



SIDMOUTH TOWN COUNCIL

WOOLCOMBE HOUSE
WOOLCOMBE LANE
SIDMOUTH
DEVON
EX10 9BB

Telephone: 01395 512424

Email: towncouncil@sidmouth.gov.uk

Website: www.sidmouth.gov.uk

VAT Reg. No. 142 3103 24

6 September 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 12 September 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.

The Chair of the Working Group has the right and discretion to control questions to avoid disruption, repetition and to make best use of the meeting time. Individual contributions will be limited to a maximum period of three minutes.

Yours faithfully,

Christopher E Holland
Town Clerk

A G E N D A

Page/s

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 June 2022.

3 – 6

- 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 on their recent work.
- 7 **Information Centre Updates**
To note the Sidmouth Information Centre Finance Report and TIC Visit Sidmouth sales as at the end of August 2022. 7 – 8
- 8 **Tourism & Promotion Contract Report**
Tina Veater, Ignyte Ltd, will present an update of recent promotional activity and its work with Sidmouth Town Council. 9 – 11
- 9 **Tourism & Promotion Finance Report**
To receive the Tourism & Promotion Finance Report as at the end of August 2022. 12
- 10 **IRF Project Update**
To receive an update from the Chair of the Tourism & Economy Working Group and note the IRF Finance Report as at the end of August 2022. 13
- 11 **Air Show Evaluation Working Subgroup**
To receive a brief update from Cllr Nelson, Chair of the Air Show Evaluation Working Subgroup.
- 12 **Meeting Date Change**
Members are asked to note the date change of the final 2022 Tourism & Economy Working Group meeting from 12 December to 21 November 2022.
- 13 **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 June 2022 at 6.30 pm
(The Tourism and Economy Working Group met virtually)**

Councillors present: Ian Barlow
Louise Cole
Deirdre Hounsom
Chris Lockyear
Hilary Nelson
Richard Thurlow

Invited Reps: Chamber of Commerce – Sally Mynard
Acting TIC Manager – Tim Shardlow

Apologies: Cllr Charissa Evans,
Alistair Handyside – South West Tourism Alliance,
Tina Veater – Ignyte Ltd

The meeting started at 6.30pm and finished at 8.30pm

PART 'A'

1 Minutes

The Minutes of the Tourism & Economy Working Group meeting held on Monday 14 March 2022 were approved as a true and accurate record; with the addition to Minute number 34.1 that the Tourism Promotion Earmarked Reserve would be used to cover the cost of the traffic survey at approx. £2,200.

2 Declarations of Interest

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

3 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:

- The TAG had started to use a new budget format which would be helpful to follow the detail of income and expenditure.
- John Radford had attended the last meeting to discuss how best to access grant funding for the 2022 Connaught at Christmas event.
- Cllrs Cole and Nelson had met with Nicola Hughes who was working with the District Council to formulate a tourism strategy for East Devon. There would be a draft strategy review meeting on 4 July with the final strategy being presented to the District Council on 25 July.
- It had been noted that there was still much difficulty in recruiting and retaining hospitality industry staff in Sidmouth and throughout the East Devon area. This meant that many businesses were not able to open to full capacity.
- The Town Signage project was slightly delayed due to additional suggested alterations, but designs would shortly be finalised and recommended to Council for approval. The Environment Working Group would also be considering the reduction and decluttering of general signage around the town.

- Councillor Hounsom reported that she would be resuming her role as a coordinator between the many festival and event organisers and would continue discussions to encourage collaboration between the various groups.

RESOLVED: That the Tourism Advisory Group report be noted.

4 Information Centre Updates

Tim Shardlow, acting Information Centre Manager, reported that:

- The TIC had moved to summer opening hours and was now open 10am-5pm Monday to Saturday and 10am-4pm Sunday.
- Footfall had increased to well over 100 people per day with Monday 13 June being 143.
- There had been additional work for TIC staff supplying information and selling tickets for the Jazz & Blues Festival and they had built up a good working relationship with Ian Bowden, Festival Director.
- £37,000 of Folk Festival tickets had been sold so far with a 10% commission to the TIC.
- Many enquiries had been received from visitors whether the deck chairs would be made available on the Esplanade during the summer which formed a strong part of the brand image for Sidmouth. The Town Clerk reported that he had spoken to EDDC officers who had informed him that no one who had applied were able to take up the concession. The small number of deckchairs which had been seen stacked in Connaught Gardens were only made available for the Town Band Sunday concerts.
- It was hoped that Jurassic Paddle Sports group would take responsibility for placing the giant deckchair on and off the Esplanade each day and secure it overnight.
- The Town maps were being distributed very quickly this year directly to visitors and from many local outlets including shops and hotels.
- TIC staff were hoping to attend various events throughout the summer to sell more Visit Sidmouth merchandise, although priority would be given to high footfall events so that anticipated sales income was not significantly exceeded by the staffing costs.

RESOLVED: 1) That the Sidmouth Information Centre report be noted.

2) that the Town Clerk write to EDDC for an update on the deckchair concession and to express concern at the lack of chairs on the esplanade.

5 Tourism & Promotion Contract Update

In the absence of Tina Veater of Ignyte, Cllr Cole presented the report of the promotional activity work carried out with and on behalf of the Town Council.

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

6 Tourism & Promotion Finance Report

The Chair presented the Tourism & Promotion Finance report for the financial year ending March 2022.

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

7 Sidmouth Air Show & Regatta Weekend

7.1 Air Show Evaluation Working Group

Cllr Nelson, Chair of the Air Show Working Group reported:

- A format for questionnaires had been agreed, there would be three; the first for residents that would be online for 2 weeks and would only accept responses from EX10 postcodes, the second for visitors to the Air Show where email addresses would be taken at the event and in order to encourage responses they would be entered into a prize draw, and the third for local businesses who would be visited by Cllrs

Barlow, Nelson and Tina Veater to draw out the positive and negative impact of the event. The Working Group would also be consulting with local environmental groups and local organisations.

- Barry Neal, Air Show Flight Director was assisting with the approximate calculation of the environmental impact of the aircraft for 2022.
- The traffic survey would be carried out over a number of weeks throughout the year; one week at the time of the meeting, over Folk Week, Wednesday to Wednesday over the Air Show and one week later in the season for comparison purposes.
- It had been confirmed by EDDC officers that food Street Trading would not be permitted along the Esplanade throughout the Air Show although it was thought that the owner of Bedford Lawn private car park may apply for some pitches on his land. The TAG's opinion was that local business 'pop ups' would be preferred to outside traders. The Chamber of commerce was opposed to Street trading as direct potential competition to local traders and businesses.

RESOLVED: That the Air Show Evaluation Working Group report be noted.

7.2 Sidmouth Air Show and Regatta Weekend Events

Councillors Thurlow and Barlow had been working with the many sea-based organisations to encourage events being held over the Bank Holiday weekend. The Town Council would take responsibility for road closures, the Air Show, the fun fair and a fireworks display.

Sidmouth Sailing Club would be holding their usual Regatta races on both Saturday and Sunday, Sidmouth Lifesaving Club and Sidmouth Gig Club would also be holding races. The Rotary Club were organising street entertainment including two 'giants' to entertain the children. Each organisation would be responsible for their own event and insurance, but the Town Council would produce a program and supply prizes and cups for the various events and races. It was hoped that if successful a full Bank Holiday of events would continue in future years and lead to an annual Regatta weekend.

RESOLVED: That the Sidmouth Air show and Regatta Weekend Events report be noted.

8 Traffic Monitoring

Members were asked to note the appointment of Neotrafic to carry out a traffic survey in 2022 to be used for event planning and evaluation, to be funded from the Tourism Promotion Earmarked Reserve. (This item had been covered during the report of the Air Show Evaluation Working Group)

RECOMMENDED: That the Traffic Monitoring report be noted and agreed.

9 IRF Bid Update

Councillor Cole reported that the Town Council's application to the Innovation Resilience Fund had been successful and a grant of £146,209 had been allocated and with funding available from the five towns involved would bring the total fund available to £176,209.

Sidmouth Town Council had committed £22,000; Ottery St Mary £5,000; Honiton £3,000; Seaton was still discussing how much they would be able to allocate to the project.

Councillor Cole gave a presentation of the project overview and reported that it was anticipated to complete at the end of November 2023.

RESOLVED: That the IRF Bid Update report be noted and thanks and congratulations be noted to Councillors Cole, Nelson and the TAG for all the hard work to make the bid successful.

10 Matters Raised by Invited Representatives

Sally Mynard, Chamber of Commerce, reported that:

- The Jubilee Street Party had been very successful, although it had become obvious that more volunteers were needed to put up/take down all the tables and chairs.

- The petition in response to the District Council's increase in car parking charges had been submitted to East Devon District Council but they had been informed that it was not in an acceptable format so had been disregarded. Many local shops and cafes were reporting that lots of their customers were saying that they would not be returning to Sidmouth as the car parking charges were so high.
- The Chamber of Commerce were encouraging the promotion of seasonal/weekly car parking permits in order to minimise the overall cost for residents and visitors. Cllr Cole reported that she would arrange for the Visit Sidmouth website to have a 'click here' to purchase a car parking permit.
- The Chamber of Commerce were currently on a membership drive to increase their numbers and widen their representation.

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

Sidmouth Tourist Information Centre - Income and Expenditure Report **Month 5 - August 2022**

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	14,053	33,000	18,947
Cleaning & Office Mtce	264	300	36
Business Rates	1,273	2,600	1,327
Photocopier	24	200	176
Stationery	46	200	154
Telephone	815	1,200	385
Postage & Packing	25	200	175
Sundries, Provisions, Equipment	40	300	260
Bank/Credit Card/Shopify Charges	757	1,400	643
Purchase of Stamps	118	1,000	882
Purchase of Publications	996	2,000	1,004
Purchase of Goods/Souvenirs	25	500	475
	£18,436	£42,900	£24,464

Income

Sale of Stamps	419	1,000	581
Sale of Publications	2,512	4,000	1,488
Sale of Souvenirs	521	1,000	479
Sale of Adult Merchandise	485	1,000	515
Sale of Children's Merchandise	24	100	76
Commission - Sidmouth Folk Festival	2,721	3,000	279
Commission - Coaches	56	0	-56
Commission - Car/Coach Park	0	100	100
Sundry Income	104	100	-4
STC Funding	17,600	32,600	15,000
	£24,442	£42,900	£18,458

Total Expenditure	£18,436	£42,900	£24,464
Total Income	£24,442	£42,900	£18,458
Net Expenditure over Income	-£6,006	£0	£6,006

Current/Deposit Bank Accounts £16,429

Visit Sidmouth Merchandise - Sales 2022-23

Product - Sales	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2022-23 Sales to date	2022-23 Sales Income
Coffee Cup				2	3								5	£35.40
Vacuum Flask		3	3	1	1								8	£100.00
Plastic drinks bottle			1	3	2								6	£41.22
Jute bags		5	3	4	8								20	£108.40
Umbrella													0	£0.00
Adults cap		2	2	2	4								10	£100.00
Children's cap		2		1									3	£24.00
Polo Shirts			1	1	3								5	£100.00
	0	12	10	14	21	0	0	0	0	0	0	0	57	£509.02

Product Information	Bfwd Stock	Break Even Units	2021-22 Sales	2022-23 Sales to date	Net Cost per unit	RRP (incl VAT)	Net Sales Price	Total Net Cost incl setup charges
Coffee Cup	85	60	12	5	£3.80	£8.50	£7.08	£424.95
Vacuum Flask	78	72	18	8	£9.00	£15.00	£12.50	£900.00
Plastic drinks bottle	85	64	14	6	£4.00	£8.25	£6.87	£440.95
Jute bags	67	69	31	20	£3.40	£6.50	£5.42	£375.00
Umbrella	89	69	6	0	£9.00	£15.00	£12.50	£864.00
Adults cap	70	62	18	10	£5.50	£12.00	£10.00	£621.50
Children's cap	101	43	3	3	£2.50	£8.00	£8.00	£346.50
Polo Shirts	63	35		5	£11.00	£24.00	£20.00	£700.00
			102	57				£4,672.90



Visit Sidmouth September 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

YTD 2022	Visit Sidmouth	+/- on LY
Users	150,392	+7%
Sessions	388,352	-10.5%
Pageviews	1,005,538	-15%
Ave. Session Duration	2.10	-3.9%
August 2022	Visit Sidmouth	+/- on LY
Users	35,828	+2.26%
Sessions	76,470	-0.75%
Pageviews	196,627	-6.6%
Ave. Session Duration	2.15	-4.81%
July 2022	Visit Sidmouth	+/- on LY
Users	26,756	+0.50%
Sessions	59,927	-7.41%
Pageviews	158,071	-10.7%
Ave. Session Duration	2.09	-2.80%
Q2 2022	Visit Sidmouth	+/- on LY
Users	51,434	-5.6%
Sessions	127,941	-18.6%
Pageviews	324,123	-23.6%
Ave. Session Duration	2.00	-4.3%
Q1 2022	Visit Sidmouth	+/- on LY
Users	45,397	+33.3%
Sessions	124,014	-8.2%
Pageviews	326,717	-11.8%
Ave. Session Duration	2.17	-4%

Unfortunately we had a issue with the www.visitsidmouth.co.uk url in the summer, where the url is hosted externally and the DNS licence has expired so the redirect module failed. Once we have finally managed to discover where the hosting is held we were able to rectify the issue and the redirects were put back into place. This affected traffic in June and July.

We have seen more Sidmouth users to the site and these are predominantly looking at the webcams and the what's on section.

Visit Sidmouth enjoys 63.6% repeat visitors with 4.3% of these coming from Sidmouth.

The primary landing pages ytd were:

- 1 Webcams
- 2 Home page
- 3 Whats On
- 4 Shopping and Services
- 5 Air Show
- 6 Competitions

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

Organic search – 67.5%

Direct – 24.9%

Referral – 4.9%

Social media – 2.7%

Users on the website are coming from:

1st London – 11.2%

2nd Edinburgh – 8.36%

3rd Exeter – 4.74%

4th Sidmouth – 4.38%

5th Birmingham – 2.43%

6th Bristol – 1.99%

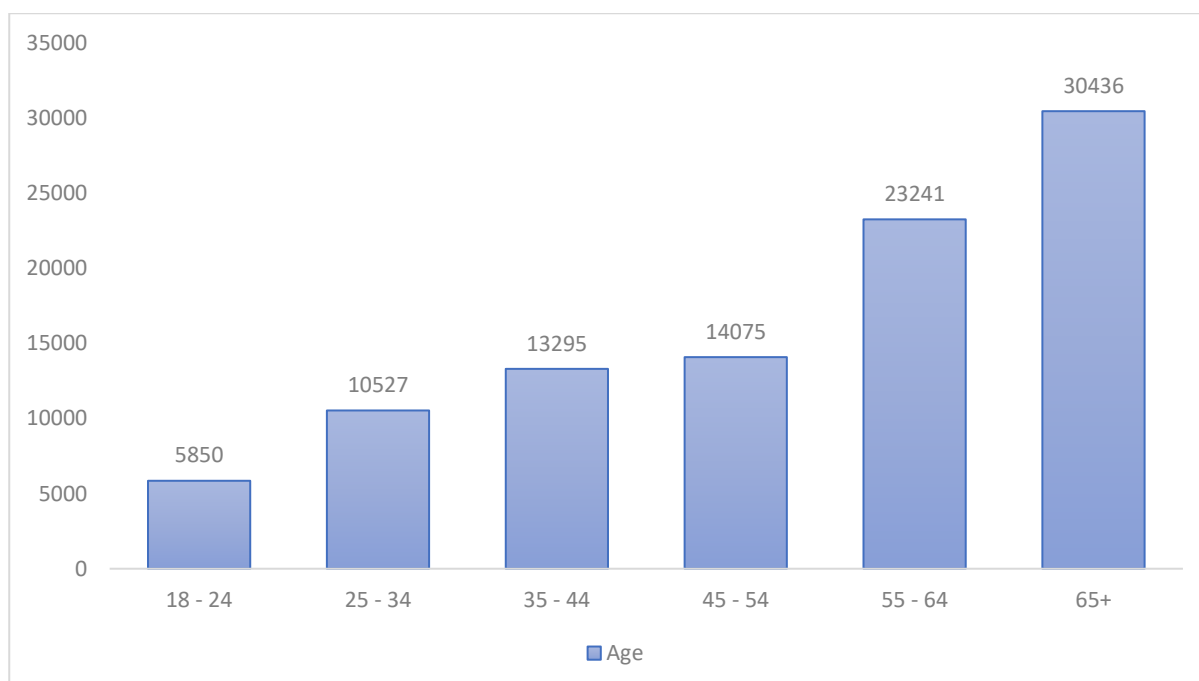
The first time since the Visit Sidmouth site launched have we seen the majority of people viewing the website on a mobile device, for Visit Sidmouth the break down is:

Mobile – 44.84%

Desktop – 40.87%

Tablet – 14.29%

Age demographic of sessions by age of the Visit Sidmouth website in January to August



Consumer newsletters

The consumer database has grown to 4,026 subscribers with an open rate of 41% and a click rate of around 13% each month.

Members Newsletters

On average 42% of the members are regularly opening their members newsletter.

On average 41% of the prospective members are opening their email newsletter every month.

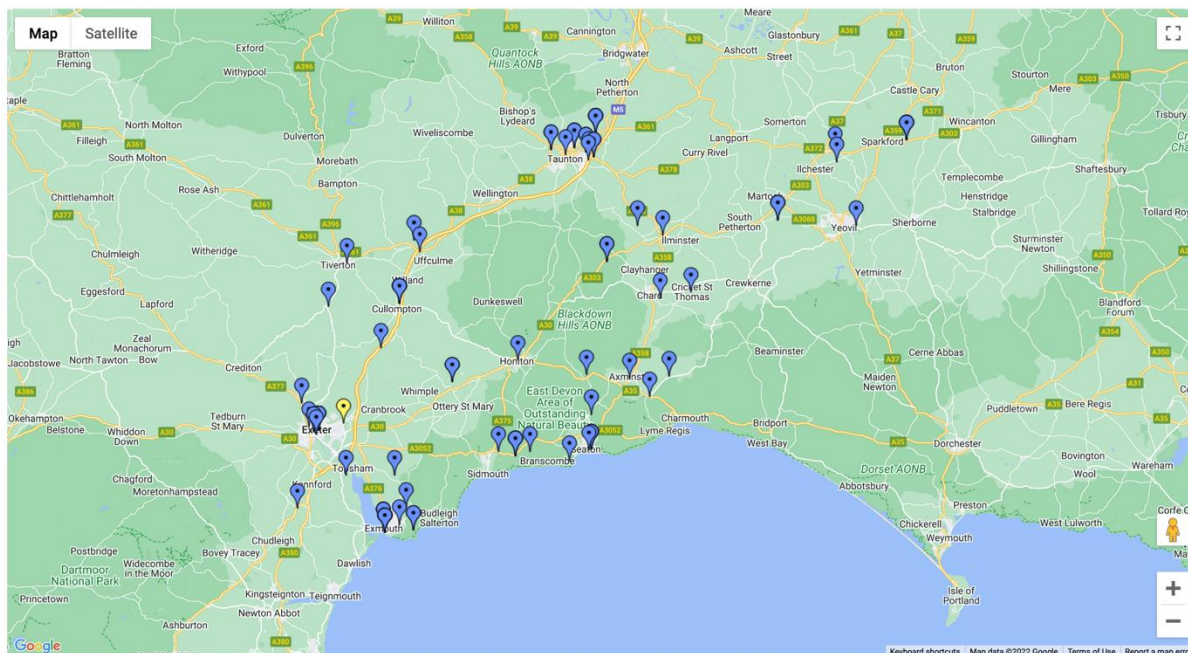
Visit Sidmouth Town Map 2022

The 2022 town map is still available throughout Sidmouth. The Ignyte team have delivered boxes to the large hotels and attractions and local shops are picking copies up from the TIC.

Glide distribution have racked the maps in 49 displays within a 3 minutes drive time from Sidmouth. From April to August they have used 14,080 maps and have 4,000 left to restock shelves until the end of the year. This is a slower pick up rate than last year but this is to be expected due to the slight fall in visitor numbers year on year.

On average, 670 maps are being picked up weekly from these racks giving the town additional coverage from outside areas of Sidmouth.

See the map below for pick up points:



Social Media

I have attached a separate social media report for August 2022

We achieved 1,025,365 impressions in the first 8 months of the year with 83,306 engagements.

The profiles are all growing, and we now have a total audience of 9,124

The Instagram page is the fastest growing, as expected and has now reached 2961 followers.

Online guide 2022

The 2022 online guide is on the website and the links are sent to all incoming enquires and all consumers.

You can view the guide [here](#)

From January to August the online guide has had 5,463 impressions and has been read 4,720 times with the average read time of 2.52 mins.

The Town Map has had 1,569 online impressions and has been read by 1,115 people with an average read time of 3.09 mins.

Signs

The new entrance sign have now been installed and look great!

Tourism Promotion Budget & Spend 2022/2023

Item	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Spend to date	Original Budget	% Spent
Ignyte Service Agreement				5655									£5,655	£22,620	25%
Ignyte Sales Income		-603	-1,325	-600	-393								-£2,921	-£22,000	13%
Visit Sidmouth Website Development costs/updates	127												£127	£1,500	8%
Social Media Advertising													£0	£2,000	0%
Video Production	380			700									£1,080	£4,000	27%
Visit Sidmouth products													£0	£1,000	0%
Town Map													£0	£9,380	0%
Promotional Material: e.g. Ad Spend, Signs, Editorial	200			500	3,018								£3,718	£4,500	83%
Training & Events				173	-379								-£206	£4,000	-5%
Visitor Survey/Evidence Base Research													£0	£1,000	0%
Net Council Budget	200	507	-603	5,703	2,039	-393	0	0	0	0	0	0	£7,453	£28,000	27%
Budget remaining													-£20,547		
Earmarked Reserve brought forward														£33,945	
Sidmouth Jazz & Blues Festival		-3000												-£3,000	
STC contribution to IRF				-22000										-£22,000	
EMR remaining														£8,945	

Tourism Information Centre 2022/2023

Item	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Spend to date	Original Budget	% Spent
TIC Salaries	1,267	1,885	3,551	3,609	3,741								£14,053	£33,000	43%
Other Expenditure	1,461	491	217	404	671								£3,244	£6,400	51%
Purchase of stock			318	625	196								£1,139	£3,500	33%
Sales Visit Sidmouth merch		-101	-100	-117	-191								-£509	-£1,100	46%
Sales stamps, publications, etc	-480	-736	-854	-823	-663								-£3,556	-£6,100	58%
Commission on ticket sales		-451	-877	-750	-699								-£2,777	-£3,100	90%
STC Funding	-7,600		-5,000		-5,000								-£17,600	-£32,600	54%
Total	-5,352	1,088	-2,745	2,948	-1,945	0	0	0	0	0	0	0	-£6,006	£0	

Innovation & Resilience Fund Budget & Spend 2022/2023

Item	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Spend to date	Original Budget	% Spent
Branding Support													£0	£19,000	0%
Bespoke Video Content													£0	£18,000	0%
Webpage Development													£0	£55,471	0%
Creation of Linked Content													£0	£10,570	0%
Website Accessibility													£0	£1,830	0%
Sustainable Tourism Area Webpage Development													£0	£22,260	0%
Sustainability Video Content													£0	£2,000	0%
Sustainability Training													£0	£15,000	0%
Project Manager Consultancy Fee					110								£110	£22,000	0%
Additional Linked Content - Honiton and OSM													£0	£8,000	0%
Equipment for Sustainability Training													£0	£2,078	0%
Net Council Budget	0	0	0	0	110	0	0	0	0	0	0	0	£110	£176,209	0%
Budget remaining														-£176,099	

Innovation & Resilience Fund Income 2022/2023

Item	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Income to date	Budget	%
EDDC I&R Fund			146,209										£146,209	£146,209	100%
Sidmouth TC				22,000									£22,000	£22,000	100%
Ottery TC													£0	£5,000	0%
Honiton TC													£0	£3,000	0%
Seaton TC													£0	£0	
Budleigh TC													£0	£0	
Total	0	0	146,209	22,000	0	0	0	0	0	0	0	0	£168,209	£176,209	95%