



SIDMOUTH TOWN COUNCIL

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7 December 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 December 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 13 September 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 Update**
To note the Finance Report for October 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 October 2021. 11
- 10 **Sidmouth Air Show 2021**
a) To receive the Town Clerk's report on the 2021 Air Show. 12 – 16
b) To consider how to encourage additional community run events around the Sidmouth Air Show, Sailing Regatta and Bank Holiday weekend for 2022.
- 12 **Knowle Amphitheatre**
To consider the drafting of an appropriate booking and management procedure for future use of the Knowle Amphitheatre, to include charges and letting conditions.
- 13 **Street Trading**
In September 2019 Members considered the report of the licensing Manager, EDDC in respect of Street Trading in Sidmouth when it was resolved to discuss this further in the Tourism and Promotion TaFF.
At the Tourism & Economy Committee meeting held on 9 March 2020 it was resolved that the Council would continue discussions with East Devon District Council and to gather evidence in order to review Street Trading in Sidmouth in the future.
The original report is attached for Members information. 17

14 **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 13 September 2021 at 6.30 pm**

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

Councillors present: Ian Barlow

Louise Cole

Steven Kendall-Torry

Richard Thurlow

Invited Reps: Chamber of Commerce – Sally Mynard

Ignyte Ltd – Tina Veater

TIC Manager – Jeff Bailey

Tourism Advisory Group – Jo Watson

Apologies: Jack Brokenshire, Chris Lockyear, Hilary Nelson, Charissa Evans,

SW Tourism Alliance – Alistair Handyside

The meeting started at 6.30pm and finished at 8.30pm

PART 'A'

10 Minutes

The Minutes of the Tourism & Economy Working Group meeting held on Monday 14 June 2021 were approved as a true and accurate record.

11 Declarations of Interest

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

12 Tourism Advisory Group Update

Councillor Cole, Chair of the Tourism Advisory Group, gave an update of the work that had been carried out by the Tourism Advisory Group during the summer months and reported that she and Cllr Nelson were currently in discussions with other nearby local towns who no longer had a TIC, to help work with them and coordinate a tourism strategy, maximising the improved and enhanced tourism offer Sidmouth now had.

Jo Watson reported on the very busy summer months in the hospitality businesses who had benefitted by the 'staycation' trend, but it was noted this had been restricted by a serious lack of staff, initially caused by the requirement to self-isolate but now continuing as younger workers returned to education.

RESOLVED: That the Tourism Advisory Group report be noted.

13 Information Centre Manager's Update

Jeff Bailey, Information Centre Manager, reported that the TIC refurbishment was complete apart from a large flag to advertise that the TIC was open; the refurbished TIC would be officially opened on 30 September 2021 with MP Simon Jupp in attendance. The new Visit Sidmouth merchandise offer had been rearranged and TIC staff were attending the Classic Car Show on Saturday 18 September with a stall of maps, information and merchandise.

It was noted that East Devon District Council had recently stopped taking cash in their car parks and this was upsetting visitors as the machines were not user friendly when taking electronic payments; TIC staff regularly assisted people to pay for their parking. The TIC visitor numbers had averaged around 75/80 per day which was down on previous seasons and there had been very few international visitors this season.

RESOLVED: That the Sidmouth Information Centre reports be noted.

14 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. Louise Avis, Ignyte’s Sidmouth account manager, had visited Sidmouth regularly throughout the season in order to create and maintain relationships with Sidmouth accommodation providers and businesses. A Visit Sidmouth Shopify platform was being created so that merchandise could be purchased via the website. The 2021 Town Map had been very successful and had been distributed to visitors via the TIC, town centre car parks and town businesses.

It was anticipated that the 2022 Town Map would be incorporated as a centre page pull out in a 16-page publication which would have other maps and information about the town; the final decision would be determined by the printing costs. The Visit Sidmouth independent shopping videos would be filmed on Tuesday 14 September and would then be placed on the website and social media platforms; all retail members had been invited and four members had asked to be included in the filming opportunity.

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

15 Tourism & Promotion Budget Spend and Committed 2020/2021

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

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

16 Sidmouth Air Show 2021

The Town Clerk gave a report on the success of the Sidmouth Air Show which took place on 27 August 2021; all car parks had been full and additional spaces to the usual EDDC car parks had been organised as usual, working with the Rugby and Cricket clubs and private landowners. The police had estimated that between 30 and 35 thousand people were spectating during the event. Just under £13,000 in cash had been collected by volunteers as donations towards the event with additional income still being received from the car parking facilities. Jo Watson was thanked for the support given by Sidmouth Hotels by supplying a central venue for the event’s safety centre. It was suggested that the Town Clerk prepare a report which could show income and cost streams but also indicate the largely unperceived benefits to charitable and other organisations and operators of for example, the car parking and show how additional facilities are included in the event planning, which could then be used as a template to help other event organisers.

Members were asked to consider how to encourage additional community run events during the 2022 Bank Holiday weekend to complement the Sidmouth Air Show and Sailing Regatta. It was suggested that events could be offered to include information on helping promote the Council’s environment and economic agenda and demonstrating how the Council offsets the carbon footprint of the air show. Councillor Richard Thurlow volunteered to begin contacting various local groups in the town with a view to holding a meeting with those who may be interested in becoming involved in organising a weekend of complementary events.

RESOLVED: That the Sidmouth Air Show report be noted.

17 Matters Raised by Invited Representatives

Sally Mynard, Chamber of Commerce, reported that:

- The Classic Car Show was due to be held on Saturday 18 September. As ever, the event was weather dependant and it was essential that the cricket ground was dry enough to use for the display cars. It was noted that this was the Chamber of Commerce’s biggest income event so it would be very disappointing if it couldn’t take place again this year.

.....
CHAIR OF THE TOURISM & ECONOMY WORKING GROUP

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 7 - October 2021**

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	19,370	37,000	17,630
Cleaning & Office Mtce	199	250	51
Photocopier	33	200	167
Stationery	25	250	225
Telephone	614	1,250	636
Postage & Packing	2	250	248
Sundries, Provisions, Equipment	250	100	-150
Bank/Credit Card/Shopify Charges	450	1,800	1,350
Purchase of Stamps	1,640	1,700	60
Purchase of Publications	2,093	3,300	1,207
Purchase of Goods/Souvenirs	100	1,400	1,300
	£24,776	£47,500	£22,724

Income

Sale of Stamps	406	2,400	1,994
Sale of Publications	3,756	6,500	2,744
Sale of Souvenirs	843	1,800	957
Sale of Adult Merchandise	399	0	-399
Sale of Children's Merchandise	16	0	-16
Accommodation Commission	3	400	397
Commission - Sidmouth Folk Festival	384	5,000	4,616
Commission - Coaches	0	250	250
Commission - Car/Coach Park	0	500	500
Comm & Discount Vouchers	0	500	500
Sundry Income	165	150	-15
STC Funding	20,000	30,000	10,000
	£25,972	£47,500	£21,528

Total Expenditure	£24,776	£47,500	£22,724
Total Income	£25,972	£47,500	£21,528
Net Expenditure over Income	-£1,196	£0	£1,196

Current/Deposit Bank Accounts £7,939



**Visit Sidmouth
December 2021**

Jan – November 2021	Visit Sidmouth	
Users	554,793	
Sessions	434,176	
Pageviews	1,486,561	
Ave. Session Duration	2.11	
November 2021	Visit Sidmouth	+/- on LY
Users	11,962	+24.8%
Sessions	29,293	+19.1%
Pageviews	70,094	+26.4%
Ave. Session Duration	1.50	-28.9%
October 2021	Visit Sidmouth	+/- on LY
Users	15,718	+11.7%
Sessions	41,682	-5.2%
Pageviews	106,683	+8%
Ave. Session Duration	2.04	-16%
September 2021	Visit Sidmouth	+/- on LY
Users	21,182	+46.5%
Sessions	49,642	28.5%
Pageviews	126,338	+14.8%
Ave. Session Duration	2.00	-16.3%
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 69.2% repeat visitors with 8% (34,866) of these coming from Sidmouth.

The primary landing pages are:

- 1 Webcams
- 2 Home page
- 3 What's On
- 4 Things to do
- 5 Accommodation
- 6 Attractions

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

Organic search – 366,702

Direct – 156,445

Referral – 16,888

Social media – 14,273

Facebook – 13,346

Instagram – 237

Twitter - 603

Users on the website are coming from:

London – 12.11% - 67,163

Sidmouth – 7.85% - 43,545

Exeter – 7.02% - 38,923

Bristol – 3.67% - 20,359

Birmingham – 2.07% - 11,469

Bournemouth – 2.01% - 11,130

Taunton – 1.64% - 9,125

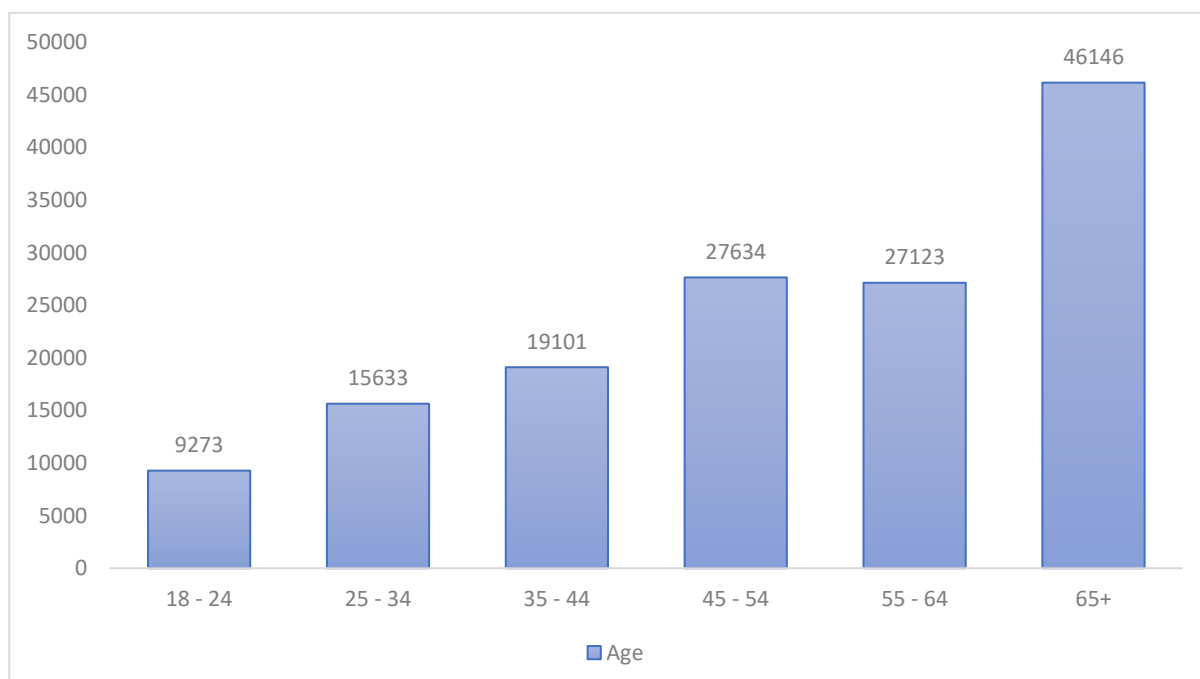
During lock down we have seen a significant rise in people viewing websites on mobile devices, for Visit Sidmouth the break down is:

Desktop – 41.7% - 231,758

Mobile – 41.9% - 232,577

Tablet – 16.3% - 90,458

Age demographic of users of the Visit Sidmouth website



Members

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

Stats are calculated as an average over the above period.

Accommodation	Ave. Page viewed	Ave. Website clicks	Ave. Book Now button clicked
Platinum	7101	801	363
Gold	6259	763	318
Silver	4884	617	211
Bronze	3658	359	47

Attractions/ Activities	Ave. Page viewed	Ave. Website clicks
Platinum	10178	659
Gold	8324	509
Silver	7526	411
Bronze	3437	221

	Ave. Page viewed	Ave. Website clicks	Ave. Map location
Shopping	1906	197	51
Food and Drink	2755	249	22

This is a selection of business stats from the business pages on the website, this shows that members of Visit Sidmouth are receiving great referral traffic to their websites.

Town Map

Louise has been working on the Town Map for 2022, we have confirmation from 77 businesses in the town, this compares to 57 last year. The plans for the 2022 town map are to improve the map and add additional walking routes around the town.

TIC

The TIC opening was a huge success and the branded Visit Sidmouth merchandise has been well received by visitors and locals alike.

Consumer newsletters

The consumer database has grown from 1414 subscribers in February to 3298 at the end of November, this is growing slowly through newsletter sign ups on the website, and we have been pushing some social media posts and competitions. Over the past 12 months the average open rate of consumer newsletters is 56%.

Members Newsletters

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

Social Media

I have attached a separate social media report for November 2021

You will see that we achieved 147,477 impressions in November with 11,266 engagements.

The profiles are all growing, and we now have a total audience of 8,196

The Instagram page is the fastest growing, as expected and has now reached 2358 followers after launching a new page in September 2020.

Independent Shopping Campaign

A new video was created to promote independent shopping in Sidmouth, this has been promoted on Facebook through a series of paid for posts and at present has had 14,512 views in the last 7 days.

You can see the video here: <https://www.visitdevon.co.uk/sidmouth/shopping-and-services>

Tourism Promotion Budget 2021/2022 - Spend & Committed

Item	Actual Apr-21	Actual May-21	Actual Jun-21	Actual Jul-21	Actual Aug-21	Actual Sep-21	Actual Oct-21	Budgeted/Committed.....	Jan-22	Feb-22	Mar-22	Total	Original Budget	Notes
Ignyte Service Agreement				5,655			5,655	5,655			5,655	£22,620	£22,620	3-year contract commenced April 2020 invoiced quarterly
Visit Sidmouth Website Development costs/updates							450	1,260	690	690		£2,640	£1,380	Ongoing development/updates via Visit Devon
Social Media Advertising								1,500	550			£2,500	£2,500	Easter/May Bank Holiday & half term/Summer/Shoulder/Xmas
Video Production								1,500	2,000			£3,500	£3,500	Seasonal campaigns
Visit Sidmouth products					4,177	108		715				£5,000	£5,000	Purchased pre-season and peak season
TIC Development	1,394	2,567	2,464	876	43	353	820					£8,517	£4,000	Spend loaded to beginning of financial year
Promotional Material: Town Map & Cricket Brochure					2,394	30		5,098				£8,000	£0	Not included in original budget - costs will be taken from EMR
Events - Summer Festival				430	190	2,000		5,380				£8,000	£8,000	Regatta events - spend spread in months up to August
Visitor Survey/Evidence Base Research								1,000	1,000			£3,000	£3,000	Possibly digital - may need to commission wider research
Total Spend & Committed	1,394	2,867	2,642	6,961	6,804	2,491	6,925	15,013	2,240	690	5,655	£63,777	£50,000	
Council Budget														
Budget Variance														Under/over budget will be trans from/to EMR at Year End
Earmarked Reserve brought forward														
Income														
Ignyte Sales Income			382	347	815	1,579	1,563	3,687	7,217			£15,590	£15,590	
Council Budget														
Budget Variance														Under/over budget will be trans from/to EMR at Year End

Report to: Tourism and Economy Working Group
Date of Meeting: 13 December 2021
Public Document: Yes
Exemption: None



Agenda Item 10

Subject:

Sidmouth Airshow 2021 event summary

Purpose of report:

The purpose of this report is to note the success of the Sidmouth Airshow 2021 and encourage discussion to help maximise the footfall and spend in the town as part of the Council's wider sustainable Tourism Strategy.

Recommendation:

- 1) That the report be noted.**
- 2) That sponsorship for the event be explored for 2022.**
- 3) That consideration be given to using the large crowds the Airshow attracts, to help promote sustainable issues and tourism.**

Officer:

Town Clerk

Financial implications:

The Council provides funding to support the infrastructure of the show. Air teams are provided by public donation and sponsorship.

Report in full

Background to the Event

1. It was agreed after the 2021 Airshow, that a report would be brought before the Tourism and Economy Working Group helping to explain the organisation and processes involved in the major event as organised by the Council together with a summary of the 2021 show.
2. Sidmouth has a long history and tradition of hosting an air display by the Red Arrows who have been visiting since the early 1970s flying the original Folland Gnat aircraft of the team. They displayed at the start of Sidmouth Regatta each year organised by Sidmouth Sailing Club until the 2000s when rising insurance costs and overall safety requirements meant that it became unviable for the Sailing Club to continue with the display and none were held for some years. The hugely successful Regatta continued until the organising committee retired in 2019 when it became solely a Sailing Regatta.
3. Following a poll of residents in early 2015 (which asked residents to suggest anything at all that they wanted to improve the town), Sidmouth Town Council was asked by the public to arrange for the return of the Red Arrows and they returned to the skies above the town that year, being supported each year by Sidmouth Town Council ever since.

Present Day

4. Since 2015, Sidmouth Town Council has developed and organised the increasingly popular and much loved annual event with other air teams until it was fully established to create what is now one of the most popular events on the South Coast attended by many tens of thousands of visitors and residents. It has become a firm fixture in the summer diary of hotels and visitors and is the largest single Day event in East Devon admired by other towns for the number of visitors it attracts to the town.
5. Each year the Council applies for the Red Arrows and other teams to display and these are confirmed in March. Unsurprisingly, there are many strict safety rules and regulations regarding air displays and as required, a Flight Display Director (FDD) is engaged to facilitate their application and adherence to regulation liaising closely with the Town Clerk. For hands on organising on the ground, an experienced event team is employed. This results in a clear and effective organisational structure for the show:

Event Organisation

Event Organiser (Sidmouth Town Council)

Event Director (Town Clerk)

Air Support Team

Flight Display Director
Display Teams
Commentary

Ground Support Team

Event Production and Management
Traffic, Parking, Event Safety,
Collections, Medical cover
Emergency Services,
EDDC Streetscene, Advertising

Close liaison and planning with the aviation agencies, emergency services, licensing authority and Streetscene is an essential part of a successful large event and applications and planning is begun immediately each year in September after the previous show.

6. As part of the event, the esplanade is closed to road traffic to facilitate a larger and safer spectator zone and various smaller scale restrictions are made to facilitate vehicles movements around the town. Additional visitor parking is provided throughout the town and usually also includes the Rugby and Cricket clubs who as a result, benefit from their charges and make a donation to the show whilst providing extra car capacity to the relatively small number of spaces provided normally at the EDDC car parks. Road closures and car parking arrangements are communicated via letter and advertisements to residents and businesses and the ground team coordinate with hotels especially to enable timings for drop offs and departures where possible.
7. An army of local volunteers, Air Cadets and the Chamber of Commerce assist with many activities from collecting and marshalling, to escorting 'Red 10' from the helicopter landing zone at Peak House to the esplanade in the 'Toastrack'.
8. Support stands are located on the esplanade in front of the arches providing additional team information and in 2021, also a Visit Sidmouth promotional stand. These stands are incredibly popular with the public. With the esplanade closed to vehicular traffic, there is clear scope to increase the number of support and information stands considerably.

Summary of 2021

9. 2021 saw the display return after a gap due to the 2020 pandemic lockdown restrictions and uncertainties. Returning after a year off, offered an opportunity for a fuller display schedule with the Airshow featured four teams representing, rotary, civil aerobatic, vintage and modern aspect of aviation and feedback from the event was incredibly positive. The program featured:

Royal Navy Wildcat
Rich Goodwin, Pitts Biplane
Spitfires of the Battle of Britain Memorial Flight
RAF Red Arrows

10. Funding for the show currently comes from two main sources which are public donations and Town Council support. The Council's funding for the event is allocated to the ground support and infrastructure. However, 2021 was different due to the allocation of 2020 not being used and being allocated to the event reserve. Therefore, for 2021 this was also used to provide a larger display to help mark its return.
11. Likewise, expenses are grouped primarily into two main areas; Display teams and ground infrastructure for the event. The Red Arrows display team with its associated insurance, itself costs circa £14,500.

A summary of income and expenditure for the 2021 show is shown below:

Receipts

Public collections and donations:	£12,937.02
Car park donations:	£ 2,302.50
Fun Fair:	£ 462.00
Sidmouth Town Council (2 years):	<u>£20,000.00</u>
	£35,701.52

Expenses

Display Aircraft:	£16,294.33
Air support Team:	£ 3,177.68
Ground support Team:	<u>£11,877.84</u>
	£31,349.85

12. Car Parking provision not only provides additional income from the donations made by various providers but is also an important part of the Traffic Management Plan for the event. Donations come primarily from cash collected on the day but also includes individual donations made and received after the event.
13. Working with the Councils experienced event and safety manager, it has been suggested that an additional income stream could be gained from sponsorship for each display team and would help support the larger event.
14. Members agreed in 2021 to also continue the Annual Grand Firework display originally provided by the former regatta organising team and funds for this were provided directly from the Tourism Promotion budget together with a generous donation of £1000 from David Rowland Funfairs. The display took place on the Saturday of the Bank holiday and was very well attended.

Impact, Challenges and opportunities

15. To fully appreciate the benefits of the show to the town, a substantial survey would need to be undertaken which itself would likely reveal only very limited data. It could be that any future survey work carried out by the Tourism Advisory Group could include this. Therefore, any comment on the purely financial benefits of the event can only be drawn from anecdotal evidence and feedback. It should also be remembered that the event is also produced for residents of the town and surrounding areas and not solely for financial gain.
16. Members who have attended themselves, will know one success of the show can be seen in the numbers of smiling and enthusiastic people attending, with 2021 being the largest crowd ever estimated at around 35,000 people. The show is a 'feel good event' and results in car parks and businesses, especially food and drink outlets, being full. The impact on more general retail activity from the event is likely to be much more limited. As with the Folk Festival, it is of course at what should be a busy time anyway although the show attracts a number of visitors which is never repeated at any other event on a single day. The gain to wider tourism generally from visitors returning after their trip to the show cannot be underestimated. The number of thank you letters and emails of thanks for the event was particularly high in 2019 and 2021.
17. The impact of the show on the town and its residents varies from impacting on traffic and road closures to providing a yearly spectacle and entertainment for families. Disruption is kept to a minimum on the day of the event for less than around a 7-hour period but inevitably closing the Esplanade to traffic can result in issues which have to be managed carefully. Closing the Esplanade results in a safe, traffic free environment which may have other benefits for tourism. The traffic management program, in place since 2018, has worked well since its implementation resulting in a smooth and steady flow of traffic. Previously, roads would be congested and slow during and after.
18. Costs are significant for aircraft teams and infrastructure and although the public are very generous and have enabled the show to go on it could be that as with other similar events, the idea of sponsorship for teams of part of the event could be investigated to create a further funding stream.
19. Litter is generally very well managed by spectators and the EDDC Streetscene team work tirelessly on the day to provide extra litter bins and collections. There may however, still be benefit from running some organised litter picks on the beach areas after the event day itself, working closely with Sidmouth Plastic Warriors and Sidmouth in Bloom for example.
20. The impact on the environment in terms of CO2 and visitors is not known and is not likely to be accurately, other than from estimates and conjecture. Unfortunately, none of the teams produce reports on fuel consumption. It cannot be underestimated however, that a team such as the Red Arrows which is the largest performer in terms of number of aircraft (x9) will inevitably burn a significant amount of aviation fuel together with the coloured smoke used in the past. Conversely, the RAF have declared that from 2022, teams will be using sustainable materials for their smoke trails. Also, with so many spectators present, it could also be that an opportunity exists to develop something quite unique between an Airshow and positive environmental aims; the Council could lead the way by using the enhanced footfall and crowd numbers present as an opportunity to help promote energy efficiency and biodiversity and the Council's aim of sustainable tourism.

Conclusion

21. There is no doubting as to the shows' value to tourism and public happiness, but it naturally brings with it challenges which have to be carefully managed such as traffic disruption, albeit for a limited time. Some of these challenges could be turned into opportunities to help promote sustainable tourism with a 'captive audience'. The Airshow was taken on and developed by the Town Council for the public and has been steadily and carefully developed over a number of years resulting in a popular annual event which attracts audiences of thousands of both residents and tourists to the town, many who would not otherwise visit.

Town Clerk
December 2021

**Street Trading: Prohibition and Designation of Streets
Schedule 4 of the Local Government (Miscellaneous Provisions) Act 1982**

This legislation allows District Councils to control street trading by designating locations as either prohibited or consent streets and in 2017 East Devon was designated as a consent district following widespread consultations. Sidmouth Town Centre chose to retain its previous prohibition on trading although a small change just before adopting the law allows trading to occur at events on The Ham. The prohibition means trading cannot be permitted in most of the town centre despite the success of trading events occurring on The Ham. The continued prohibition cannot be switched off temporarily, even to allow trading for an evening, nor for short term trading at seasonal events promoted or supported by the Chamber of Commerce and the Town Council. It would not be legally possible to grant consent to trading in a prohibited location.

This situation is at odds with other towns, Sidmouth being the only East Devon town that kept prohibited streets that in effect prevent trading at popular and seasonal events. Trading events take place with consents granted by EDDC Licensing Team for summer food festivals in Ottery St Mary, Seaton and Exmouth town centres along with winter events involving Christmas lights and festive trading. Trading in other town centres is often just for an evening or a day that attracts the public, reputable traders and compliments seasonal and festive events.

Trading consents are only issued upon application to the Licensing Team with a minimum of 28 days' notice and applications involve consulting relevant town or parish councils for responses allowing local support or otherwise to be given. Factors considered include suitability of items sold, the safety of locations and other controls in respect of the proposed trading being considered. Trading events such as the popular and well organised "Eats Boutique" wouldn't be possible on The Ham, Sidmouth had the previous prohibition remained.

Unless the town of Sidmouth considers removing the prohibition in the future there isn't a legal way forward to allow food vendors in the streets that remain prohibited. There is a high level of local control and regulation that now exists for street trading that may not have been perceived when the previous consultations and decisions were made in 2017.

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