Pollentine presented the Income and Expenditure Report for the Financial Year to 31 March 2015 in respect of the Town Guide.

RESOLVED: That the Town Guide Income and Expenditure Report be noted and agreed. The Chairman asked that thanks be recorded to Mrs White and Mrs Salter who worked hard to obtain as much support from advertisers in the Guide and Directory.

14 Advertising Rates

Members were asked to consider the basic advertising rates for the 2016 Guide and Directory; Members had agreed at the Tourism & Economy Committee meeting held on 16 June 2014 that advertising rates should be increased by CPI; it was therefore recommended to freeze current prices for 2016.

RESOLVED: That the basic advertising rates be again frozen for the 2016 Guide and Directory.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE



**Sidmouth Information Centre
Manager's Report to the meeting of the
Tourism & Economy Committee on 14th September 2015**

ACTIVITY LEVELS

Numbers visiting the Centre (excluding Folk Week) are presently averaging around 300 per day. The peak number for the year so far was 627 on Saturday 1st August (1st weekend of Folk Week)

FOLK WEEK

After a slow start the sales of telephone bookings made at the Information Centre picked up but the final total was again down on the previous year. As the Folk Festival is reporting that the overall numbers were approximately the same this indicates that the steady migration from phone to on-line bookings is continuing. This decline in telephone bookings will correspondingly reduce the commission we receive.

However the number of phone enquiries we answer (there is no other phone number for customers to ring) continues to be significant, especially as the Festival date approaches. There is no other "physical" contact point for enquirers who wish to speak to someone. It is unfortunate that many enquiries are to do with problems or queries regarding on-line bookings. Once sorted or reassured the enquirer then goes on to complete an on-line booking with no financial benefit to ourselves. The Council is due to start talks with Sidmouth Folk Week on how to address this 'imbalance' of resources and benefits.

ACCOMMODATION

Again after a very slow start, probably due to the poor Spring and early Summer weather, accommodation bookings made through the Information Centre have picked up to normal levels.

PAYMENT CARD INDUSTRY DATA SECURITY STANDARDS

Appropriate action has again been taken to ensure that the Information Centre complies 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 1st May to 30th September. We did not replace the "seasonal" member of staff who very sadly died at the start of the summer season as the other members of staff agreed to increase their cover. Apart from the manager, all the other members of staff are on what are now called "zero hours contracts". Whilst this type of contract is presently receiving unfavourable political and media coverage, the staff concerned are all happy with the flexibility offered for this type of service and it also helps the manager to run the centre efficiently.

Following the comprehensive review of the service carried out last year by the Tourism and Economy Committee 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 with two staff on duty. This will continue until 1st October when the hours will reduce to the "Winter" times of 10.00 – 13.30 Monday to Saturday and closed Sunday, with one member of staff on duty.

RECOMMENDED

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

Sidmouth Tourist Information Centre - Income and Expenditure Report

Month 4 - July 2015

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Salaries	10,915	33,725	22,810
Cleaning & Office Mtce	28	450	422
Office Postage	15	700	685
Stationery	41	700	659
Telephone & Fax	311	1,450	1,139
Photocopier	43	200	157
Sundries, Provisions, Equipment	179	350	171
Advertising	0	200	200
Bank Charges	30	0	-30
Credit Card Charges	526	1,350	824
Computer & Internet	0	800	800
Purchase of Stamps	1,163	700	-463
Purchase of Publications	1,554	5,300	3,746
Purchase of Goods	1,074	1,800	726
	£15,879	£47,725	£31,846
<u>Income</u>			
Accommodation Commission	986	3,500	2,514
Sale of Goods	1,199	3,000	1,801
Sale of Stamps	918	1,700	782
Sale of Publications	3,454	9,800	6,346
Sundry Income	81	200	119
Commission - Sidmouth Folk Week	2,497	5,500	3,003
Commission - Coaches/Taxi/Ferry	135	400	265
Commission - Car/Coach Park	195	1,100	905
Commission - Crealy	0	200	200
Comm & Discount Vouchers	322	725	403
Bank Interest	8	0	-8
STC Funding	0	21,600	21,600
	£9,795	£47,725	£37,930
Total Expenditure	£15,879	£47,725	£31,846
Total Income	£9,795	£47,725	£37,930
Net Expenditure over Income	£6,084	£0	-£6,084
 Current/Deposit Bank Accounts	 £26,788		