



SIDMOUTH TOWN COUNCIL

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8 March 2022

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 14 March 2022 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. The Working Group 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 December 2021.

Page/s

4 – 7

- 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 Updates**
To note the Sidmouth Information Centre Finance Report and TIC Visit Sidmouth sales for February 2022. 8 – 9
- 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. 10 – 12
- 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 January 2022. 13
- 10 **Sidmouth Air Show & Regatta Weekend**
a) **Impact Assessment** 14 – 15
Cllr Nelson, Chair of the Air Show Working Subgroup to present the recommendations from the Air Show Working Subgroup. The main report can be found on pages 14-15 with an appendix attached to the agenda email as a pdf.
b) **Expanded Associated Events**
To receive an update from Cllrs Thurlow and Barlow following a meeting with local organisations.
- 11 **Street Trading**
To consider additional information and an update from the Chair of the Working Group since a meeting held with the East Devon District Council Licensing Manager. 16 – 20
- 12 **Jurassic Coast Interpretation**
To receive a report from Chair of the Working Group following a recent meeting with the Jurassic Coast Trust.

13 **Queen's Platinum Jubilee Commemorative Beacon Lights**

To consider the installation of searchlight beacons on the Esplanade during the Queen's Platinum Jubilee long weekend. This item was deferred from the March Council meeting for discussion by the Tourism and Economy Working Group.

Members asked the Town Clerk to investigate the possibility of an alternative to Fireworks to help mark the Platinum Jubilee. It was agreed that photographs of the same lighting units proposed to mark the Jubilee, would be circulated to and considered by the Tourism and Economy Working Group for a recommendation. The photographs attached with the agenda show the units which would be used as for four 'searchlights' (actually called Space Cannons) to scan the sky and esplanade with varying movements and colours. It predicted that these could create a unique 'Beacon' and way of marking the unique Platinum Jubilee using Rayson Bequest funding. Costs for 2 evenings (Thurs 2nd and Fri 3rd June) would total £9,800 reducing to one evening which would be just over £9,000.

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 December 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
Kelvin Dent
Deirdre Hounsom
Steven Kendall-Torry
Hilary Nelson
Richard Thurlow

Invited Reps: Chamber of Commerce – Sally Mynard
Ignyte Ltd – Tina Veater
Acting TIC Manager – Tim Shardlow
EDDC Licensing Manager – Steve Saunders

Apologies: Jack Brokenshire, Charissa Evans, Chris Lockyear

The meeting started at 6.30pm and finished at 8.55pm

PART ‘A’

18 Minutes

The Minutes of the Tourism & Economy Working Group meeting held on Monday 13 September 2021 were approved as a true and accurate record.

19 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr Kelvin Dent	25 Knowle Amphitheatre	Personal	Remained in the meeting during discussion and voting	Knowle Residents Member
Cllr Louise Cole	26 Street Trading	Personal	Remained in the meeting during discussion and voting	SCCH Director

20 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 since the last meeting and reported that she and Cllr Nelson were completing an Innovation Resilience Fund application to be sent to East Devon District Council and were continuing discussions with other nearby local towns to coordinate a tourism strategy, maximising the enhanced Visit Sidmouth tourism offer.

It was noted that a new Independent Shops film had now been launched on social media.

EDDC had launched an #EastDevonly brand, promoting the support of local businesses. Cllrs Barlow and Cole were meeting with EDDC representatives as no consultation/collaboration had been carried out with Visit Sidmouth prior to the release.

The TIC manager, Jeff Bailey had now retired and Tim Shardlow was working as acting TIC Manager in addition to supporting the TAG. A small retirement gathering had been held at the TIC where Jeff was presented with a gift from the Council.

RESOLVED: That the Tourism Advisory Group report be noted.

21 Information Centre Manager's Update

Tim Shardlow, acting Information Centre Manager, reported that the TIC was currently being staffed by himself, Di Dann and Mel Cole on winter hours until closing for the Christmas and New Year period.

Tickets for the 2022 Folk Week had commenced and it was anticipated that there would be high numbers of sales. The new TIC flag had attracted a number of both visitors and residents and there had been good feedback on the refurbishment and that the Town Council had continued to support the TIC to remain open.

The new Visit Sidmouth merchandise was now being sold via the TIC and Visit Sidmouth website; additional sales had been achieved by attending the Classic Car Show in September and it was anticipated that merchandise would also be made available for sale from The Arches café during 2022.

There was a need to maximise the Visit Sidmouth branding prior to and throughout Folk Week to recognise that Sidmouth Town Council provided the largest sponsorship to the event; Tim Shardlow and TAG would create a sponsorship agreement to be agreed with the Folk Week committee.

Cllr Hounsom reported that she would arrange another meeting with the festival/event organisers group, particularly with a view to integrating their ticket sales via the Visit Sidmouth website.

RESOLVED: That the Sidmouth Information Centre report be noted.

22 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; highlighting the fact that there had been 1.5 million page views on the Visit Sidmouth website. Since the website went live the number of users had increased by 39.9% from Aug 2020 to Dec 2021. The 2021 Town Map had included 57 businesses and there were currently 80 businesses signed up for 2022 with others still in discussion.

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

23 Tourism & Promotion Budget Spend and Committed 2020/2021

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

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

24 Sidmouth Air Show 2021

The Town Clerk presented his report on the 2021 Sidmouth Air Show and a discussion on how the future of the event could be developed. It was agreed that a survey of traders, residents and visitors should be used to help evaluate the value of the event and that a report on this, together with an appraisal of benefits and disbenefits be brought before the full Council in the summer.

Councillor Richard Thurlow reported that he had held a meeting with interested parties to discuss whether additional activities could be included over the Bank Holiday weekend. There had been a very positive response and it was hoped that following further discussions individual clubs would work together, with support from the Town Council, to create a series of events.

RESOLVED: That:

1. the Sidmouth Air Show report be noted.
2. A group be created to consider the evaluation process and report back to T&E Working Group in March 2022; Members to be Cllrs Barlow, Dent, Nelson, Thurlow.

RECOMMENDED: That:

1. that the 2022 Air Show should take place in August 2022.
2. that a survey of traders, residents and visitors should be undertaken to help evaluate the value of the event and that a report on this, together with an appraisal of benefits and disbenefits be brought before the full Council in the summer.

25 Knowle Amphitheatre

The Town Clerk reported that following an initial assessment by an event organiser of the Knowle Amphitheatre area a number of serious health & safety issues had been found which would need to be highlighted with the County Council prior to sign off from EDDC and then transfer to STC.

The independent opinion was that only 150-180 people would be able to safely use the site at one time and a full safety report should be written by an open space consultant.

Members had been asked to consider the drafting of an appropriate booking and management procedure for future use of the Knowle Amphitheatre, to include charges and letting conditions, but this would need to be deferred until a later date when more information regarding remedial work was available.

RESOLVED: That the Knowle Amphitheatre report be noted.

26 Street Trading

In September 2019 Members had considered the report of the EDDC Licensing Manager, in respect of Street Trading in Sidmouth when it was resolved to discuss this further in the Tourism and Promotion TaFF.

At the March 2020 Tourism & Economy Committee meeting 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 was circulated for Member's information and Steve Saunders advised that identifying safe locations would be key to considering allowing any future street trading in Sidmouth. It would also be possible to allocate specific date periods for a restricted number of streets/areas to enable further control by the Town Council, whilst enabling street trading at specific events such as Late Night Shopping. The overall process to change the Street Trading policy in Sidmouth, including public consultation, would take between 6 to 12 months.

RESOLVED: That:

1. The Licensing Manager to be asked to forward a summary of the additional information on licensing more specific areas to the Town Clerk who would liaise with other towns who had permitted trading streets to find out about any issues they may have experienced.
2. the Chamber of Commerce be asked to draw up a list of possible street trading places suitable in the town.
3. Street Trading be discussed again at the next Tourism & Economy Working Group meeting.

27 Matters Raised by Invited Representatives

Sally Mynard, Chamber of Commerce, reported that:

- The Chamber of Commerce wished to thank the Town Clerk, Town Council and volunteers for all the hard work to organise the Air Show which had been so successful for the town.

- Late night shopping had been disrupted by bad weather but had been enjoyable for those who had attended.
- The committee was currently working on preparations for the Jubilee celebrations in June 2022 including a Street Party.

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CHAIR OF THE TOURISM & ECONOMY WORKING GROUP

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 11 - February 2022**

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	26,180	37,000	10,820
Cleaning & Office Mtce	199	250	51
Photocopier	104	200	96
Stationery	27	250	223
Telephone	1,306	1,250	-56
Postage & Packing	27	250	223
Sundries, Provisions, Equipment	345	100	-245
Bank/Credit Card/Shopify Charges	735	1,800	1,065
Purchase of Stamps	1,640	1,700	60
Purchase of Publications	2,526	3,300	774
Purchase of Goods/Souvenirs	100	1,400	1,300
	£33,189	£47,500	£14,311

Income

Sale of Stamps	603	2,400	1,797
Sale of Publications	4,461	6,500	2,039
Sale of Souvenirs	1,064	1,800	736
Sale of Adult Merchandise	805	0	-805
Sale of Children's Merchandise	16	0	-16
Accommodation Commission	3	400	397
Commission - Sidmouth Folk Festival	870	5,000	4,130
Commission - Coaches	22	250	228
Commission - Car/Coach Park	19	500	481
Comm & Discount Vouchers	0	500	500
Sundry Income	206	150	-56
STC Funding	30,000	30,000	0
	£38,069	£47,500	£9,431

Total Expenditure	£33,189	£47,500	£14,311
Total Income	£38,069	£47,500	£9,431
Net Expenditure over Income	-£4,880	£0	£4,880

Current/Deposit Bank Accounts £19,788

Visit Sidmouth Merchandise - Sales Profit/Loss

Product - Sales	TIC Aug	AirShow	TIC Sep	TIC Oct	Website Oct	TIC Nov	Website Nov	TIC Dec	Website Dec	TIC Jan	TIC Feb	Aug - Jan No of items	Aug-Jan Sales Income
Coffee Cup		1	1			5		1	1		1	10	£70.80
Vacuum Flask	3	7	5		1	1			1			18	£225.00
Plastic drinks bottle	2	4	6	1					1			14	£96.18
Jute bags	1	3	9	2		6		4		1	5	31	£168.02
Umbrella	1	1	4									6	£75.00
Adults cap		5	6	2	1		2				1	17	£170.00
Children's cap			2									2	£16.00
	7	21	33	5	2	12	2	5	3	1	7	98	£821.00

Spent 1st 22 items sold at Classic Car Show

Product Information	Opening Stock	Break Even Units	Sales to date	Net Cost per unit	RRP	Net Sales Price	Total Net Cost incl setup charges	Potential Net Income	Potential Profit if all units sold	Profit minus setup charges
Coffee Cup	100	60	10	£3.80	£8.50	£7.08	£424.95	£708.00	£283.05	£238.43
Vacuum Flask	100	72	18	£9.00	£15.00	£12.50	£900.00	£1,250.00	£350.00	£350.00
Plastic drinks bottle	100	64	14	£4.00	£8.25	£6.87	£440.95	£687.00	£246.05	£205.60
Jute bags	100	69	31	£3.40	£6.50	£5.42	£375.00	£542.00	£167.00	£131.67
Umbrella	96	69	6	£9.00	£15.00	£12.50	£864.00	£1,200.00	£336.00	£336.00
Adults cap	95	62	17	£5.50	£12.00	£10.00	£621.50	£950.00	£328.50	£229.50
Children's cap	99	43	2	£2.50	£8.00	£8.00	£346.50	£792.00	£445.50	£346.50
							£3,972.90	£6,129.00	£2,156.10	£1,837.70



Visit Sidmouth
March 2022

Visit Sidmouth website stats 2021

Users – 191,451 +73.9% on 2019

Sessions – 586,872 + 131.8% on 2019

Pageviews – 1,566,629 + 207.6% on 2019

February 2022	Visit Sidmouth	+/- on LY
Users	21,767	+65.6%
Sessions	53,517	+10.3%
Pageviews	147,962	+6.69%
Ave. Session Duration	2.38	+1.7%
January 2022	Visit Sidmouth	+/- on LY
Users	12,149	+01%
Sessions	31,995	-25.9%
Pageviews	82,311	-28%
Ave. Session Duration	2.07	-12%

January was a tough month for every destination as the Government kept the people of the UK in turmoil as to a further lock down, this caused a drop in traffic across all destination websites. Visit Sidmouth came back strong in February with a growth of 65% on last year on users in the month.

Visit Sidmouth enjoys 64.3% repeat visitors with 6.2% of these coming from Sidmouth.

The primary landing pages in February were:

- 1 Webcams
- 2 Home page
- 3 Shopping and services
- 4 What's on
- 5 Explore
- 6 Attractions

The acquisition of traffic to Visit Sidmouth in 2022 so far has been driven by:

Organic search – 64.5%

Direct – 30%

Referral – 2.6%

Social media – 2.9%

Users on the website are coming form:

1st London – 12.7%

2nd Exeter – 7.87%

3rd Sidmouth – 6.12%

4th Edinburgh – 3.55%

5th Birmingham – 2.33%

6th Bristol – 2.25%

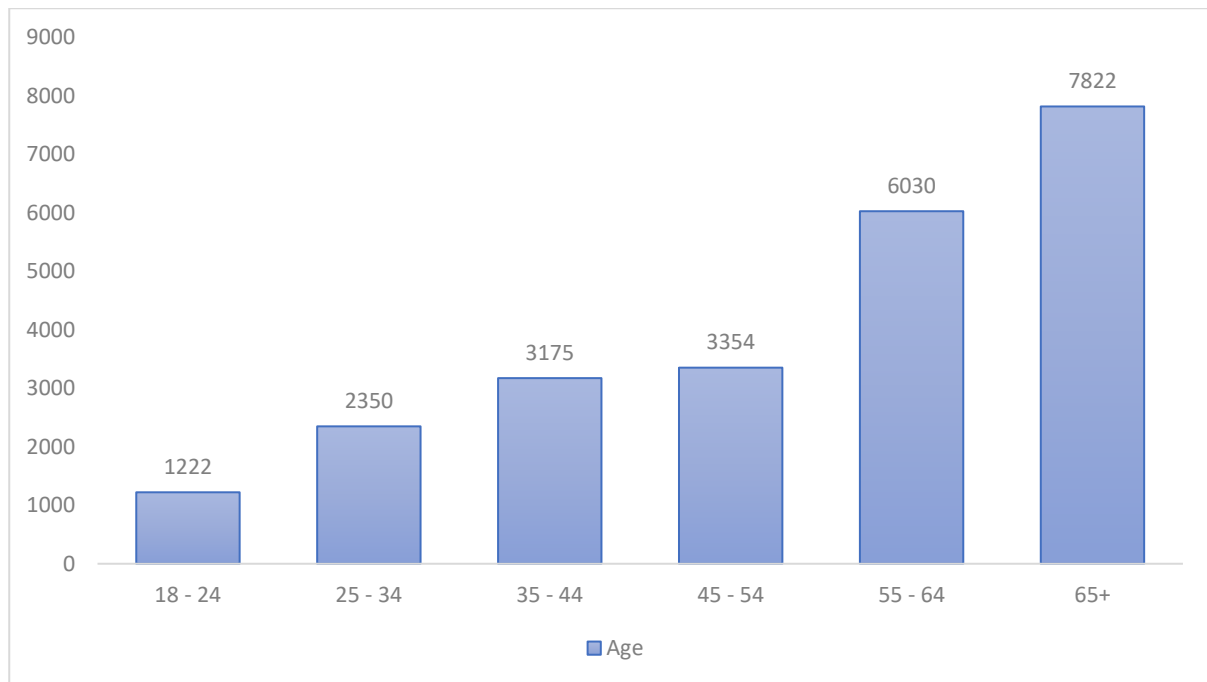
Post lock down we have seen a significant rise in people viewing websites on mobile devices, for Visit Sidmouth the break down is:

Desktop – 42.68%

Mobile – 41.782%

Tablet – 15.5%

Age demographic of users of the Visit Sidmouth website in January and February



Members

We had 74 members as part of Visit Sidmouth in 2021.

Consumer newsletters

The consumer database has grown to 3000 subscribers with an open rate of 40% and a click rate of around 7% each month.

Members Newsletters

On average 45% of the members are regularly opening their members newsletter.

Visit Sidmouth Town Map 2021

The proofs for the 2022 town map have now been created. The new Town Map will include the large fold out map and will sit inside of a 16 page booklet which also contains the following maps:

Dog walks

The Sid Valley Ring

The South West Coast Path

Accessible tree walk

Blue Plaque trail

We will be printing 35,000 copies initially and then re-printing as we did last year as required.

We sold advertising onto the town map to 83 business in 2022.

Social Media

I have attached a separate social media report for February 2022

You will see that we achieved 109,188 impressions in February with 9,340 engagements.

The profiles are all growing, and we now have a total audience of 8,517

The Instagram page is the fastest growing, as expected and has now reached 2655 followers.

Survey

The Ignyte team created and sent out 2 surveys to businesses in the town to look at forward planning for 2022 and sustainability. These were well received and gave us some data to use in our IRF fund application.

Website

The Ignyte team together with Louise Thompson and Louise Cole will be carrying out a website review in the next few weeks to look at updates, new functionality and user journeys.

Tourism Promotion Budget 2021/2022 - Spend & Committed

Item	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Budgeted/Committed	Original	Notes	
	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Total	Budget	Budget			
Ignyte Service Agreement				5,655							5,655		5,655	£22,620	£22,620		3-year contract commenced April 2020 invoiced quarterly	
Visit Sidmouth Website Development costs/updates															£0	£1,380	Ongoing development/updates via Visit Devon	
Social Media Advertising							450			500		1,550	1,550	£2,500	£2,500		Easter/May Bank Holiday & half term/Summer/Shoulder/Nmas	
Video Production									2,500				1,000	£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	7						£8,524	£4,000		Spend loaded to beginning of financial year	
Promotional Material: Town Map & Cricket Brochure		300	178		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														£0	£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	7	2,500	6,155	0	19,398	£58,144	£50,000	£50,000			
Council Budget																		
Budget Variance																		Under/over budget will be trans from/No EMR at Year End
Earmarked Reserve brought forward																		
Income																		
Ignyte Sales Income			382	347	815	1,579	1,563	3,687	7,217	3,367	2,398	1,855	£23,210					
Council Budget																		
Budget Variance																		Under/over budget will be trans from/No EMR at Year End

Sidmouth Air Show Impact Assessment Working Sub-Group

Report to the TEWG Meeting on 14 March 2022

Purpose of the Working Group

At the Meeting of the Tourism and Economy Working Group on 13th December 2021, a sub-group composed of Cllrs Barlow, Dent, Nelson and Thurlow was requested to consider a methodology for evaluating the impact of the Sidmouth Air Show and to report back to the next meeting. This report sets out a suggested methodology for the Full Impact Report, which will eventually be presented to Full Council to enable Councillors to decide: (a) whether the Air Show should continue beyond 2022; and (b) whether Sidmouth Town Council should continue to fund the Air Show beyond 2022 and if so, at what level. The report will gather key factual data and present the results of surveys of businesses, residents and event attendees to assist in this process.

Suggested Methodology

Our suggested methodology is based on recommendations from event IMPACTS, a Tool Kit devised by a partnership of public bodies led by the Department for Culture Media & Sport (as it then was). This Tool Kit provides organisers and supporters of public events with some key guidance and good practice principles for evaluating the Economic, Social, Environmental and Media related impacts associated with their event. A further factor, attendance, must be estimated in order properly to assess these impacts.

We have been assisted in refining this methodology by input from the Air Show Ground Team Manager, Ignyte, the Chamber of Commerce and the Town Clerk.

The executive summary table in the attached Appendix details the information we propose to gather to include in the full report, together with details of what, why, and how we will gather data together with any possible limitations or gaps in the data that we hope to present. The full table additionally explains who will gather the data and when and any associated costs. The main potential cost relates to accurately assessing the volume of car traffic associated with the Air Show and so this is addressed separately.

Assessing Traffic Volume

To assess the volume of car traffic associated with the Air Show, one method is to install traffic measuring devices on the three main roads into town. There is a cost to this: we have received a tentative estimate of £2,000. The sub-group has discussed measuring traffic volume, not only on the day of the Air Show, but across the summer and recommends that this is considered. The benefit would be to give an accurate measure of traffic during the tourist season. This would enable the Town Council, local businesses and event organisers to see the pattern of visitor transit into Sidmouth in the high season and could provide valuable data to inform any Tourism Carbon Impact plan. The sub-group asks the TEWG to consider in principle whether such an exercise should be undertaken and whether funding could be given for this, subject to receiving an acceptable quote.

Timescale

The original timescale proposed by the TEWG envisaged that the Full Report would be presented to Council in the Summer of 2022. However, because of the limitations of currently available data and particularly the need to carry out surveys of those attending the event, the Full Report cannot be produced until after the 2022 Air Show on 26th August 2022.

We anticipate producing a draft of the Full Report to the TEWG in the Autumn of 2022, with the Full Report going to Council for decision before the end of 2022.

Timescales for gathering particular elements of information and feedback are included in the Appendix to this report.

7th March 2022

Dear Louise and Chris

It was helpful again to have the discussion today and as promised, please find attached the material we discussed, being;

1. Current EDDC Street Trading policy
2. Guidance adopted in conjunction with Cranbrook Town Council
3. Currently prohibited locations in Sidmouth

With the current policy due for review early next year, our work starts now and it is timely to consider options regarding prohibited locations within the review. The policy details that Site Assessment (20) and Site Safety (27) are key considerations whenever we receive an application for Street Trading. For example, although All Saints Road is currently a prohibited location, being a busy through road, without off road parking would almost certainly see it as being unsafe to approve a trading vehicle if the prohibition were lifted. Traders with units parked on roads or on foot paths present higher risks to other road users and so the currently prohibited locations across Sidmouth could still present few opportunities as safe places to trade.

Environmental sustainability

EDDC designated the district as a Consent trading area in 2017 and since that time, the need to review environmental sustainability has grown and will form part of the review. Suggestions for no single use plastics, recycling of waste, not just 'landfill' bins for waste and so on are starting points and EDDC as a landowner is also considering this when granting permission for events on its own land. This will require more thought in public places and there may be a balance required from the police/Licensing Act which requires polycarbonate drinking cups (to avoid glass injuries) by having deposit cup schemes rather than single use plastic drink containers. Although the current policy hadn't addressed single use plastics, the impact of events and traders will be considered and we already review applications for their environmental impact. Some Councils have already taken measures when considering permission for events on council land with Cambridge City Council recently adopting this proposal - [Single-use plastics banned from events on Cambridge City Council land \(cambridgeindependent.co.uk\)](http://single-use-plastics-banned-from-events-on-cambridge-city-council-land.cambridgeindependent.co.uk)

Cranbrook Town Council

Our current engagement (EDDC Licensing and Sidmouth Town Council) mirrors previous work we undertook in 2019 with CTC. As a new and growing town on the edge of Exeter, Cranbrook experienced high levels of interest from commercial food sellers wishing to trade from a variety of locations, all of which were consent locations although unsuitable on safety grounds. Working with CTC, we established the guidance we have shared today, with both working to identify suitable, safe locations where trading applications can be considered. This could be an option to consider and although both town councils are consultees when an application is submitted, by identifying appropriate locations, along with those regarded as unsafe/unsuitable, can help.

The criteria outlined in points 54 – 62 of the Cranbrook guidance may be of interest.

Seasonal/Community Trading Events

Lifting the prohibition on Sidmouth Esplanade seafront and the Market Square for two seasonal windows every year could be a consideration (April – September & December). The present seafront prohibition provides a period of one week annually for Sidmouth Folk Week, with trading from stalls that are allowed to sell craft and non-food items. The avoidance of alcohol/bars along any seafront is still a factor and applications where trading isn't currently prohibited on other seafronts for alcohol, likely results in police and other authorities objections based on safety and crime/disorder reasons.

It is necessary to consider that lifting the prohibition will allow applications from sole commercial traders. For that reason, it may be more appropriate that the town council considers:

- Which Sidmouth events would be supported by the town council
- Incorporating those events in writing as community based (Tourism Committee approval perhaps)
- Organisers understanding it will be necessary to attend a Safety Advisory Group (SAG) meeting

The option to incorporate community events with support from the Tourism Committee or similar could give weight to those applications that licensing receive, should the prohibition be eased. If the Market Square is a consideration in the future, the necessity for safety of pedestrians to be addressed, whether by having a full road closure or other measures will assist. Landowner permission from DCC will still be a requirement to consider too.

The forthcoming policy review will continue to promote the existing designation of being open for business as a Consent district where street trading is possible, with prior consent, in locations where it is safe to trade. In the months ahead, Licensing will prepare the revised draft of our policy to seek approval from EDDC's Licensing Committee for a wide consultation that should last for 8 weeks. The consultation will mirror those undertaken in 2016/17 seeking views from the public, businesses, town & parish councils and various authorities. Broad timescales currently are aimed at a draft policy being ready for the Committee when it meets in July, to consult during the summer months before reporting back to the Licensing Committee in November.

We hope this provides more information to report back and although March is a very challenging month, we may be able to attend future meetings that you are planning on this subject.

Kind regards

Steve

Steve Saunders

Licensing Manager

East Devon District Council

13. Cranbrook

Introduction

53. East Devon District Council is the licensing authority for street trading and Cranbrook Town Council will be consulted when applications for new licences or renewals come forward.

East Devon District Council's policy statement is to create a street trading environment which complements premises-based trading, is sensitive to the needs and amenities of residents, provides diversity of consumer choice and seeks to enhance the character and ambience of local environments.

Town Council experience to date has identified that there are a number of issues which have emerged in connection with previous consultations. These include the fact that the Main Local Route (MLR), now experiences increased vehicle movements including more buses per hour, is unsuitable as a street trading location and that no applications on the MLR could be supported and the fact that residential (in parcel) streets are generally narrow and are unsuitable as locations for street trading. Equally, street trading in residential parcels is likely to lead to impacts on residential amenity. These factors were confirmed by East Devon District Council and the Town Council in December 2019.

Cranbrook is a designated Healthy New Town (HNT) and one of ten NHS pilots. The basic aim of the HNT project was to reduce the impact on the NHS by encouraging lifestyle changes leading to a healthier population. Whilst it is an argument that people should have a choice about what they purchase and consume, the reality is that the pressures on the NHS created by unhealthy lifestyles is unsustainable. Cranbrook Town Council therefore takes the view that health and lifestyle considerations are material in this context.

In considering the balance of established shops and street traders, it is noted that the number of take-away premises in existing shops is limited by planning condition to no more than two. The Town Council therefore takes the view that the number of street trading permissions should be commensurate with this restriction.

Guidelines

54. Both the District and Town Council will consider each individual application on its merits.

The Street Trading Policy adopted by the District Council includes criteria listed under 'Stage – 5 Consideration of Applications' that allow licensing officers to accept relevant factors received from the consultation process.

The current criteria includes:

- Site Safety
- Public Order
- Avoidance of Annoyance
- Conflict with other like trading outlets and school premises
- Compliance with legal and Environmental requirements
- Permitted Trading Hours
- Compatibility of the proposed street trading operation

General Factors

55. Emergence of the issues identified in this report may add further weight to the Stage 5 criteria already listed in the Street Trading policy providing further grounds to refuse approval of an application. Where any of the following factors sit outside the Stage 5 criteria, due consideration will still be given by licensing officers.

The following factors will be taken into consideration:

Location

56. Is there enough space for the applicant to trade in the manner proposed without causing undue interference or inconvenience to persons using the street?

How many traders are already trading in the vicinity (from shops or other stalls) in the type of goods in which the applicant desires to trade?

Is there undue concentration of traders trading in the street in which the applicant desires to trade?

Residential Amenity

57. Will the consent, if granted, result in nuisance to members of the public, residents and local businesses due to the likely noise, smell, litter, disturbance or other problems which will be caused by granting the consent?

Highway Safety

58. Is the proposed location on a main local route and likely to result in highway obstruction?

Is the proposed location likely to result in highway obstruction caused by parking of customers' vehicles?

Is the size, nature or appearance of the proposal (and any associated signage or equipment) appropriate for the proposed location in terms of amenity or public or highway safety?

Economic considerations

59. Are the proposed trading hours outside the usual business hours of shops in the vicinity?

How close is the proposed location to established shops trading similar goods?

Would the proposal lead to the number of traders exceeding the number of permitted established shops trading in similar goods?

Health Considerations

60. Is proposal consistent with the aspiration of Cranbrook as a Healthy New Town?

Operating History

61. Is there a history of complaints or any other issues which might impact on a decision to grant or refuse an application?

Potential acceptable sites

62. Town Council may wish to work with the Licensing Authority in identifying potential sites which may be acceptable as venues for street trading. In doing so, it is proposed that this be based on the provision of services to those parts of the town which are not as well served because they are located remotely from established services, are sufficiently removed from existing established providers to mitigate unfair competition and are situated away from locations which might give rise to highway or amenity issues. For example, until the town centre comes forward there may well be locations in that part of the town which are acceptable in all respects and meet the needs of residents. Such potential locations may have a lifespan and require revision as the town builds out.