

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