



# SIDMOUTH TOWN COUNCIL

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VAT Reg. No. 142 3103 24

To: All Members of the Town Council  
Town Clerk

29 November 2021

For information:  
District Councillor for Sidmouth not on the Town Council

Dear Sir/Madam,

## Meeting of Sidmouth Town Council Monday 6 December 2021 at 6.30pm

You are hereby summoned to attend the above meeting to be held at the **Methodist Church Hall, High Street, Sidmouth.**

It is proposed that the matters set out on the agenda below will be considered at the meeting and resolution or resolutions passed as the Council considers appropriate.

Due to COVID-19 best practice guidance, attendance by elected Members and the public will only be permitted in line with social distancing measures, including the wearing of face masks by all.

Yours faithfully,

**Christopher E Holland**  
Town Clerk

### A G E N D A

	<u>Page/s</u>
<b><u>PART 'A'</u></b>	
1 <b>Apologies</b> To receive any apologies for absence.	
2 <b>Minutes</b> To confirm the minutes of the Council meeting of the Town Council held on Mondays 1 November 2021.	4 – 6
3 <b>Declarations of Interest</b> 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 disclosable pecuniary interests in an item whenever it becomes apparent that you have an interest in the business being considered.	
4 <b>Matters of Urgency or Report from the Chair</b> 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 **Public Open Question Time**

In accordance with Sidmouth Town Council Standing Orders Item 3 (d) – (i) Members of the Public are invited to put a question (one per person), to the Council through the Chair (taking no more than 3 minutes each and for a total of 15 minutes). Please note that in accordance with standing order 3(h), a question shall not give rise to a debate or require an immediate response.

Councillors also have the opportunity to ask questions of the County and District Members during this item whilst giving priority to Members of the public.

*(Members and members of the public are reminded to notify the Town Clerk and Councillor concerned of questions to be raised. This arrangement is in place to enable a considered response at the meeting. The Chair of the Council has the right and discretion to control questions to avoid disruption, repetition and to make best use of the meeting time.)*

## 7 **Police Report**

a) To receive the November 2021 Police Report.

b) To receive the attached Police Advocate report from Councillor Dent.

7 – 9

*(Members are asked to notify the Town Clerk of questions to be raised in advance of the meeting where possible.)*

## 8 **Working Group Reports**

### 8.1 Planning Working Group Reports

To receive the reports of the Planning Working Group meetings held on Wednesdays 3 and 17 November 2021.

10 – 15

### 8.2 Tourism & Economy Working Group

To receive an update, if appropriate, from the Chair of the Tourism & Economy Working Group.

### 8.3 Environment Working Group Report

To receive the report of the Environment Working Group meeting held on Monday 25 October 2021.

16 – 18

### 8.4 Council Resources Review Working Group

To receive an update, if appropriate, from the Chair of the Council Resources Working Group.

### 8.5 Youth Provision Working Group

To receive an update, if appropriate, from the Chair of the Youth Provision Working Group.

## 9 **Reports from Members with Special Responsibilities**

### 9.1 Finance Report

a) In accordance with section 2.2 of the Town Council's Financial Regulations Members are asked to note that the Member with Special Responsibility for Finance has verified the bank reconciliations, for all accounts, as at the end of September 2021.

b) To receive the Finance Report for October 2021

19 – 22

### 9.2 Other Reports from Members with Special Responsibilities

To receive other notified reports from other Members.

	<u>Page/s</u>
10 <b>Innovation and Resilience Fund Application</b>	
To consider the attached Innovation and Resilience Fund – Project Overview report.	23 – 24
Also attached is a copy of the Innovation and Resilience Fund Joint Tourism Transformation Bid presentation document.	25 – 32

PLEASE NOTE:

*Venue for future Council meetings (until further notice): Methodist Church Hall, High Street, Sidmouth*

**SIDMOUTH TOWN COUNCIL**  
**Minutes of the Meeting of Sidmouth Town Council**  
**held at Sidmouth Methodist Church Hall**  
**on Monday 1 November 2021 at 6.30pm**

Ward	Councillors Present:
Sidmouth North	Charissa Evans
	Stuart Hughes
	Dawn Manley
Sidmouth South	Denise Bickley
	Kelvin Dent
	Chris Lockyear (Vice Chair)
	Hilary Nelson
	Rachel Perram
Sidmouth East	Steven Kendall-Torry
Sidmouth West	Louise Cole
Primley	Jeff Turner
Sidford	Marianne Rixson
Sidbury	John Loudoun
Salcombe Regis	Ian Barlow (Chair)
	Richard Thurlow
Apologies:	Jack Brokenshire, Deirdre Hounsom, Jenny Ware

The meeting started at 6.30pm and finished at 8.25pm.

**PART 'A'**

**78 Minutes**

The minutes of the meetings of the Town Council held on Mondays 4 and 18 October 2021 were signed as a true and accurate record.

**79 Declarations of Interest**

Name	Item Number	Type	Action Taken	Details
CLlr Stuart Hughes	87 Sidford to Sidbury cycle/footpath link	Personal	Remained in the meeting during discussion and voting	DCC Cabinet Member for Highway Management

**80 Exclusion of the Public**

**RESOLVED:** that the classification given to the documents to be submitted to the Council, be confirmed, and that the reports relating to exempt information, be dealt with under Part B.

**81 Fair Trade Sidmouth**

Sharon Howe and Pauline Tiffen, Sidmouth Fair Trade Committee members, gave a presentation on their work in Sidmouth, East Devon and the South West region.

**RESOLVED:** That Sharon Howe and Pauline Tiffen be thanked for their presentation; the Fair Trade Sidmouth group would work closely with the Town Council's Tourism & Economy and Environment Working Groups to explore common issues that could be worked on together.

**82 Police Report**

Councillor Dent presented his Police Advocate report and asked Members to approve his recommendations.

**RESOLVED:** That:

1. the Police Advocate report be noted and agreed.
2. the speed gun camera which was purchased by the Town Council should be used primarily in the Sid Valley.
3. Cllr Hughes would investigate the possibility of introducing a speed watch camera in Burscombe Lane.
4. Members would advise Cllr Dent of their recommendations for any future priorities for the Neighbourhood Policing Team in Sidmouth.

## **83 Working Group Reports**

### 83.1 Planning Working Group Reports

Councillor Dent, Chair of the Planning Working Group, presented the reports of the Planning Working Group meetings held on Wednesdays 6 and 20 October 2021.

**RESOLVED:** That the Planning Working Group reports be noted.

### 83.2 Tourism & Economy Working Group Report

Councillor Cole, Chair of the Tourism & Economy Working Group, reported that the TAG had registered an Expression of Interest with East Devon District Council for funding from the Innovation and Resilience Fund.

**RESOLVED:** that the Tourism & Economy Working Group report be noted.

### 83.3 Council Resources Review Working Group

Councillor Barlow, Chair of the Council Resources Review Working Group, reported that an Expression of Interest document had been issued for the Ham Utility building.

**RESOLVED:** That the Council Resources Review Working Group report be noted.

## **84 Reports from Members with Special Responsibilities**

### 84.1 Finance Report

Councillor Lockyear presented the Finance Report for September 2021.

**RESOLVED:** That the Finance Report for September 2021 be noted and agreed.

### 84.2 East Devon Beach Management Advisory Group

Councillor Lockyear reported that some of the newspaper media reports had been inaccurate. The East Devon District Council Sidmouth and East Beach Management Plan Advisory Group had approved the concept of a large groyne on East Beach, islands off the main beach, better launch facilities for the Inshore Lifeboat, along with a sea splash wall to be raised by approx. 10cms with new foundations which would enable height increase in the future. It had been recommended that the District Council create an outline business case to the Environment Agency which could then lead to detailed design work and funding applications.

**RESOLVED:** That the Sidmouth and East Beach Management Plan Advisory Group report be noted.

## **85 Bus Back Better**

Bus Back Better was the National Bus Strategy announced by Government in March 2021 which set out that local transport authorities were expected to work towards forming an “Enhanced Partnership” with local bus companies from April 2022. Devon County Council had until the end of October to recommend a Bus Service Improvement Plan, and officers were working on a plan with the bus companies. As part of that initiative and to help strengthen the DCC bid, County Councillor Stuart Hughes had asked that his recommendation be supported by the Town Council.

**RESOLVED:** That as part of the forthcoming public consultation on the main recommendations within the County Councils Bus Improvement Plan, this Council supports the recommendation for earlier and later journeys to Honiton Station from Sidmouth and return. Sidmouth Town Council calls on Devon County Council to include and re-instate bus links via Sidford to the

Royal Devon and Exeter (RD&E) and Heavitree hospitals as part of its Bus Service Improvement Plan.

**86 Exclusion of the Public and Press**

**RESOLVED:** That under the Public Bodies (Admission to Meetings) Act 1960 the public (including the press) be excluded from the meeting due to the confidential nature of its contents.

**PART 'B'**

**87 Sidford to Sidbury cycle/footpath link**

Hannah Clark, Transport Planning Team Leader from Devon County Council attended this meeting along with Cllr Hughes, Cabinet Member for Highway Management, to brief Members on the Sidford to Sidbury cycle/footpath link.

**RESOLVED:**

- 1) that Sidmouth Town Council endorses the overall proposal put forward by Devon County Council for a link between Sidbury and the rest of the Sid Valley cycle/footpath network.
- 2) that the County Council is requested to give particular consideration to the final route and location and safety, of road crossings on the route.
- 3) that the County Council be asked to work more closely with the Town Council and Ward member when progressing the design of the Sidford to Sidbury cycle/footpath link and future such projects.

.....  
CHAIR OF THE COUNCIL

## **Councillor Police Advocate Scheme**

On 15<sup>th</sup> November, Councillor John Loudoun (who is EDDC's Councillor Police Advocate) and I (representing Sidmouth Town Council) had our first face to face meeting with the Police, namely Inspector Phil Gray and Sgt Roy Hutter.

The role of the Councillor Police Advocate is to provide a means of informed communication between the Police, Local Councils and the Police and Crime Commissioner. A description of the Scheme and how it is supposed to work is set out in the Appendix below.

At the meeting we discussed the value of crime statistics which have historically been reported regularly at Town Council meetings. The problem with the statistics is that, because the figures are generally very low, a small increase or decrease can cause a large % rise or fall in the monthly figures which can be misleading. The figures can also be skewed by the way in which crimes have to be reported and by the occasional inclusion of historical crimes in the monthly statistics. A more useful approach can be to report on general trends, good or bad, and any particular areas of concern.

The views expressed by Inspector Gray and Sgt Hutter were that, with the benefit of the Councillor Advocate Scheme, it was a better use of Police resources to spend time with the Councillor Advocates discussing issues in more depth and responding to any concerns which the Councillor Advocates bring from their Councils or members of the Public. The Councillor Advocates would report back to their individual Councils and, if necessary, involve the Police and Crime Commissioner.

A quarterly meeting between the local Police and the Councillor Advocates would therefore replace the Police report to the Town Council which used to take place monthly but has now become irregular and consists mainly of delivering monthly crime statistics which, as is explained above, can be very misleading.

Since this is the firm view of the Police, I would recommend that the monthly Police Report on Town Council agenda should become the Council Police Advocate's report. He/she would report on any issues which the Police happen to have drawn to their attention and, at the same time, to receive any concerns on the part of the Town Council to take back to the Police for observations or attention.

I would, however, hope and expect the Police to attend the annual meeting of the Town Council and to attend on an ad hoc basis should a major incident occur or to report any Police initiative where they wish to engage the public.

**Recommendation:** To note the report and agree the proposal regarding Council Police Advocates' reports.

**Kelvin Dent,  
Councillor Police Advocate, Sidmouth Town Council**

## Appendix

### Councillor advocate scheme

The councillor advocate scheme aims to improve communication between local councillors, the police and the police and crime commissioner.

### What is the councillor advocate scheme?

The police and crime commissioner's councillor advocate scheme aims to ensure that:

- consistent, accurate and honest information relating to crime and community safety is cascaded to the public
- councillors feel more equipped to inform the public about crime and policing, educate their communities about crime and support/encourage greater reporting of issues to the police and other appropriate partner organisations
- police officer time is used to its optimum by enabling the cascade of information to be efficient and without duplication
- councillors feel more informed about crime and policing in their local area
- a practical and positive route exists to enable councillors to bring overall views from their communities to the police
- the commissioner is kept informed of community views across Devon, Cornwall and the Isles of Scilly, so that she can effectively hold the chief constable to account for policing

### How the scheme works

The scheme works by improving the consistency and frequency of communication, and offers advocates:

1. Face to face discussions
2. Access to a quarterly meeting with the police at a local level (as a group of advocates, not individually);
3. Access to councillor advocate themed seminars each year (arranged by the office of the police and crime commissioner);
4. Access to a named contact within the commissioner's office.

Written materials:

1. A bespoke advocate information directory (prepared by the office of the police and crime commissioner);
2. Quarterly key topic briefing documents specifically for advocates (co-ordinated by the office of the police and crime commissioner);
3. Quarterly newsletter from the commissioner;
4. Monthly *Citizens in Policing* newsletter;
5. Notification of press releases issued by the police and the commissioner.

Campaigns and events:

1. Access to police campaign materials (e.g. posters and leaflets)
2. Prior notification of and invitation to police arranged community engagement activities

Councillor advocates are invited to volunteer for the scheme from each council in Devon, Cornwall and the Isles of Scilly. Advocates are welcome from unitary, district, and parish councils. At a town and parish level advocates are identified 'single points of contact' on behalf of their council. District and unitary councils may have more than one advocate. Councillors who have a desire to act as a positive and proactive communication conduit between the police, the commissioner and the public are invited to volunteer for the scheme. Advocates are not intended to be treated as political appointments.



Every quarter the councillor advocates for each policing area will meet with a representative from Devon and Cornwall Police. A representative from the relevant Community Safety Partnership (CSP) will also be invited to attend, as will a police and crime commissioner community engagement officer (if there is one allocated to the area), along with any police engagement volunteers in the area.

This discussion will enable each councillor advocate to raise issues on behalf of their council's communities, and allow the police the opportunity to update all councillor advocates on relevant information and/or request support with a specific issue. After the meeting the police representative will send a brief written summary of the meeting, along with any other key documents and actions to the councillor advocates and the Office of the Police and Crime Commissioner (OPCC). The councillor advocates will then cascade the information discussed to all elected members from their own council.

These discussions will not be for discussing individual cases or problem solving specific issues. Those discussions should take place within existing processes (e.g. crime reporting) and forums (e.g. community safety partnership).

Each quarter advocates will also be invited to attend a 'councillor advocate seminar' which will focus on one key issue for example:

1. Project Genesis / neighbourhood policing;
2. The police telephone 101 service;
3. Antisocial behaviour;
4. Road safety.

Attendance at seminars will be exclusively for councillor advocates and will provide opportunities to receive information and updates from professionals, and enable councillors to ask questions, raise queries and feedback the views of their communities to the police and the police and crime commissioner.

## The role of the police in the scheme

In accordance with minimum standards now set by Devon and Cornwall Police, at a local level the police will:

- arrange quarterly meetings of their areas councillor advocates (to also include a representative from the local CSP);
- provide up to date, accurate information about recorded crime, along with contextual information;
- provide an update on what the police have been focusing their attention on during the last quarter;
- highlight any opportunities where councillors and communities can support local policing activity;
- outline what specific work the police have been focusing on in the last quarter;
- inform councillors of relevant positive outcomes/news;
- action any specific issues where possible (and if an issue cannot be resolved, to explain why);
- ensure that councillor advocates are given prior notice to police arranged community events and engagement activities; and
- briefly update the office of the police and crime commissioner about discussions

**Matters considered by  
Sidmouth Town Council's Planning Working Group  
held on Wednesday 3 November 2021**

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

Councillors present: Kelvin Dent (Chair)  
Ian Barlow  
Steven Kendall-Torry  
John Loudoun  
Rachel Perram  
Jenny Ware

Apologies: Cllr. Chris Lockyear, Deirdre Hounsom and Jeff Turner (Vice Chair)

The meeting started at 10.00 am and finished at 11.00 am

**212 Declarations of Interest**

Cllr Loudoun, Cllr Barlow, Cllr Kendall-Torry	21/2644/LBC Egypt, Millford Road, Sidmouth, EX10 8DP.	Personal Interest	Remained in the meeting during discussion and did vote.	Acquainted with the Agent
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**213 District Council Members**

It was formally noted that the participation of those Councillors who are also members of the East Devon District Council in both the debate and subsequent vote is on the basis that the views expressed are preliminary views taking account of the information presently made available to the Town/Parish Council. The District Councillors reserve their final views on the application until they are in full possession of all the relevant arguments for and against.

**214 Minutes**

Agreed and delegated to the Chair of the Planning Committee to sign as a true and accurate record, the Minutes of the Planning Working Group meeting of 20 October 2021.

**Applications for consideration**

**RESOLVED:** That in respect of the Planning Applications set out below, representations to the manner in which they should be determined, be made known to the East Devon District Council in accordance minute 230 of Council, 19 April 2021 and with schedule 16 of the Local Government Act 1972.

**Urgent items or Amended Plans received after formulation of the agenda.**

- 215** 21/2545/FUL Mr & Mrs Sidcliffe Cottage, Sid Road, Sidmouth, EX10 9AL. Demolition of Salcombe Paley existing house and outbuildings and erection of replacement Regis Ward dwelling and garage.
- SUPPORT**
- 216** 21/2472/PD GMWU 40 - 42 High Street, Sidmouth, EX10 8EB. Conversion of the first MA East Ltd and second floors to create 3 no. flats. Ward
- SUPPORT**
- Members would like to see the residential unit restricted to local residents.
- 217** 21/2797/FUL Hibberd 27 Lawn Vista, Sidmouth, EX10 9BY. Insulation to rear of building, North Ward new window to first floor bathroom, top floor alterations to include 4 new roof lights (2 front and 2 rear) and Internal wall insulation to front elevation.
- SUPPORT**

- 218** 21/2702/FUL Mrs Land At Core Hill Field, No. 9997, Stowford, Sidmouth. Proposed  
North Ward Caroline change of use to secure exercise field for dogs.  
Martin

**UNABLE TO SUPPORT**

Members felt that the road was not suitable for the traffic likely to be generated, that the parking area should be made of permeable material and that the 6ft fence would be incongruous and detrimental to the character of the area.

- 219** 21/2674/FUL Ms Anne 69 Manstone Avenue, Sidmouth, EX10 9TG. Demolition of existing  
North Ward Burgess rear extension and erection of two storey rear extension

**SUPPORT**

- 220** 21/2788/FUL Mr and 3 Heritage Way, Sidmouth, EX10 9JY. Proposed single storey rear  
Primley Ward Mrs Tiku extension, garage conversion, internal alterations and extension to  
Patidar raised terrace.

**UNABLE TO SUPPORT**

The proposed design of the building would not be in keeping with the character of the area and would constitute over development which would be contrary to Policy 7 (Local Distinctiveness) of the Sid Valley Neighbourhood Plan.

- 221** 21/2644/LBC Willis Egypt, Millford Road, Sidmouth, EX10 8DP. Remove and bring  
Salcombe Fleming forward bathroom wall with door opening onto landing; create  
Regis Ward door opening from bedroom 1 into existing bathroom to create  
new ensuite shower room. Ensuite will be taken from existing large  
bathroom by erecting stud wall.

**SUPPORT** subject to the views of the Conservation Officer.

- 222** 21/2753/FUL Mr & Mrs Forelands, Redwood Road, Sidmouth, EX10 9AD. Part two storey  
Salcombe Keen part single storey side extension.  
Regis Ward

**UNABLE TO SUPPORT** Members felt that the application proposal was of a poor quality design.

- 223** 21/2805/LBC ARSH Sidholme Annexe, Elysian Fields, Sidmouth, EX10 8UJ.  
South Ward Holding Reconfiguration of internal layout and blocking up of door and  
Ltd window openings on North and West Elevation.

**SUPPORT** subject to the views of the Conservation Officer.

- 224** 21/2344/FUL Julie and Glendevon Hotel, Cotmaton Road, Sidmouth, EX10 8QX. C1 hotel  
South Ward Richard change of use to C3 dwelling house, demolition of flat roofed rear  
Fuell extension, installation of in-roof photovoltaic panels to main roof  
and external rendering to side and rear walls.

**UNABLE TO SUPPORT**

- Members did not wish to see the loss of important hotel accommodation and associated employment in the town.
- Members did not believe that marketing a hotel business during the exceptional times of a pandemic and in at times, a locked-down economy, met the marketing requirements of the East Devon Local Plan Policy E18 and criteria.
- If the Local Planning Authority were minded to agree to this application, Members advised strongly against the render of the building in a Conservation Area as the brick

work was an important part of the character of the area and therefore contrary to Policy P7 of the Sid Valley Neighbourhood Plan.

- Members did not like the position of the solar panels which they had previously thought were set into the roof tiles.

## 225 Tree Preservation Orders

(a) Notification of any new Tree Preservation Orders

None reported.

(b) Notification of any works which constitute an exemption to a Tree Preservation Order or works considered an exception to the Conservation Area Legislation.

Notification of Tree works considered an exception to 16/0054/TPO.

(c) Applications for trees covered by a Tree Preservation Order

None reported

## 226 Trees in Conservation Areas

To note the following proposed works to trees in a Conservation Area:

- a) 21/2551/TCA Gaunts, Sid Road, Sidmouth, EX10 9AF. T1, Beech: reduce by 1 - 2m via thinning second and third order branches to leave a natural form with a height of approximately 14m and a spread of 5m. T2, Birch: light reduction by 0.5 - 1m of second and third order branches to leave a natural form with a height of approximately 12m and a spread of 3m.

### WORKS NOTED

- b) 21/2549/TCA Mrs South Ward Walmsley 2 Woodlands, Sidmouth, EX10 8HA. T1, beech - lift over road, drive and streetlight to 5.2m to give vehicle clearance. Shorten long second order branches protruding from the crown, growing towards neighbour's property, by approximately 2m. Reason – for highway clearance and improve form. T2, mimosa - shorten back over-extended branches by 0.5 - 1m. Reason improve form.

### WORKS NOTED

- c) 21/2579/TCA William South Ward Eden Redstock, Bickwell Valley, Sidmouth, EX10 8SQ. T1 Pine. Fell T2 Holly. Fell.

### WORKS NOTED

- d) 21/2616/TCA Mr Chris South Ward Heywood Pipers Chantry, Convent Road, Sidmouth, EX10 8RE. T1 - Norway Maple (Crimson King) Dismantle to ground level and replant with a species to be confirmed, further away from the property. The tree is situated in the rear garden within close proximity to the rear elevation causing a significant reduction of natural light entering the property. Due to the combination of the close proximity to the house and poor pruning work that has been carried out historically, it makes a reduction of the foliar area and therefore shading very difficult whilst retaining a tree with good form.

### e) WORKS NOTED

- 21/2682/TCA Fiona South Ward Chambers Silverdale, Bickwell Valley, Sidmouth, EX10 8SG. Prunus (T1) to be removed.

### WORKS NOTED

- 227 Appeals**  
No appeals were reported
- 228 Unsupported decisions**  
No unsupported decisions.
- 229 Enforcement Letters**  
No Enforcement letters were received.

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**CHAIR OF THE PLANNING WORKING GROUP**

**Matters considered by  
Sidmouth Town Council's Planning Working Group  
held on Wednesday 17 November 2021**

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

Councillors present: Kelvin Dent (Chair)  
Jeff Turner (Vice Chair)  
Ian Barlow  
John Loudoun  
Rachel Perram  
Jenny Ware  
Cllr. Chris Lockyear  
Deirdre Housom

Apologies: Cllr Steven Kendall-Torry

The meeting started at 10.00 am and finished at 10.50 am

**230 Declarations of Interest**

Cllr Dent,	21/2838/FUL & 21/2839/LBC 11 Sid Lane, Sidmouth, EX10 9AN.	Personal Interest	Remained in the meeting during discussion and did vote.	Acquainted with the neighbour
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**231 District Council Members**

It was formally noted that the participation of those Councillors who are also members of the East Devon District Council in both the debate and subsequent vote is on the basis that the views expressed are preliminary views taking account of the information presently made available to the Town/Parish Council. The District Councillors reserve their final views on the application until they are in full possession of all the relevant arguments for and against.

**232 Minutes**

Agreed and delegated to the Chair of the Planning Committee to sign as a true and accurate record, the Minutes of the Planning Working Group meeting of 3 November 2021.

**Applications for consideration**

**RESOLVED:** That in respect of the Planning Applications set out below, representations to the manner in which they should be determined, be made known to the East Devon District Council in accordance minute 230 of Council, 19 April 2021 and with schedule 16 of the Local Government Act 1972.

**Urgent items or Amended Plans received after formulation of the agenda. (See minute 245)**

**233** 21/2838/FUL Dr Woodall 11 Sid Lane, Sidmouth, EX10 9AN. Construction of an external porch canopy, removal of internal walls, internal refurbishment, installation of new windows on rear elevations.  
Salcombe Woodall  
Regis Ward

**SUPPORT**

**234** 21/2839/LBC Dr Woodall 11 Sid Lane, Sidmouth, EX10 9AN. Construction of an external porch canopy, removal of internal walls, internal refurbishment, installation of new windows on rear elevations.  
Salcombe  
Regis Ward

**SUPPORT** subject to the views of the Conservation Officer.

**235** 21/2689/LBC Mrs N Gould Flat 2, Sidcliffe House, Sidcliffe, Sidmouth, EX10 9QA. Internal alterations, including the removal of modern partitions, restoration of plasterwork, windows, detailing, and other features and reinstatement of balcony railings.  
Salcombe  
Regis Ward

**SUPPORT** subject to the views of the Conservation Officer.

- 236** 21/2828/FUL A & A Sigerson Lavender, Greenhead, Sidbury, Sidmouth, EX10 0QD.  
Sidbury Ward & Compton nstallation of solar panels on timber outbuilding.  
**SUPPORT**
- 237** 21/2829/LBC A & A Sigerson Lavender, Greenhead, Sidbury, Sidmouth, EX10 0QD.  
Sidbury Ward & Compton Installation of solar panels on timber outbuilding.  
**SUPPORT** subject to the views of the Conservation Officer.
- 238** 21/2826/FUL Mr B 20 Harcombe Lane, Sidford, Sidmouth, EX10 9QN. Single storey  
Sidford Ward Bruynseels side extension.  
**SUPPORT**
- 239** 21/2875/VAR Mr Spencer 55 Peaslands Road, Sidmouth, EX10 9BE. Variation of  
South Ward Brinton (East Condition 2 (approved plans) of planning application  
Devon Estates 21/1148/FUL (Construction of a two-storey dwelling).  
Ltd)

**UNABLE TO SUPPORT**

The proposed height and design of the wall and fence would not be in keeping with the character of the area creating a visually intrusive and unnatural barrier, tantamount to over development which would be contrary to Policy 7 (Local Distinctiveness) of the Sid Valley Neighbourhood Plan. Members also wished to express their regret at the removal of the original hedge.

**240 Tree Preservation Orders**

- (a) Notification of any new Tree Preservation Orders  
None reported.
- (b) Notification of any works which constitute an exemption to a Tree Preservation Order or works considered an exception to the Conservation Area Legislation.  
None reported.
- (c) Applications for trees covered by a Tree Preservation Order  
None reported

**241 Trees in Conservation Areas**

To note the following proposed works to trees in a Conservation Area: None reported.

**242 Appeals**

Application 21/2038/CPL 1 Woolbrook Rise, Sidmouth EX10 9UB. The appeal is dismissed.

**243 Unsupported decisions**

21/1967/FUL 17 Higher Woolbrook Park, Sidmouth, EX10 9ED.

Sidmouth Town Council

Did not support

EDDC

Approved

**244 Enforcement Letters**

No Enforcement letters were received.

**245 EDDC Developing Local Plan**

Cllr Dent gave an overview to the group on the EDDC developing local plan and a discussion was held. It is expected that a draft new Local Plan will be submitted to EDDC's Strategic Planning Committee on 14th December together with an assessment of the call for sites for residential or economic development. Members of the Planning Working Group would like to arrange a zoom meeting to discuss the proposals after they are published and before they are considered by the Strategic Planning Committee. An invitation should be extended to all members of the Town Council and any additional District Councillors from Sidmouth."

.....  
**CHAIR OF THE PLANNING WORKING GROUP**

**SIDMOUTH TOWN COUNCIL**  
**Minutes of a Meeting of Sidmouth Town Council's**  
**Environment Working Group held on**  
**Monday 26 October 2021 at 6.30pm**

(Due to the current COVID-19 situation, the Committee met virtually)

Councillors present: Denise Bickley (Chair)  
 Chris Lockyear (Vice Chair)  
 Ian Barlow  
 Marianne Rixson  
 Rachel Perram  
 Jeff Turner  
 Kelvin Dent

Invited Reps: Ed Dolphin (Sidmouth Arboretum)  
 Dave Bramley (Sidmouth Science Festival)  
 Diana East (Sidmouth Arboretum)  
 Lynette Talbot (Sidmouth in Bloom)  
 Jeremy Woodward (Vision Group of Sidmouth)  
 Jan Metcalf (Sid Valley Biodiversity Group - rivers group)  
 Catherine Causley (EDDC Climate Officer)

Apologies Cllr Emma Murdoch.

The meeting started at 6.30pm and finished at 8.36pm

**PART 'A'**

**1 Minutes**

The minutes of the Environment Committee meeting held on Monday 12 July 2021 were confirmed and agreed as a true record subject to the following amendments:

- Correction made to the item regarding the Ham to include Sidmouth in Bloom and the Friday group.

**2 Declarations of Interest**

Name	Item Number	Type	Action Taken	Details
Cllr Denise Bickley	All items	Personal	Remained in the Meeting during discussion and voting	Member of Extinction Rebellion, Member of Friends of the Earth, Member of Greenpeace, Chair of Sidmouth Plastic Warriors Member of Sidmouth Biodiversity Group
Cllr Chris Lockyear	All items	Personal	Remained in the Meeting during discussion and voting	Member of Sidmouth Biodiversity Group
Cllr Rachel Perram	All items	Personal	Remained in the Meeting during discussion and voting.	Member of Sidmouth Plastic Warriors

**3 Matters of Urgency and Report**

There were no matters of urgency or report.



#### **4 Exclusion of the Public**

There were no items required to be dealt with under Part B.

#### **Natural Environment:**

#### **5 Life on the Verge - Current status, including update on the cutting in the Byes.**

Councillor Denise Bickley explained how staff shortages and sickness at EDDC' Streetscene, had resulted in a greatly delayed grass cutting in the town and particularly in the Byes which had resulted in an increase in complaints - which had led to confusion with the areas left for more sensitive treatment. Lessons had been learned this year regarding neatening edges and cutting paths through longer areas to maintain a feeling of 'care'.

#### **6 Arboretum and visit from Keith Dacre**

Manor Road car park had been visited and it was agreed that it could do with more trees but not at the previously suggested £6k a tree, so the team are looking at how they can provide more trees without losing parking spaces and within budget. The team are also looking at solar lighting, but they need to be added at the appropriate time. The tree walk also went throughout the town visiting the Marketplace and the Ham and Roxborough carparks. On the second day the group further around the valley accompanied by Catherine Causley from EDDC. A strategy to develop greening within the valley is being compiled. It was suggested that more shrub and tree planters were required.

**RESOLVED;** Lynette Talbot to send shrub and tree planters costings to Cllr Denise Bickley

#### **7 Tree Strategy**

Cllr Chris Lockyear suggested that The Council needs a tree strategy. Key elements of the draft strategy are: selection of species to plant, broadening of the canopy cover, interconnectivity to promote wildlife corridors, managed replacement of the existing stock, and integration of the strategy into the Planning process. Discussions have been held with EDDC officers to ensure alignment between the District and Town Councils.

**RESOLVED:** Cllr Chris Lockyear to draft appendices to the draft strategy prior to submission to the full Council for endorsement.

#### **8 Sidmouth in Bloom**

Everyone involved in Sidmouth in Bloom had worked very hard all year which had paid off with winning a Gold award at the Chelsea Flower Show which was the top award overall and also winning the Seargent Trophy clearly acknowledging all the hard work that went into the displays by everyone. It was hopeful that the competition would be back to normal next year.

#### **9 + 10 Sidmouth Biodiversity Group**

The group was looking at 2 areas the first being a wildflowers survey. At the moment there were 396 species found within the Sidmouth Area. The second area was rivers and water quality, Jan Metcalf was part of the team of 9 volunteers monitoring water quality across 14 areas and working with the west country rivers trust. They are measuring ; Phosphates and dissolved and suspended solids. It was reported that our rivers are full of clean water species.

**RESOLVED;** that the Biodiversity group send a direct request to the Environment Working Group for equipment to the amount of £600.

**RESOLVED;** that a coordinated plan with EDDC, DCC, STC, SidBashers (SiB) to remove Knotweed in the area be created.

#### **11 3P Parish Path Partnership Group**

Councillor Jeff Turner gave a very informative overview of what P3 did, explaining that they work with Devon County maintaining over 100k of paths and bridal ways in the Sidmouth Area. P3 survey the areas then discuss with Devon County regarding materials for mending or replacing paths, signs, steps and styles. They received around £3000 per year to carry out the work and there were 10 members of the team, some paid and some volunteers, working ¾hrs per week.

## **Low Carbon Town**

### **12 COP26 Event.**

An event was held in the Parish church with about 20 stalls and it was felt it could have been better attended but had been useful for networking. The evening was very interesting with talks about e-bikes, heat pumps etc.

### **13 Progress at EDDC/DCC in regard to carbon/climate emergency**

Catherine Causley, EDDC Climate Officer, gave the group an update explaining how EDDC/DCC are in the middle of running training for employees and elected members on understanding what they can do to support climate change and also the positives of using local people and companies. They are looking to use social media events to spread the message.

#### **Carbon Reduction Plan**

Dave Bramley reported that the data available to map Sidmouth's carbon usage was insufficiently detailed to produce a useful map for action.

**RESOLVED:** Dave Bramley, Cllr Ian Barlow and Cllr Chris Lockyear to meet to discuss ways to promote individual carbon reduction activity.

## **Sustainability**

### **14 VGS Awards**

The awards for the first Sustainable Sidmouth Champions Awards 2021 had been very successful and the group were looking at carrying on next year with similar awards and extra schemes. The Chair thanked everyone for all their hard work.

## **Engagement**

### **15 Warden Scheme for Sidmouth**

Discussion was held and it was agreed that what was needed was a list on the council website giving information of who to contact if anyone had a local environment issue.

**RESOLVED:** Cllr Bickley to continue compiling a list and highlighting vacant areas.

### **16 Budget**

Chris Lockyear gave an overview of the groups budget situation with only £465 spent out of the £10,000 allocation given to the group from Sidmouth Town Council. If anyone needed money to do something to help the environment, benefiting the whole town, they could put in a request to the group. If this money was not used this year, it will be held in an earmarked reserve for use at a later date. The proposed budget for 2022/23 had been reduced to £4000.

.....  
CHAIR OF THE ENVIRONMENT COMMITTEE

**Sidmouth Town Council - Detailed Income and Expenditure Report**  
**Month 7 - October 2021**

	Actual Current Month	Actual Year to Date	Current Annual Budget	Budget Balance	Cummulative To + / From - EMReserves
<b><u>Council Services</u></b>					
Public Conveniences	0	0	32,000	32,000	0
Youth Service Support	10,000	30,000	40,000	10,000	0
Flower Beds, Planters & Watering	0	10,256	16,000	5,744	0
Christmas Lighting & Events	6,750	6,750	13,500	6,750	0
Donation to Christmas Lighting (Income)	0	0	-1,500	-1,500	0
Tourism Promotion	6,926	30,085	50,000	19,915	0
Tourism Promotion Income	-1,563	-4,686	-15,000	-10,314	0
Verge Cutting, Town Maintenance & Weeding	1,696	11,981	16,500	4,519	0
Verge Cutting DCC Grant (Income)	0	0	-4,690	-4,690	0
Street Furniture	0	2,345	1,000	-1,345	-1,345
Sidmouth Information Centre	0	20,000	30,000	10,000	0
Water Fountains & Defib Mtce	88	817	700	-117	0
Dog Hygiene Bins	0	0	1,600	1,600	0
War Memorials	0	0	100	100	0
Parish Paths Partnership Payments	261	2,254	0	-2,254	-2,254
Parish Paths Partnership (Income)	0	-2,150	0	2,150	2,150
	<b>£24,158</b>	<b>£107,652</b>	<b>£180,210</b>	<b>£72,558</b>	<b>-£1,449</b>

**Discretionary Expenditure**

Grants	0	24,976	20,000	-4,976	-5,000
Sidmouth Folk Festival	0	34,000	34,000	0	0
Sidmouth Town Band	0	5,000	5,000	0	0
Sidmouth in Bloom	0	7,000	7,000	0	0
South West Museum Development	0	800	800	0	0
Sidmouth Air Show	0	31,645	10,000	-21,645	0
Donation to Sidmouth Air Show (Income)	-122	-14,302	0	14,302	0
Environment Working Group	240	407	10,000	9,593	0
Covid-19 Expenses	1,968	8,567	8,000	-567	0
Community Infrastructure Levy Payments	10,464	12,498	0	-12,498	-12,498
Community Infrastructure Levy (Income)	-8,488	-8,488	0	8,488	8,488
Woolley Bequest Payments	0	5,000	0	-5,000	-5,000
Woolley Bequest (Income)	0	-23	0	23	23
	<b>£4,062</b>	<b>£107,080</b>	<b>£94,800</b>	<b>-£12,280</b>	<b>-£13,987</b>

## Sidmouth Town Council - Detailed Income and Expenditure Report

### Month 7 - October 2021

#### Woolcombe House

	Actual Current Month	Actual Year to Date	Current Annual Budget	Budget Balance	Cumulative To + / From - EMReserves
Services Gas/Water/Elec	179	1,100	3,600	2,500	0
Woolcombe House Business Rate	3,555	7,111	7,600	489	0
Woolcombe House (Loan Interest&Repayment)	0	7,444	14,890	7,446	0
Woolcombe House-General Maintenance	145	2,200	8,500	6,300	0
	<b>£3,879</b>	<b>£17,855</b>	<b>£34,590</b>	<b>£16,735</b>	<b>£0</b>

#### Other Property

Alma Lane Field	0	0	1,000	1,000	0
Manstone Youth Centre	1,851	7,867	85,000	77,133	0
Manstone Sports and Play Areas	0	100	2,000	1,900	0
Long Park & Play Area	85	595	1,500	905	0
Seafront Amenity Building	472	12,714	33,000	20,286	0
The Arches East (Income)	0	-16,875	0	16,875	0
Conservatory Maintenance	0	2,498	1,000	-1,498	-2,238
Knowle Parkland & Amphitheatre	0	2,464	0	-2,464	0
Knowle Parkland & Amphitheatre (Income)	0	0	0	0	0
Fire Beacon Stewardship	0	0	7,000	7,000	0
Fire Beacon Stewardship (Income)	0	0	0	0	0
Sidmouth Golf Club (Income)	0	0	-5	-5	0
Elec Pole Rent (Income)	0	-38	-40	-2	0
	<b>£2,408</b>	<b>£9,325</b>	<b>£130,455</b>	<b>£121,130</b>	<b>-£2,238</b>

#### Trust Property

##### The Ham

The Ham Ground Mtce	110	930	2,000	1,070	0
The Ham Other Mtce	346	4,477	4,000	-477	0
The Ham Play Equipment	0	540	1,500	960	0
The Ham Reserve	0	0	2,000	2,000	0
The Ham Utility Building	0	21,895	20,000	-1,895	-1,895
The Ham 3Phase Power	33	-567	1,800	2,367	0
The Ham Rent (Income)	0	-8,537	-9,000	-463	0

##### Manstone

Manstone Land Ground Mtce	60	420	800	380	0
Manstone Other Maintenance	0	2,770	1,600	-1,170	0
Manstone Reserve	0	0	2,000	2,000	0
Manstone Rent (Income)	0	-10,655	-1,310	9,345	0

##### Salcombe Regis

S.R. Allotment Field	0	0	0	0	0
S.R. Allotment Field Rent (Income)	0	0	0	0	0
S.R. Recreation Field	0	0	0	0	0
S.R. Recreation Field Rent (Income)	0	-525	-525	0	0
	<b>£549</b>	<b>£10,748</b>	<b>£24,865</b>	<b>£14,117</b>	<b>-£1,895</b>

## Sidmouth Town Council - Detailed Income and Expenditure Report

### Month 7 - October 2021

	Actual Current Month	Actual Year to Date	Current Annual Budget	Budget Balance	Cummulative To + / From - EMReserves
<b><u>Members</u></b>					
Members/Chair's Allowances	0	5,011	6,100	1,089	0
Chair's Expenses	275	406	2,000	1,594	0
Members Expenses/Training	0	0	800	800	0
Elections	0	4,172	1,000	-3,172	-3,172
Civic & Hospitality	0	0	1,000	1,000	0
	<b>£275</b>	<b>£9,589</b>	<b>£10,900</b>	<b>£1,311</b>	<b>-£3,172</b>
<b><u>Staff</u></b>					
Salaries	7,972	55,807	96,500	40,693	0
Pensions	1,587	11,109	20,000	8,891	0
Staff Eye Tests	0	0	100	100	0
Training & Conferences	0	0	1,000	1,000	0
Officers Expenses	0	0	500	500	0
	<b>£9,559</b>	<b>£66,916</b>	<b>£118,100</b>	<b>£51,184</b>	<b>£0</b>
<b><u>Office Expenses</u></b>					
Postage	0	151	1,700	1,549	0
Stationery	34	205	1,200	995	0
Telephone	732	2,538	3,600	1,062	0
Subscriptions	0	2,262	2,400	138	0
Photocopier	0	212	1,000	788	0
Internet, website and webcams	0	2,040	4,000	1,960	0
Computer Software Contracts	0	945	1,500	555	0
Computer Maintenance Contingency	0	0	1,000	1,000	0
Advertisements	0	0	500	500	0
Audit	0	1,750	1,600	-150	0
Insurance	0	5,297	5,500	203	0
Sundry	0	64	1,200	1,136	0
Bank Charges	155	215	200	-15	0
Bank Interest Received (Income)	-4	-237	-300	-63	0
	<b>£917</b>	<b>£15,442</b>	<b>£25,100</b>	<b>£9,658</b>	<b>£0</b>

**Sidmouth Town Council - Detailed Income and Expenditure Report**  
**Month 7 - October 2021**

	Actual	Actual	Current	Budget	Cummulative
<b>Expense Group Totals</b>	Current Month	Year to Date	Annual Budget	Balance	To + / From - EMReserves
Council Services	24,158	107,652	180,210	72,558	-1,449
Discretionary Expenditure	4,062	107,080	94,800	-12,280	-13,987
Woolcombe House	3,879	17,855	34,590	16,735	0
Other Freehold Property	2,408	9,325	130,455	121,130	-2,238
Trust Property	549	10,748	24,865	14,117	-1,895
Members	275	9,589	10,900	1,311	-3,172
Staff	9,559	66,916	118,100	51,184	0
Office Expenses	917	15,442	25,100	9,658	0
Precept Received	0	-619,020	-619,020	0	
<b>Net Income over Expenditure</b>	<b>£45,807</b>	<b>-£274,413</b>	<b>£0</b>	<b>£274,413</b>	<b>-£22,741</b>

**Current/Deposit Bank Accounts**

£983,679

*of which*

**Woolley Bequest**

£5,978

**Earmarked Reserves**

£520,918

**Innovation and Resilience Fund – Project Overview**  
**Report to Sidmouth Town Council for 6<sup>th</sup> December 2021**

**Executive Summary**

Sidmouth Town Council has taken the lead role in developing a prospective sustainable tourism partnership between five East Devon towns. This partnership intends to bid for funding from the EDDC Innovation and Resilience Fund.

The project will seek to support our tourism providers by improving the destination profile of East Devon, including creating bespoke town brands, town web content and destination video content and increasing market reach and visibility. The project's other key objective is to support and grow sustainable tourism initiatives in Sidmouth, with a view that Sidmouth will be a leader and pilot for the wider East Devon area.

**Prospective Partners**

Sidmouth Town Council (Lead); Ottery St Mary Town Council; Seaton Town Council; Honiton Town Council; Budleigh Salterton Chamber of Commerce.

We have had several very productive meetings with the prospective partners. There is a shared recognition that our towns have different but complementary offerings for visitors and that there is a strong Coast & Country regional brand that could be developed. Partners are also enthusiastic about exploring the economic and practical benefits of working together, both on this project and in the future.

**Innovation and Resilience Fund**

The Innovation and Resilience fund is an EDDC fund which directly promotes economic recovery from local businesses and organisations. It supports projects which have a transformational effect on the local economy and promote one of the fund's four objectives. The four objectives are:

- **Diversification:** help businesses to diversify, develop a new product or innovation, enter new markets or adapt to new market conditions or working practices;
- **Green:** enable significant carbon reductions, energy efficiencies or promote biodiversity;
- **Employment:** promote new higher value employment or safeguard existing high value employment under threat;
- **Inclusive:** provide sustainable opportunities to low income/disadvantaged individuals, local graduates or helps to alleviate poverty.

Our bid focuses on the diversification and green objectives, although it may also provide incidental benefits which will help to meet the employment and inclusive objectives, e.g. by leading to expansion in the tourist sector and job creation. Although the fund primarily supports businesses, town and parish councils can apply as part of a collaborative bid. An Expression of Interest has been made on behalf of the partnership by Sidmouth Town Council and we have been invited to proceed to the full bid stage.

**Project Deliverables**

**1. Branding:**

Sidmouth's partner towns will receive professional support to develop their own town brands, to include logo, fonts, brand pillars, straplines and marketing copy. The branding will be individual to each town with a cohesion between individual town brands to produce an overarching East Devon destination brand, in line with the Visit Sidmouth branding. Branding support and guidelines will be produced to ensure towns are able to maintain branding integrity beyond the life of the project.

**2. Developing Online Presence:**

Building on the success of the Visit Sidmouth website, partners will receive professional support to create webpages that will sit with Visit Sidmouth and provide similar benefits to the Visit Sidmouth pages. The improved destination profile will enhance Sidmouth's position as a hub destination from which to visit the surrounding areas in East Devon and give visitors to Sidmouth a richer experience by providing detailed information about other local destinations. This in turn will encourage longer visits and return visits. There will also be benefits of collaborative working including sharing costs and best practice and providing a platform for future joint project working/fundraising. Increased traffic to the Visit Sidmouth website should increase advertising revenue to STC. In addition, the project provides an opportunity to promote Sidmouth Information Centre as a training and information hub for the wider area, bringing potential revenue benefits which will contribute towards the Town Council's stated aim of making the Information Centre financially self-supporting, and to pilot initiatives through the Information Centre.

### 3. Sustainable Tourism:

Using Sidmouth as a pilot destination, we will develop a model of environmental sustainability for the visitor economy, including encouraging individual action from tourism providers. The model will be scalable to the other partner towns, taking the opportunity to reset visitor economies on a path that maximises benefits for local communities, better meets development priorities, adapts to changing market demands and future trends, and paves the way for long-term economic resilience, inclusivity and sustainable, managed growth. In this way, we can deliver a tourist economy which provides employment for local people (the latest EDDC statistics from 2015 indicate 28% of the working population is employed in tourism) while also maintaining the quality of the natural environment and local character which is so important to residents.

We recognise that Sidmouth is fortunate in having particularly active civic networks devoted to sustainability and environmental protection and we would aim to take advantage of these networks to inform and assist in the sustainability element of this project. The project could provide an opportunity to promote initiatives like Fair & Green Trade, encouraging businesses to buy local and eliminating single-use plastics.

Working with a South West based global leader in sustainable tourism, the project will deliver workshops to local businesses, enabling them to work towards sustainable and achievable goals. Training will include a follow up session to sense check and tailor sustainability goals. A "tool-kit" for sustainability for local business will also be produced. We will also look to develop a destination level carbon plan for tourism, in line with the Glasgow Declaration, including webinar support and signposting. Using the Visit Sidmouth pages as a pilot, we will improve our online offering to highlight sustainable tourism in our area. The training package provided to local businesses is valued at approximately £15,000.

The bid, if successful, will provide approximately £22,000 to fund STC's online sustainable tourism presence through Visit Sidmouth. The bid would additionally fund the production of bespoke video content to promote Sidmouth as a sustainable tourist destination.

#### **Partnership working**

As the lead partner, Sidmouth Town Council will retain primary responsibility for delivering the project deliverables. Spending with suppliers will be capped at the level funded by the project Funding Agreement, meaning that STC should not incur any risk of overspend.

A project officer role will supervise the project timetable and work with partners to ensure delivery of area-wide web content. Partners will retain control over their own branding and web content, within the project guidelines. Partners have been asked to commit to provide appropriate content to the web-developer, supporting their individual town branding exercise and promoting the project to local businesses. To ensure smooth running of the project, a project committee with one representative from each town will meet quarterly to oversee progress and address any ongoing issues.

If successful, the value of investment from the IRF is anticipated to be approximately £147,000 across the five partner towns.

The provision of a degree of matched funding is one of the criteria against which bids will be judged. Sidmouth Town Council has committed to funding the project officer at a cost of approximately £22,000 from the Tourism and Economy budget to support this element of the bid (the IRF will not directly contribute to salary/employment costs). Partners have been asked to pledge matched funding and pledges (to be ratified by their respective Town Councils) have been received from Honiton and Ottery St Mary.

#### **Next Steps**

Partners have been asked to secure the requisite approvals for participation in the IRF bid and provision of any matched funding and to notify Sidmouth Town Council by 15<sup>th</sup> December 2021.

If the requisite approvals are received, Sidmouth Town Council will submit a full bid document in time for consideration at the January meeting of the IRF committee. It is anticipated that, if successful, a Funding Agreement will be in place by late February and the project ready to start in April 2022, finishing in September 2023.

#### **Recommendation:**

- 1) that the Council approves its participation and lead role in the Innovation and Resilience Fund application bid to develop a sustainable tourism partnership between Sidmouth, Budleigh Salterton, Honiton, Ottery St Mary and Seaton.
- 2) that the Council approves in principle, the allocation of £22,000 from the Tourism and Economy budget to support the IRF bid.

**Cllr Louise Cole**  
**Cllr Hilary Nelson**

**25<sup>th</sup> November 2021**



# **Innovation and Resilience Fund Joint Tourism Transformation Bid**



Presentation by Cllr Louise Cole, Cllr Hilary Nelson and Tina Vester  
17th November 2021



# What is the Innovation and Resilience Fund?

- An EDDC fund which directly promotes economic recovery by supporting projects from local businesses and organisations
- Projects will be supported that have a **transformational** effect on the local economy and promote one of the four fund objectives
- The four objectives include:
  - **Diversification:** helping business diversify, develop a new product or innovation, enter new markets or adapt to new market conditions or working practices
  - **Green:** enabling significant carbon reductions, energy efficiencies or promote biodiversity
  - **Employment:** promote new higher value employment or safeguard existing high value employment under threat
  - **Inclusive:** provides sustainable opportunities to low income/disadvantaged individuals, local graduates or helps to alleviate poverty

# Project Overview

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PARTNERSHIP OF 5  
LOCAL TOWNS:  
SIDMOUTH, HONITON,  
SEATON, OTTERY ST  
MARY AND BUDLEIGH  
SALTERTON



BUILDING A DESTINATION  
PROFILE FOR THE SUB-  
REGION INCREASING  
VISITOR REACH



DELIVERING INDIVIDUAL  
BRANDING FOR EACH  
TOWN, EMPHASISING  
UNIQUE AND  
COMPLEMENTARY  
QUALITIES



SUPPORTING BUSINESSES  
TO ENTER NEW MARKETS  
BY CREATING AN  
ENHANCED AND  
COHESIVE ONLINE  
PRESENCE



PROMOTING  
ENVIRONMENTALLY  
SUSTAINABLE TOURISM  
AND CLIMATE RESILIENCE

# Branding

- Each town to develop own brand, with a vision that these brands will complement one another to form a cohesive and recognisable destination brand
- Support to each partner through:
  - Brand exploration meeting for each town
  - Development of individual brand destination pillars
  - Individual destination copy descriptions
  - Creation of up to 15 destination straplines
  - Logo/colours/fonts choices
  - Production of brand guidelines/usage booklet to maintain brand integrity

## Developing Online Presence

- Building on Visit Sidmouth success to create pages for each town that will:
  - Ensure search engine optimisation and increase town's digital reach
  - Promote local businesses through online advertising
  - Deliver enhanced member benefits
  - Promote calendar of local events
  - Include bespoke video content showcasing the best of each town
  - Create linked, themed content which will encourage visitors to explore the whole of the local area
  - Provide online booking and merchandising opportunities allow local businesses to reach new customers and diversify into new markets

# Sustainable Tourism

- Using Sidmouth as a pilot destination, develop environmental sustainability of the visitor economy:
  - Create a sustainable tourism roadmap
  - Provide sustainable tourism online content and visitor information
  - Train and empower businesses to make changes and offer peer to peer support
  - Use existing civic networks to support sustainability
  - Create action plans for low carbon tourism
  - Develop a Sustainable Tourism Destination Stewardship Model to roll out across the sub-region

## Partner Input



Sidmouth TC as the lead partner will offer a sum of matched funding to provide a designated project officer to drive the project



Partner towns to each provide a representative to the project committee, to meet quarterly for 18 months to discuss challenges and learning



Partner towns to assist in branding exercise, developing their town's web content and publicising initiative to local businesses

## **Further Information**

- On the Innovation and Resilience Fund:  
<https://eastdevon.gov.uk/business-and-investment/business-and-investment-info/>
- For Visit Sidmouth example pages:  
<https://www.visitdevon.co.uk/sidmouth>  
<https://visit-sidmouth.myshopify.com>