

**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
Cllr 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 inline 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