

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 13 March 2017 at 6.30 pm

Councillors present: - Simon Pollentine (Chairman)
 Frances Newth (Vice-Chairman)
 David Barratt
 John Dyson
 John Hollick
 Marc Kilsbie
 Dawn Manley
 John Rayson
 Paul Wright

Apologies: Ian Barlow, Jack Brokenshire, Louise Cole, Stuart Hughes,
 Ian McKenzie-Edwards, Jeff Turner

The meeting started at 6.30pm and finished at 7.20pm

PART 'A'

27 Minutes

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

28 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr Marc Kilsbie	35 Advertising Rates	Personal	Remained in the Chamber	Directory Advertiser

29 Matters of Urgency and Report

- The Chairman reported that in addition to the Red Arrows display, the Battle of Britain Flight display team would also perform over Sidmouth on Friday 25 August 2017.
- The Chairman reported that Sidmouth had been featured in the national press publicising the valley of a million bulbs.

30 Exclusion of the Public

RESOLVED: that the classification given to the documents to be submitted to the Council, be confirmed, and that the reports relating to exempt information, be dealt with under Part B.

31 Information Centre Manager's Report

Jeff Bailey, Sidmouth Information Centre Manager, presented his report.

RESOLVED: That the Information Centre Manager's report be noted and in future this report would include the number of visitors to the Information Centre compared to previous years.

32 Sidmouth Information Centre Finance Report

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

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

33 **Town Guide Finance and Distribution Figures**

The Chairman presented the Income and Expenditure Report for the period to January 2017, the Guide Budget for 2017/2018 and the latest Guide distribution figures for the period to February 2017. The Chairman advised that more guides would need to be enveloped soon.

RESOLVED:

- 1) That the Town Guide Income and Expenditure Report for the period to January 2017 be noted and agreed.
- 2) That the Guide Budget for 2017/2018 be agreed.
- 3) That:
 - the February 2017 Guide distribution figures be noted.
 - Richard and Jayne Eley be thanked for delivering many of the Town Directories to various hotels, caravan parks and other accommodation providers.
 - Tim Shardlow be thanked for attending one day of the West Point Tourism conference.
 - the Chairman, Vice Chairman and staff would meet with representatives from Visit Devon following a presentation given to the Chamber of Commerce.

34 **Matters Raised by Invited Representatives**

The Chairman welcomed the Sidmouth Chamber of Commerce representatives; David Wheaton and Richard Eley who made the following comments:

- Reports from accommodation providers were that bookings were generally healthy so far for 2017.
- Sidmouth must become fully engaged with Visit Devon which needs to have an East Devon representative on its board to ensure that East Devon was not ignored and subsumed into South Devon.
- the Chamber of Commerce were promoting forthcoming project to create a footpath from Taunton to Sidmouth to be named The Apple Trail. It was anticipated that 5,000 people would walk the route per annum which was purposely designed to visit country pubs and accommodation providers. Sidmouth residents should be encouraged to support the growing of the Woolbrook Pippin and Woolbrook Russet apple varieties.
- the Sidmouth Wikipedia entry should be improved; Richard Eley was willing to help with this if required.
- the Chamber of Commerce would be holding 'candle lit dinner' street party in the Market Square on the Sunday of Regatta weekend: 27 August 2017.
- Richard Eley had attended the lowering of the chandelier at Sidholme Music Room and encouraged the Town Council to support the project.
- Sidmouth needed to be involved in the early stages of the Greater Exeter Strategic Plan; especially with respect to Tourism.
- the reduced parking charges for the winter season had been successful for both the shops and the District Council whose income had increased over this period.
- the Chamber of Commerce members would be encouraged to support the Red Arrows display through either collecting or sponsorship.

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

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.

35 Advertising Rates

Members were asked to consider the advertising rates for the 2018 Guide and Directory;

RESOLVED: That the advertising rates be increased by 2% CPIH for the 2018 Guide and
Directory, as per the schedule as attached to the agenda.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE