



SIDMOUTH TOWN COUNCIL

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2 March 2021

To: All Members of the Tourism & Economy Committee
(Cllrs: Ian Barlow, Denise Bickley, Jack Brokenshire, Louise Cole, Charissa Evans, Deirdre Housom, Stuart Hughes, Chris Lockyear, Dawn Manley, Marianne Rixson)

Invited Representatives:

Sidmouth Chamber of Commerce Representatives (x2)

Sidmouth Information Manager

Town Clerk

For Information:

Other Members of the Council

Dear Sir/Madam,

Virtual Meeting of the Tourism & Economy Committee Monday 8 March 2021 at 6.30pm

You are called upon to attend the above meeting where it is proposed that the matters set out on the agenda below will be considered and resolution or resolutions passed as the Town Council considers appropriate. Due to the current COVID-19 situation, the Town Council will meet virtually via the Zoom software platform. This is as authorised by the Regulations set out in Clause 78 of the Coronavirus Act 2020. Please note the start time of the meeting.

Those members of the public wishing to view the meeting or speak on an agenda item are required to register by emailing towncouncil@sidmouth.gov.uk at least 24 hours before the start time of the meeting, after which virtual meeting details will be sent out to speakers/attendees.

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 14 December 2020.

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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 and Report**
To consider any items that in the opinion of the Chair 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 International Jazz & Blues Festival 2022**
Ian Bowden, Jazz & Blues Festival Director, will present the proposed plans for the festival due to be held 2 to 5 June 2022.
- 7 **Tourism & Promotion Advisory Group Update**
To receive an update from the Chair of the Tourism & Promotion Advisory Group, Councillor Louise Cole.
- 8 **Information Centre Manager's Update**
To note the Managers' Operational and Finance Report for January 2021 in respect of the Sidmouth Information Centre. 5
- 9 **Tourism & Promotion Contract Report**
Tina Veater of contract partners Ignyte Ltd, will present an update of recent promotional activity and work with Sidmouth Town Council. 6 – 10
- 10 **Tourism & Promotion Budget Spend and Committed 2020/2021**
To receive the attached schedule of spend and committed expenditure for 2020/2021, as at the end of January 2021. 11
- 11 **Resources Working Group Project Update**
To receive an update from the Council's Resources Working Group on current and future projects. 12 – 15
- 12 **Matters Raised by Invited Representatives**
To consider any other items or matters to be raised by the representatives of
a) South West Tourism Alliance.
b) Sidmouth Chamber of Commerce.

**Minutes of a Meeting of Sidmouth Town Council's
Tourism and Economy Committee
on Monday 14 December 2020 at 6.30 pm**

(Due to the current COVID-19 situation, the Tourism and Economy Committee met virtually as authorised by the Regulations set out in Clause 78 of the Coronavirus Act 2020.)

Councillors present: Ian Barlow
Denise Bickley
Louise Cole
Charissa Evans
Deirdre Hounsom
Stuart Hughes
Dawn Manley
Marianne Rixson

Invited Reps: Chamber of Commerce –Sally Mynard
Ignyte Ltd – Tina Veater
SW Tourism Alliance – Alistair Handyside
TIC Manager – Jeff Bailey
Louise Thompson
Jo Watson

Apologies: Chris Lockyear

The meeting started at 6.30pm and finished at 8.00pm

PART 'A'

59 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 14 September 2020 were approved as a true and accurate record.

60 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
ClIr Louise Cole	64 Jazz and Blues Festival 2022	Personal	Remained at the meeting during discussion but did not vote	Trustee of Sidmouth Coastal Community Hub
Christopher Holland, Town Clerk	64 Jazz and Blues Festival 2022	Personal	Remained at the meeting during discussion but did not vote	Possible future performer

61 Tourism & Promotion Strategy TaFF – Final Report

Councillor Cole, Chair of the Tourism & Promotion Strategy TaFF presented the final report of the Tourism & Promotion Strategy TaFF.

RESOLVED: That:

- 1) the Tourism & Promotion Strategy TaFF final report be noted.
- 2) a Tourism Promotion Advisory Working Committee be created with Chair, Vice-Chair of the T&E committee along with Sally Mynard, Jo Watson and Louise Thompson as invited representatives from the local tourism economy.
- 3) the draft Visit Sidmouth Information Centre Work Plan 2021 be adopted as a working document.

62 Information Centre Manager’s Update

Jeff Bailey, Information Centre Manager, reported that the TIC had closed during November in line with government restrictions and it remained quiet with few visitors in the town.

RESOLVED: That the Sidmouth Information Centre Reports be noted.

63 Tourism & Promotion Contract Update

Tina Veater of Ignyte, presented the report of the promotional activity work carried out with and on behalf of the Town Council. The Town Map had gone to press and would be distributed to all businesses in Sidmouth during January 2021.

RESOLVED: That the Tourism & Promotion contract update report be noted.

64 Jazz and Blues Festival 2022

Members were asked to consider the promotional overview material submitted for a new venture, The Sidmouth International Jazz & Blues Festival in 2022.

RESOLVED: That the Tourism & Economy Committee fully support the introduction of a Sidmouth International Jazz & Blues Festival in June 2022.

65 Matters Raised by Invited Representatives

The following matters were raised by Alistair Handyside, South West Tourism Alliance:

- Government support was vitally needed for the hospitality businesses that had been so drastically affected by the Covid lockdown. Businesses had worked hard to become Covid secure and safe, but customers were not able to visit from other parts of the country. Devon County Council were being very supportive in endeavouring to introduce Covid testing for potential visitors which would hopefully create a testing scheme that could be supported and endorsed by Public Health England.

The following matters were raised by Sally Mynard, Sidmouth Chamber of Commerce:

- The Chamber of Commerce were planning to hold a street party to celebrate the Queen’s Platinum Jubilee in June 2022 and were aware that this would need to co-ordinate with the inaugural Jazz and Blues Festival also in June 2022.
- The Chamber of Commerce Festive Window competition, judged by Simon Jupp MP, had been successful and welcomed by shopkeepers who were pleased to report that the number of shoppers had increased since the lifting of the recent lockdown.
- The Late-Night Shopping evening had also been successful with a positive response from customers even though no formal events/activities were able to be organised.
- The Chamber of Commerce had a number of ideas to use the funding available via East Devon District Council from the Reopening the High Street Safely Fund. Sally Mynard would liaise with the Town Clerk in order to complete the response with suggestions for funding.

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CHAIR OF THE TOURISM & ECONOMY COMMITTEE

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 10 - January 2021**

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	19,164	37,000	17,836
Cleaning & Office Mtce	80	250	170
Photocopier	116	200	84
Stationery	7	250	243
Telephone	875	1,250	375
Office Postage	0	250	250
Sundries, Provisions, Equipment	81	100	19
Credit Card Charges	429	1,800	1,371
Purchase of Stamps	838	1,700	862
Purchase of Publications	956	3,300	2,344
Purchase of Goods	0	1,400	1,400
	£22,546	£47,500	£24,954
<u>Income</u>			
Sale of Stamps	611	2,400	1,789
Sale of Publications	2,259	6,500	4,241
Sale of Goods	247	1,800	1,553
Accommodation Commission	35	400	365
Commission - Sidmouth Folk Festival	0	5,000	5,000
Commission - Coaches	8	250	242
Commission - Car/Coach Park	121	500	379
Comm & Discount Vouchers	0	500	500
Sundry Income	27	150	123
STC Funding	25,000	30,000	5,000
	£28,308	£47,500	£19,192
Total Expenditure	£22,546	£47,500	£24,954
Total Income	£28,308	£47,500	£19,192
Net Expenditure over Income	-£5,762	£0	£5,762
 Current/Deposit Bank Accounts	 £5,439		



**Visit Sidmouth
February 2021**

Aug 2020 to Feb 2021	Visit Sidmouth	+/- on LY
Users	79076	+3.2%
Sessions	295536	+59.7%
Pageviews	820526	+113.9%
Ave. Session Duration	2.27	+44.6%
February 2021 to 26th	Visit Sidmouth	+/- on LY
Users	11790	-14.2%
Sessions	43801	+33.5%
Pageviews	125265	+56.73%
Ave. Session Duration	2.39	+2.2%
January 2021	Visit Sidmouth	+/- on LY
Users	12149	+27.6%
Sessions	43201	+100.9%
Pageviews	115660	+158.6%
Ave. Session Duration	2.26	+51.7%
December 2020	Visit Sidmouth	+/- on LY
Users	10344	+20.4%
Sessions	37257	+79.83%
Pageviews	100754	+156.4%
Ave. Session Duration	2.20	+52.7%
November 2020	Visit Sidmouth	+/- on LY
Users	9575	+18.7%
Sessions	36211	+92.8%
Pageviews	95234	+158.1%
Ave. Session Duration	2.21	+50.3%
October 2020	Visit Sidmouth	+/- on LY
Users	14069	+66.3%
Sessions	43984	+115.1%
Pageviews	116696	+191.9%
Ave. Session Duration	2.28	+57.6%

September 2020	Visit Sidmouth	+/- on LY
Users	14450	+26.8%
Sessions	38630	+68.7%
Pageviews	110041	+136.6
Ave. Session Duration	2.23	+48.3
August 2020	Visit Sidmouth	+/- on LY
Users	20458	-20%
Sessions	52451	+9.6%
Pageviews	156874	+63%
Ave. Session Duration	2.27	+46.5%

The website has continued to build pageview through the troubled times of lockdown. It continued to grow in the shoulder periods in 2020 and 2021 and has seen some fantastic pageview results each month. Along with the continued growth on session duration the site is doing very well. An average each user is looking at 3 pages per visit and the bounce rate has remained below 50% at 46.63%. We have seen an increase of new visitors to the site with 97.08% from the UK and the remainder from oversea.

Visit Sidmouth enjoys 74.4% repeat visitors with 8.57% (25,337) of these coming from Sidmouth.

The primary landing pages are:

- 1 Webcams
- 2 Home page
- 3 Stay
- 4 Explore
- 5 Shopping
- 6 Stay

The acquisition of traffic to Visit Sidmouth has been driven by:

Organic search – 181,302

Direct – 98,741

Referral – 9,155

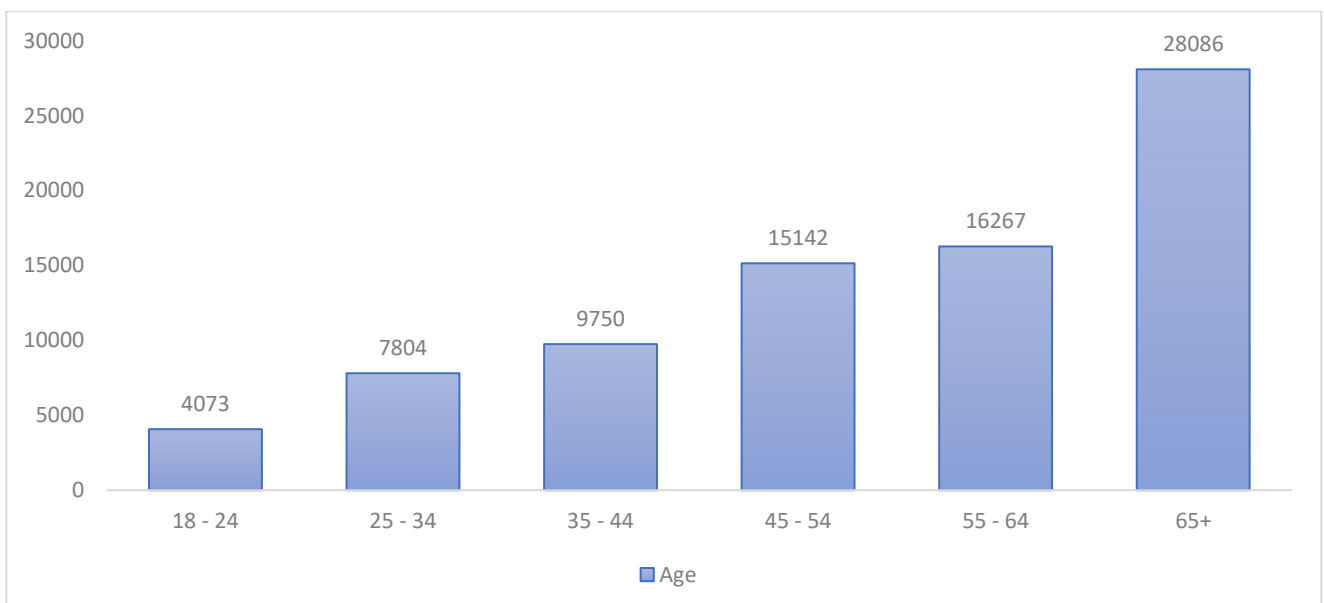
Of which Visit Devon – 2,836

Social media – 6,368

Facebook – 5,908

Instagram – 194

Twitter – 229



Members

Members pages average stats from launch on 4th August to 30th November:

Stats are calculated as an average over the above period.

Accommodation	Ave. Page viewed	Ave. Website clicks	Ave. Book Now button clicked
Platinum	2426	211	80
Gold	2158	179	62
Silver	1870	138	36
Bronze	1348	106	18

Attractions/ Activities	Ave. Page viewed	Ave. Website clicks
Platinum	3482	206
Gold	1259	112
Silver	548	58
Bronze	351	39

	Ave. Page viewed	Ave. Website clicks	Ave. Map location
Shopping	386	26	11
Food and Drink	781	36	7

This is a selection of business stats from pages on the website, this shows that users are actively looking at business pages as well as all other content pages.

Online Booking is live on some business pages, and we have seen a number of enquiries. TXGB is now live and Sidmouth Hotels have signed up as our first XGB client. We are talking to the Hotel Riviera and Alpine Park about this too.

Sales

£31,588 in bookings to date, the current environment has proved challenging as the large majority of business in Sidmouth closed in November and have not opened again since so we have struggled to get hold of people.

As retail and self-catering are supposedly opening on 12th April we hope to be able to start to talk to more businesses in the Spring and encourage more members to join.

Press and PR

We have supplied Sidmouth images to Visit Devon to assist in the Escape the Everyday campaign which launched in October.

Visit Devon are carrying out a current social media campaign to promote Devon and one of the tiles that has been included promoted Sidmouth as a destination to visit this summer.

Due to lockdown there has been very little press and PR opportunities.

Survey

Working with the Tourism Advisory Group we discussed how we could help Sidmouth businesses to improve their digital skills during lockdown. We created and sent out a survey to all business along with the Chamber of Commerce to understand the requirements.

Ignyte are now in discussion with Cosmic to arrange some training and digital support for the businesses that have responded.

TIC

Ignyte carried out some training with the TIC team to show them how to use Visit Sidmouth so that they can ensure that visitors entering the TIC can make bookings for accommodation and also things to do.

Jeff tells me that around 4-5 people come into the TIC each week requesting accommodation so the online booking element of the site will enable a quick and easy option for the staff to see what availability is in the town and book this or the customers.

Consumer newsletters

The consumer database currently sits at 1414 subscribers, this is growing slowly through newsletter sign ups on the website and we have been pushing some social media posts too.

179 new signups have been driven through the website between August and January.

February 2021 newsletter	
February performance	48.7%
Our peer's performance	37.6%
Recipients	1381
Opened	663
Clicks	222
Bounced	19
Unsubscribed	5
Total opens	1593
Clicks per unique opens	33.5%
Total clicks	342
Open dates	03.02.2021 / 26.02.2021

January 2021 newsletter	
January performance	46.2%
Our peer's performance	37.6%
Recipients	1226
Opened	567
Clicks	196
Bounced	12
Unsubscribed	6
Total opens	1322
Clicks per unique opens	34.6%
Total clicks	309
Open dates	07.01.2021 / 24.02.2021

Members Newsletters

February 2021 newsletter	
February performance	42.7%
Our peer's performance	39.8%
Recipients	151
Opened	64
Clicks	20
Bounced	1
Unsubscribed	0
Total opens	425
Clicks per unique opens	31.3%
Total clicks	45
Open dates	08.02.2021 / 26.02.2021

January 2021 newsletter	
January performance	41.7%
Our peer's performance	39.8%
Recipients	134
Opened	55
Clicks	15
Bounced	2
Unsubscribed	0
Total opens	411
Clicks per unique opens	27.3%
Total clicks	26
Open dates	08.01.2021 / 15.02.2021

Visit Sidmouth Town Map 2021

The Town Map has been printed and is ready to be distributed as soon as businesses open. The map holders are also printed and will be delivered to all businesses along with the maps.

Glide Media are placing their quantity of maps in pick up racks 10 miles outside of Sidmouth, this will enhance the pick-up rate and bring people into the town that may be staying in outlying areas.

Visit Sidmouth Guide 2021

The guide can be viewed [HERE](#)

The guide has been sent as a solus email to the consumer database, it appears on the home page of the website and also on the Visit Devon website too.

Agenda Item 10

Tourism Promotion Budget 2020/2021 - Spend and Committed													
	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Committed . . .	
Spend & Committed	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Total
Marketing & promotion delivery	5,655					5,655				5,655		5,655	£22,620
Visit Sidmouth Website Construction/Maintenance	13,376				440						1,260		£15,076
Live Sidmouth Website Construction/Maintenance													£0
Subscriptions/list management/software													£0
Advertising - print & digital			1,500					1,300				1,200	£4,000
Graphic Design/videography					1,550		400	400				1,200	£3,550
Promotional material - Town Map									594	5,545	1,301		£7,440
2020 Guide postage									391				£391
*Visitor Survey/evidence base research													£0
Tourism Stakeholder Engagement													£0
Communications Newsletter													£0
Total Spend & Committed	19,031	0	1,500	0	1,990	5,655	400	1,700	985	11,200	2,561	8,055	£53,077
Council Budget													£46,500
Balance available/overspend													-£6,577
Income													
Ignyte Sales Income									2,917	4,947	2,584	3,389	£13,837
Closure of Guide Account										12,443			£12,443

Sidmouth Projects as part of Recovery Plan

#	Project	Ownership	SVNP Community Action	Status
1.	Tree Planting and Britain in Bloom	STC/ Landowners * /DCC/ EDDC	Community Action BN02 Biodiversity - To create and implement a Biodiversity Action Plan for the Sid Valley.	Tree planting by the Arboretum underway funded by STC. Sidmouth in Bloom displays funded by STC
2.	Improvements to The Ham	STC	ET01: The Ham - Retain and improve the Ham play park and open space as a valued recreation resource for all residents particularly children and young people to use freely.	Some action planned with Coastal Community Hub project, including Sidmouth in Bloom and Playpark renewal agreed and funded
3.	A New Car Park at the Knowle	STC	Community Action AC08 A New Vision for Car Parks - The installation of charge points for electric vehicles	Planned once handover happens
4.	Improvements to The Arches	STC		Under discussion by STC - Offers requested
5.	A Closure to General Traffic and Revamp of the Esplanade Turning Circle, Restricting it to 'Access Only'	DCC		Under discussion between STC and DCC as part of Phase 2 of DCC road traffic plan
6.	A New Town Centre Traffic System based upon the Temporary Measures Introduced during the Pandemic.	DCC	Community Action AC02 Town Centre - Encourage greater priority to be given to pedestrians and cyclists in parts of the town centre to improve safety and enjoyment of the town.	Agreed between STC and DCC as Phase 1 of DCC road traffic plan
7.	One Way Traffic throughout the High Street, combined with Wider Pavements, Planting, Seating and Enhanced Public Realm	DCC	Community Action AC02 Town Centre - Encourage greater priority to be given to pedestrians and cyclists in parts of the town centre to improve safety and enjoyment of the town.	Under discussion between STC and DCC as Phase 2 of DCC road traffic plan
8.	A 20mph Speed Limit in the Town Centre	DCC		Agreed between STC and DCC as Phase 2 of DCC road traffic plan

In Chamber of Commerce Document

#	Project	Ownership	SVNP Community Action	Status
9.	General Improvements to The Esplanade	DCC		Agreed between STC and DCC as Phase 2 of DCC road traffic plan
10.	New Bike Racks/Stations	DCC		Extra racks being installed by DCC /STC. Extra also to be made available at Knowle also
11.	A New Mini-Roundabout at the Eastern End of East Street.	DCC EDDC		Possible addition to Phase 2 of DCC road traffic plan
12.	A Complete Signage and Public Realm Review	DCC/EDDC/ STC *		No specific action planned currently
13.	A Signed Town Centre Walk with 'History Boards'	DCC/EDDC/ STC*		No specific action planned currently
14.	Electric Charging Points	DCC/EDDC/ Landowners*		Installed at Stowford Community Centre, Manstone Rec and EDCC looking at all car parks. Knowle to also include these.
15.	A 'Walk Through Time' on The Esplanade	EDDC		No specific action planned currently
16.	A Makeover of The Goyle	EDDC		No specific action planned currently
17.	Transformation of the Beach Huts at Jacobs Ladder	EDDC		No specific action planned currently
18.	Events Boards	DCC/STC/ Landowners *		Supported by Tourism and Economy Committee and under discussion with DCC
19.	Wi-fi in the Town Centre and on the Esplanade	Landowners *		No specific action planned currently

* depending on location

#	Project	Ownership	SVNP Community Action	Status
20.	New Skate Park	STC	Community Action CC03 Skatepark	Completed by STC
21.	Sid Valley Ring Walk	DCC/Various		Completed by STC with the support of SVA and P3
22.	New Youth Centre	STC	Community Action CC04 Youth Forum - Create a forum for the participation of children and young people to have a voice and value their views such as a Sid Valley Youth Council.	Project being scoped by Young Devon and STC, and funding being built in reserves for construction
23.	Macerator Building Revamp	STC	Encourage and work towards the transfer of derelict and/or underutilised assets from EDDC to STC, where these assets, if developed, could bring economic benefits to the Sid Valley. (NB This is owned by SWW but principle applies)	Building being purchased by STC
24.	One Way system in Church/New Streets and removal of kerbs	DCC		Under discussion between STC and DCC
25.	Broadband enhancement via Jurassic Fibre - Use of Football Club land	STC	Community Action CC01 Better Connectivity throughout the Sid Valley - Justification: Consistent mention in all our surveys of poor Broadband connection.	Under discussion between STC and Jurassic Fibre
26.	Swimming Platform	EDDC	ET02: Water based activities - Encourage water-based activities that support the development of skills, safety, and fun for children, young people and adults to playfully experience the beach and the sea.	Bought by STC and waiting to be installed. Dependent on lifeguard service to manage
27.	Knowle Amphitheatre and Public Open Space	STC/EDDC		New Amphitheatre - Provision of public open space and biodiversity 'trail'.
28.	Chit Rocks ramp	EDDC		Provision of safe disabled access to the sea. Funding from STC to support project
29.	Improved public launching access to the sea	EDDC		As part of BMP an improved accessway/slipway to allow easier and safe access to the sea for Sidmouth Lifeboat, fishing boats and public launching.

Other STC Plans

#	Project	Ownership	SVNP Community Action	Status
EDDC Plans	30. Beach Management Scheme	EDDC Environment Agency	ET04: Beach management plan - Support the delivery of a beach management plan that protects and enhances the beach, the cliffs and the town centre as part of the Eastern Town regeneration.	Under discussion
SVNP Actions	31. Park & ride including park and change on the outskirts of Sidmouth		Policy 15:	No specific action planned currently
	32. Developments shall be designed to incorporate shared use paths for pedestrians and cyclists. Where appropriate these shared use paths should link with existing shared use paths or pavements, dependent on highway standards.		Policy 16:	
	33. Crossing Over the A3052		Community Action AC01	
	34. Sidbury to Sidford Pathway		Community Action AC03	
	35. Bys to Port Royal Pathway		Community Action AC04	
	36. Residential Parking - Provision of adequate parking for residents is supported		Community Action AC07	
	37. Activities which make maximum use of land resources		Community Action ER01	
	38. Creation of a jetty/pier - Encourage the creation of a jetty/pier for safe boat and swimming access.		Community Action ET03:	
	39. Children and young people - Any development of Eastern Town should consider the needs of children and young people for indoor social engagement, sports and leisure facilities.		Community Action ET05:	