



SIDMOUTH TOWN COUNCIL

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8 June 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)

Sidmouth Information Manager

Town Clerk

For Information:

Other Members of the Council

Dear Sir/Madam,

Virtual Meeting of the Tourism & Economy Working Group Monday 14 Jun 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 8 March 2021.

Page/s

3 – 5

- 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 **East Devon District Council Public Toilets consultation**
 Further to the meeting of EDDC’s Cabinet on 12 May, Nick Christo, Streetscene Operations Manager, East Devon District Council will attend to brief Members on the forthcoming public consultation.
- 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**
 8.1 To note the Finance Report for May 2021 in respect of the Sidmouth Information Centre. 6
 8.2 To consider how to maximise the use of the newly refurbished TIC and reach out to other Councils.
- 9 **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, outlining the contract and business case for newly elected Members in particular. 7 – 10
Plus email attachment
- 10 **Air Show Update**
 To receive an update on preparations for the Sidmouth Air Show and Firework Display taking place on 27 and 28 August 2021.
- 11 **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 May 2021. 11
- 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 8 March 2021 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 Housom

Stuart Hughes

Invited Reps: Chamber of Commerce –Sally Mynard

Ignyte Ltd – Tina Veater

TIC Manager – Jeff Bailey

Tourism Advisory Cttee – Jo Watson

Sidmouth International Jazz & Blues Festival – Ian Bowden

JR Event Services – John Radford

Apologies: Alistair Handyside, Chris Lockyear, Marianne Rixson, Louise Thompson

The meeting started at 6.30pm and finished at 8.40pm

PART ‘A’

66 Minutes

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

67 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
ClIr Louise Cole	69 Jazz and Blues Festival 2022	Personal	Remained at the meeting during discussion but did not vote	Trustee of Sidmouth Coastal Community Hub

68 Matters of Urgency & Report

- The Chair reported that a meeting had been held recently with Sidmouth hoteliers, and MP Simon Jupp. Plans had been discussed to support the 2021 summer season and the hotelier’s preparations for reopening. It was expected to be a very busy season and EDDC needed to be encouraged to expand its enhanced cleaning regime and reopen the public conveniences at Port Royal which were situated in an important visitor area of the town.
- The Chair and County Councillor Hughes gave an update with regard to the temporary traffic scheme and also the closure of The Esplanade from the lifeboat station to the turning circle at The Ham; it was hoped that this could become a permanent closure as part of a future traffic order which DCC were working on.

69 Sidmouth International Jazz & Blues Festival 2022

Following Members discussion and support for a Jazz & Blues Festival in Sidmouth at their meeting on 14 December, Director Ian Bowden, gave a presentation of the latest proposed plans for the Sidmouth International Jazz & Blues Festival due to be held 2 to 5 June 2022. Members continued to be very supportive of the plans to use venues around the town including The Ham and Blackmore and Connaught Gardens and felt that it would benefit not only residents and visitors with entertainment but also the economy of the town and wider area.

RESOLVED: That the Tourism & Economy Committee and Council continues support to enable the introduction of an International Jazz & Blues Festival in June 2022.

70 Tourism Advisory Group Update

Councillor Cole, Chair of the Tourism Advisory Group gave an update of the work being carried out by the group.

Councillor Evans reported that the Live Sidmouth website and Facebook page were developing well and commended the exceptional work being carried out by staff members Adele Salter and Liz Palmer.

Jeff Bailey reported that the TIC was expected to reopen on Monday 17 May after a number of refurbishment/redecorating works had been carried out. This would include the use of Visit Sidmouth branding, enabling of accommodation sales and the introduction of a variety of Visit Sidmouth products.

RESOLVED: That the Tourism Advisory Group reports be noted.

71 Information Centre Manager's Update

Jeff Bailey, Information Centre Manager, reported that the TIC closed on 4 January 2021 in line with the national government lockdown and although the budget had saved on staff costs there had been no income since that date and very little during the 2020 season.

RESOLVED: That the Sidmouth Information Centre Reports be noted.

72 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 been printed and would be distributed to Sidmouth businesses on Monday 19 and Thursday 22 April. 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.

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

73 Tourism & Promotion Budget Spend and committee 2020/2021

The Chair presented the latest Tourism & Promotion Budget report.

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

74 Resources Working Group Project Update

Members were asked to consider an update from the Council's Resources Working Group on current and future projects.

RESOLVED: That the Tourism & Economy Committee would continue to work with other committees and organisations to help progress the many projects outlined on the Resources Working Group report.

75 Matters Raised by Invited Representatives

The Chair reported that Alistair Handyside, South West Tourism Alliance, had recently reported to the Sidmouth hoteliers meeting and was working hard to lobby for additional support from the government for accommodation providers to recover from the Covid pandemic.

John Radford of JR Event Services gave a presentation regarding a proposed 'Connaught at Christmas' event, including craft & food markets and an illuminated walk through the gardens, to run from 7 to 12 December 2021. John was well known to the Council having helped organise the logistics for Sidmouth Folk Festival and assist the Council in running the Sidmouth Airshow. Members were very supportive of the event which they felt offered new opportunities for visitors and a chance for businesses to promote the town at an otherwise difficult time of year. They encouraged cooperation with the Chamber of Commerce which Mr Radford welcomed as he felt it offered opportunities to all businesses.

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CHAIR OF THE TOURISM & ECONOMY COMMITTEE

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 2 - May 2021**

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	3,508	37,000	33,492
Cleaning & Office Mtce	99	250	151
Photocopier	33	200	167
Stationery	0	250	250
Telephone	278	1,250	972
Office Postage	0	250	250
Sundries, Provisions, Equipment	0	100	100
Credit Card Charges	80	1,800	1,720
Purchase of Stamps	0	1,700	1,700
Purchase of Publications	45	3,300	3,255
Purchase of Goods	0	1,400	1,400
	£4,043	£47,500	£43,457

Income

Sale of Stamps	13	2,400	2,387
Sale of Publications	183	6,500	6,317
Sale of Goods	24	1,800	1,776
Accommodation Commission	0	400	400
Commission - Sidmouth Folk Festival	0	5,000	5,000
Commission - Coaches	0	250	250
Commission - Car/Coach Park	0	500	500
Comm & Discount Vouchers	0	500	500
Sundry Income	2	150	148
STC Funding	0	30,000	30,000
	£222	£47,500	£47,278

Total Expenditure	£4,043	£47,500	£43,457
Total Income	£222	£47,500	£47,278
Net Expenditure over Income	£3,821	£0	-£3,821

Current/Deposit Bank Accounts £2,405



**Visit Sidmouth
June 2020**

Jan 2021 to May 2021	Visit Sidmouth	+/- on LY
Users	66053	+30.4%
Sessions	238281	+46.6%
Pageviews	651115	+80.9%
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 74.4% repeat visitors with 8.34% (19,881) of these coming from Sidmouth.
The primary landing pages are:

- 1 Webcams
- 2 Home page
- 3 What's On
- 4 Stay
- 5 Explore – things to do
- 6 Shopping

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

Organic search – 149,205

Direct – 74,627

Referral – 98,193

Of which Visit Devon – 2,126

Social media – 5,961

Facebook – 5,540

Instagram – 130

Twitter - 259

Users on the website are coming from:

1st London – 14.1%

2nd Sidmouth – 8.34%

3rd Exeter – 7.55%

4th Bristol – 3.91%

5th Exmouth – 2.27%

6th Birmingham – 2.24%

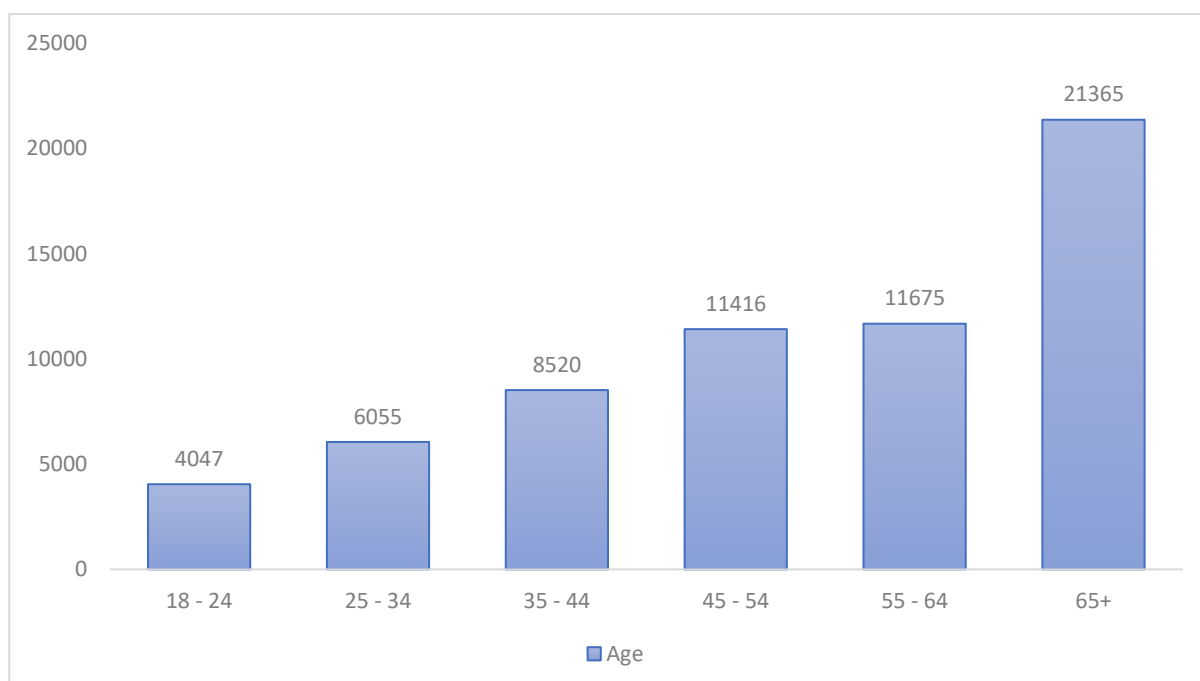
During lock down we have seen a significant rise in people viewing websites on mobile devices, for Visit Sidmouth the break down is:

Desktop – 42.93%

Mobile – 39.11%

Tablet – 17.96%

Age demographic of users of the Visit Sidmouth website



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	2557	284	86
Gold	2158	192	71
Silver	1882	151	65
Bronze	1443	141	19

Attractions/ Activities	Ave. Page viewed	Ave. Website clicks
Platinum	3553	204
Gold	2269	167
Silver	947	91
Bronze	945	46

	Ave. Page viewed	Ave. Website clicks	Ave. Map location
Shopping	758	38	13
Food and Drink	987	75	9

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

£35,491.25 in bookings to date, the current environment has proved challenging as the large majority of business in Sidmouth closed in November and have now reopened but are now trying to regain some losses for the previous 12 months.

TIC

Ignyte have carried out some digital training with the TIC team on how to place bookings on Visit Sidmouth and also understanding social media.

Consumer newsletters

The consumer database has grown from 1414 subscribers in February to 2389 at the end of May, 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. We hope this will improve as businesses slowly get back to normal trading.

Visit Sidmouth Town Map 2021

The 2021 town map has been a huge success. This year we printed 45,000 copies and we only have 12 boxes left at present with a list of businesses to deliver more to.

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 May 2021.

You will see that we achieved 130,000 impressions in May with 12,603 engagements.

The profiles are all growing, and we now have a total audience of 7,409.

The Instagram page is the fastest growing, as expected and has now reached 1792 followers after launching a new page in September 2020.

Tourism Promotion Budget 2021/2022 - Spend & Committed

Item	Actual Committed.....												Total	Notes	
	Actual Apr-21	Actual May-21	Actual Jun-21	Actual Jul-21	Actual Aug-21	Actual Sep-21	Actual Oct-21	Actual Nov-21	Actual Dec-21	Actual Jan-22	Actual Feb-22	Actual Mar-22			
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			1,260	690			690								£2,640 Ongoing development/updates via Visit Devon
Social Media Advertising			1,000	500			500		500						£2,500 Easter/May Bank Holiday & half term/Summer/Shoulder/Xmas
Video Production					1,500		2,000								£3,500 Seasonal campaigns
Visit Sidmouth products			3,000	2,000											£5,000 Purchased pre-season and peak season
TIC Development	1,394	2,567	2,477												£6,438 Spend loaded to beginning of financial year
Promotional Material: Map & Cricket Brochure		300													£8,000 Not included in original budget - costs will be taken from EMR
Events - Summer Festival			4,000	2,000		2,000		1,000	6,000	700					£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	18,392	6,190	4,500	5,655	3,190	1,000	12,155	700	0	5,655	£61,698		
Council Budget													£50,000		
Budget Variance													£11,698		Overspend will be taken from EMR
Earmarked Reserve brought forward													£26,693		
Income													£0		
Ignyte Sales Income													£15,000		
Council Budget													-£15,000		
Budget Variance													£0		