



SIDMOUTH TOWN COUNCIL

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7 September 2021

To: All Members of the Tourism & Economy Working Group
(Cllrs: Ian Barlow, Jack Brokenshire, Louise Cole, Charissa Evans, Deirdre Hounsom, Steven Kendall-Torry, Chris Lockyear, Dawn Manley, Hilary Nelson, Richard Thurlow)

Invited Representatives:

Sidmouth Chamber of Commerce Representatives (x2)

South West Tourism Alliance

Sidmouth Information Manager

For Information:

Other Members of the Council

Town Clerk

Dear Sir/Madam,

Virtual Meeting of the Tourism & Economy Working Group Monday 13 September 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.

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 June 2021.

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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 **Tourism & Promotion Advisory Group Update**
To receive an update from the Chair of the Tourism & Promotion Advisory Group, Councillor Louise Cole.
- 7 **Information Centre Manager's Update**
To note the Finance Report for July 2021 in respect of the Sidmouth Information Centre. 6
- 8 **Tourism & Promotion Contract Report**
Tina Veater, of contract partners Ignyte Ltd, will present an update of recent promotional activity and its work with Sidmouth Town Council. 7 – 10
- 9 **Tourism & Promotion Budget Spend and Committed 2020/2021**
To receive the attached schedule of spend and committed expenditure for 2021/2022, as at the end of July 2021. 11
- 10 **Sidmouth Airshow 2021**
a) To receive an update on the recent Air Show.
b) To consider how to encourage additional community run events around the Sidmouth Airshow, Sailing Regatta and Bank Holiday weekend for 2022.
- 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 Working Group
on Monday 14 June 2021 at 6.30 pm**

(Due to the current COVID-19 situation, the Tourism and Economy Working Group met virtually)

- Councillors present: Ian Barlow
Louise Cole
Charissa Evans
Deirdre Hounsom
Chris Lockyear
Hilary Nelson
Richard Thurlow
- Invited Reps: Chamber of Commerce – David Cook, Sally Mynard
Ignyte Ltd – Tina Veater
TIC Manager – Jeff Bailey
- Apologies: Steven Kendall-Torry
SW Tourism Alliance – Alistair Handyside

The meeting started at 6.30pm and finished at 8.15pm

PART 'A'

1 Minutes

The Minutes of the Tourism & Economy Working Group meeting held on Monday 8 March 2021 were approved as a true and accurate record.

2 Declarations of Interest

There were no Declarations of Interest received for items on this agenda.

3 East Devon District Council Public Toilets consultation

The Chair reported that the EDDC consultation process had not started yet and as a result, Nick Christo, Streetscene Operations Manager had advised he was unable to attend this meeting but had stated that he would be attending a future full Council meeting.

4 Tourism Advisory Group Update

Councillor Cole, Chair of the Tourism Advisory Group described the structure and purpose of the Tourism Advisory Group and gave an update of the work being carried out by the group, particularly the refurbishment of the Tourist Information Centre.

Some Members raised concerns regarding the front page of the Visit Sidmouth website which regularly advertised events elsewhere, eg. Lyme Regis. Members were advised that other area events were automatically drawn onto the page if no local events were happening on that day. It was agreed that a priority system would be looked at for Sidmouth events but also that organisers should contact Visit Sidmouth with details of as many major events as possible to populate the online diary.

Councillor Evans reported regarding the work being carried out by the Council's in house staff on the new Town Council website and Facebook page. These will carry more localised information for residents about Sidmouth and the Town Council's work rather than tourism promotion.

RESOLVED: That the Tourism Advisory Group reports be noted and Ignyte would ensure that Sidmouth events would take precedence on the website over those in other towns.

5 Information Centre Manager's Update

Jeff Bailey, Information Centre Manager, reported that the refurbished Information Centre had opened on Monday 24 May, and he presented the Information Centre's Finance Report for May 2021. He explained how the new surroundings had been welcomed by visitors and staff alike and how the new branding was reflected in the presentation. Improvement of signage around the town was being looked at to maximise visitor footfall. Members also discussed how to capitalise the use of the newly refurbished TIC and reach out to other Councils, especially as many nearby TICs had been closed.

RESOLVED: That the Sidmouth Information Centre Reports be noted.

6 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. 45,000 copies of the Town Map had been printed, had been well very received and the majority had already been distributed to Sidmouth businesses. It was probable that additional copies would be printed to ensure sufficient supplies were available throughout the year.

The online Guide had been produced and issued via online and social media newsletters and website traffic continued to increase ahead of what was expected to be a very busy season with one of the key performance indicators of 1 million views already achieved during the year. Ignyte staff were in daily contact with Sidmouth businesses making sure that the Visit Sidmouth website and social media were kept up to date.

The Chair reported that a digital visitor survey would be carried out during the summer season and would include a variety of questions that would enable the Beach Management Plan Committee to claim beach amenity funding from the Environment Agency.

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

7 Air Show Update

The Town Clerk gave an update on preparations for the Sidmouth Air Show and possible Firework Display taking place on 27 and 28 August 2021. The Red Arrows had already been booked along with the Battle of Britain flight of Dakota and in addition, two vintage Spitfires. The plans were all subject to large scale events being permitted to take place with the final decision being left until the end of July. The event was being organised to help keep major costs incurred to a minimum and as late into the timetable as possible.

The Town Clerk asked whether the Chamber of Commerce would be able to supply collectors during a possible firework display to help offset the costs.

RESOLVED: That the Air Show update report be noted.

8 Tourism & Promotion Budget Spend and Committed 2020/2021

The Chair presented the Tourism & Promotion Budget report as at the end of May 2021.

RESOLVED: That the Tourism & Promotion Budget report be noted.

9 Matters Raised by Invited Representatives

Sally Mynard, Chamber of Commerce, reported that:

- Tina Veater from Ignyte had attended a recent Chamber of Commerce breakfast meeting and members had been impressed with the tourism promotion work being carried out for Sidmouth.
- It may be difficult to expect members to collect on both evenings when businesses were trying to recover from the difficulties experienced during the covid restrictions.
- Mike Lavers was making preparations for the Classic Car Show which it was hoped would take place in September.

- Sally had already started preparations for the 2021 Christmas Late Night shopping event.

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CHAIR OF THE TOURISM & ECONOMY WORKING GROUP

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 4 - July 2021**

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	8,934	37,000	28,066
Cleaning & Office Mtce	194	250	56
Photocopier	33	200	167
Stationery	0	250	250
Telephone	614	1,250	636
Office Postage	2	250	248
Sundries, Provisions, Equipment	105	100	-5
Credit Card Charges	209	1,800	1,591
Purchase of Stamps	0	1,700	1,700
Purchase of Publications	900	3,300	2,400
Purchase of Goods	0	1,400	1,400
	£10,991	£47,500	£36,509

Income

Sale of Stamps	144	2,400	2,256
Sale of Publications	1,785	6,500	4,715
Sale of Goods	381	1,800	1,419
Accommodation Commission	0	400	400
Commission - Sidmouth Folk Festival	284	5,000	4,716
Commission - Coaches	0	250	250
Commission - Car/Coach Park	0	500	500
Comm & Discount Vouchers	0	500	500
Sundry Income	41	150	109
STC Funding	10,000	30,000	20,000
	£12,635	£47,500	£34,865

Total Expenditure	£10,991	£47,500	£36,509
Total Income	£12,635	£47,500	£34,865
Net Expenditure over Income	-£1,644	£0	£1,644

Current/Deposit Bank Accounts £8,715



**Visit Sidmouth
August 2021**

Jan – August 2021	Visit Sidmouth	+/- on LY
Users	140,551	
Sessions	434,176	
Pageviews	1,183,446	
Ave. Session Duration	2.15	
August 2021	Visit Sidmouth	+/- on LY
Users	35,036	+71%
Sessions	77,046	+47%
Pageviews	210,724	+34%
Ave. Session Duration	2.22	-3.6%
July 2021	Visit Sidmouth	+/- on LY
Users	26,622	+93%
Sessions	64,721	+158%
Pageviews	177,156	+242%
Ave. Session Duration	2.12	
June 2021	Visit Sidmouth	+/- on LY
Users	22,423	+104%
Sessions	54,128	+143%
Pageviews	144,451	+208%
Ave. Session Duration	2.07	+2.9%
May 2021	Visit Sidmouth	+/- on LY
Users	22476	-14.2%
Sessions	60376	+33.5%
Pageviews	164414	+56.73%
Ave. Session Duration	2.09	+3.9%
April 2021	Visit Sidmouth	+/- on LY
Users	14725	+84%
Sessions	42827	+167%
Pageviews	115876	+277%
Ave. Session Duration	2.04	+29.1%

March 2021	Visit Sidmouth	+/- on LY
Users	13324	+74%
Sessions	43381	+161%
Pageviews	116479	+257%
Ave. Session Duration	2.06	+2.5%
February 2021	Visit Sidmouth	+/- on LY
Users	13138	+11.7%
Sessions	48496	+33.06%
Pageviews	138686	+56.7%
Ave. Session Duration	2.38	+1.7%
January 2021	Visit Sidmouth	+/- on LY
Users	12149	+%
Sessions	43201	+100.9%
Pageviews	115660	+158.5%
Ave. Session Duration	2.26	+51.6%

Visit Sidmouth enjoys 69.8% repeat visitors with 8% (34,866) of these coming from Sidmouth.

The primary landing pages are:

- 1 Webcams
- 2 Home page
- 3 Things to do
- 4 What's on
- 5 Self catering - Stay
- 6 Air Display

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

Organic search – 284,707

Direct – 122,767

Referral – 15,327

Social media – 10,999

Facebook – 10,215

Instagram – 226

Twitter - 490

Users on the website are coming from:

1st London – 11.5% - 61,092

2nd Sidmouth – 8.03% - 34,866

3rd Exeter – 7.01% - 30,451

4th Bristol – 3.98% - 17,290

5th Birmingham – 2.11% - 9,156

6th Bournemouth – 2% - 8,697

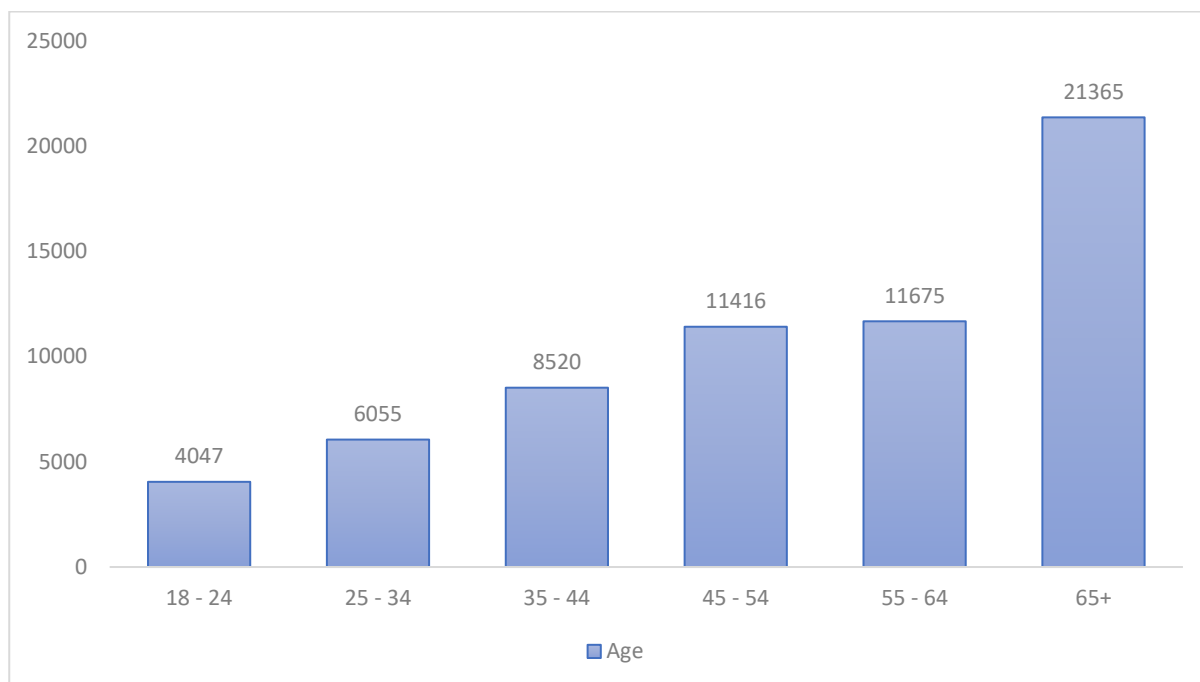
During lock down we have seen a significant rise in people viewing websites on mobile devices, for Visit Sidmouth the break down is:

Desktop – 41.73% - 181,187

Mobile – 41.73% - 181,203

Tablet – 16.5% - 71,786

Age demographic of users of the Visit Sidmouth website



Members

Members pages average stats from launch on 1st Jan to 7th Sept 2021

Stats are calculated as an average over the above period.

Accommodation	Ave. Page viewed	Ave. Website clicks	Ave. Book Now button clicked
Platinum	6952	586	329
Gold	6074	471	267
Silver	3789	308	182
Bronze	2683	253	24

Attractions/ Activities	Ave. Page viewed	Ave. Website clicks
Platinum	7600	496
Gold	7453	312
Silver	7247	261
Bronze	2519	162

	Ave. Page viewed	Ave. Website clicks	Ave. Map location
Shopping	1429	167	33
Food and Drink	2218	205	15

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.

Sales

Engagement with businesses has improved significantly since Louise and Tina are now able to come into town and talk to business owners. We look forward to a sales drive over the next 3 months when we introduce our new plans for the Town Map 2022 and also work more closely with businesses in the Town.

TIC

Ignyte continue to work closely with the TIC team, we have provided branded clothing for all staff and all merchandise is now available to be purchased in the TIC. This includes sustainable reusable coffee cup, vacuum flasks, water bottles, bags, adult and children's caps and umbrellas.

The Ignyte team ran a stall selling Visit Sidmouth merchandise at the Air Show and sold £225.75 after the credit card fees.

Consumer newsletters

The consumer database has grown from 1414 subscribers in February to 3006 at the end of August, this is growing slowly through newsletter sign ups on the website, and we have been pushing some social media posts and also the competitions.

Members Newsletters

On average 47% of the members are regularly opening their members newsletter.

Visit Sidmouth Town Map 2021

The 2021 town map has been a huge success. We originally printed 45,000 copies and these were all distributed before the start of the school summer holidays, we updated the map with new shops and any closures and printed another 20,000 copies to ensure that maps are available for all visitors for the rest of the year.

The Ignyte team have delivered the maps to all businesses within Sidmouth and also within a 25-minute drive time. The pick-up rate has been superb, and we are now considering a reprint of up to 25,000 copies as we are aware that we will have no copies available in the peak of the summer.

Social Media

I have attached a separate social media report for August 2021

You will see that we achieved 119,584 impressions in August with 11,215 engagements.

The profiles are all growing, and we now have a total audience of 7,875

The Instagram page is the fastest growing, as expected and has now reached 2104 followers after launching a new page in September 2020.

Tourism Promotion Budget 2021/2022 - Spend & Committed

Item	Actual		Actual Committed.....	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Total	Notes
	Apr-21	May-21										
Ignyte Service Agreement			5,655	5,655		5,655				5,655	£22,620	Commenced 01/04/20 Billed quarterly
Visit Sidmouth Website Development costs/updates				690							£2,640	Ongoing development/updates via Visit Devon
Social Media Advertising			1,500	500		500					£2,500	Easter/May Bank Holiday & half term/Summer/Shoulder/Xmas
Video Production				2,000							£3,500	Seasonal campaigns
Visit Sidmouth products			4,369	631							£5,000	Purchased pre-season and peak season
TIC Development	1,394	2,567	2,464	876	525						£7,826	Spend loaded to beginning of financial year
Promotional Material: Town Map & Cricket Brochure		300	178	2,317			5,205				£8,000	Not included in original budget - costs will be taken from EMR
Events - Summer Festival			430	2,190	5,380						£8,000	Regatta events - spend spread in months up to August
Visitor Survey/Evidence Base Research			1,000	1,000	1,000						£3,000	Possibly digital - may need to commission wider research
Total Spend & Committed	1,394	2,867	2,642	6,961	13,161	14,856	4,190	0	0	5,655	£63,086	
Council Budget											£50,000	
Budget Variance											£13,086	Overspend will be taken from EMR
Earmarked Reserve brought forward											£26,693	
Income												
Ignyte Sales Income			382	347							£729	
Council Budget											£15,000	
Budget Variance											-£14,271	