



SIDMOUTH TOWN COUNCIL

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7 June 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 13 June 2022 at 6.30pm

You are called upon to attend the above meeting where it is proposed that the matters set out on the agenda below will be considered and resolution or resolutions passed as the Town Council considers appropriate. The Working Group will meet virtually via the Zoom software platform.

Those members of the public wishing to view the meeting or speak on an agenda item are required to register by emailing towncouncil@sidmouth.gov.uk at least 24 hours before the start time of the meeting, after which virtual meeting details will be sent out to speakers/attendees.

Yours faithfully,

Christopher E Holland
Town Clerk

A G E N D A

1 **Apologies**

To receive any apologies for absence.

2 **Minutes**

To confirm the minutes of the meeting of the Tourism & Economy Committee meeting held on Monday 14 March 2022.

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- 3 **Declarations of Interest**
To receive any Members’ declarations of interest in respect of items on the agenda.
Note: You must also declare the nature of any personal or prejudicial interests in an item whenever it becomes apparent that you have an interest in the business being considered.
- 4 **Matters of Urgency and Report**
To consider any items that in the opinion of the Chair should be dealt with as matters of urgency because of special circumstances. (Note: such circumstances need to be recorded in the minutes)
- 5 **Exclusion of the Public**
To agree any items to be dealt with after the public (including the press) have been excluded. There are no items which the Clerk recommends should be dealt with in this way.
- 6 **Tourism & Promotion Advisory Group Update**
To receive an update from the Chair of the Tourism & Promotion Advisory Group, Councillor Louise Cole.
- 7 **Information Centre Updates**
To note the Sidmouth Information Centre Finance Report and TIC Visit Sidmouth sales for the financial year ending March 2022. 7 – 8
- 8 **Tourism & Promotion Contract Report**
Tina Veater, of contract partners Ignyte Ltd, will present an update of recent promotional activity and its work with Sidmouth Town Council. 9 – 11
- 9 **Tourism & Promotion Finance Report**
To receive the Tourism & Promotion Finance Report for the financial year ending March 2022. 12
- 10 **Sidmouth Air Show & Regatta Weekend**
 a) **Airshow Evaluation Working Group**
 To receive an update from Cllr Nelson, Chair of the Air Show Working Subgroup.
 b) **Sidmouth Air Show & Regatta Weekend Events**
 To receive an update from Cllrs Thurlow and Barlow following meetings with local organisations.
- 11 **Traffic Monitoring**
To note the appointment of Neotraffic to carry out a traffic survey in 2022 to be used for event planning and evaluation and to also consider from which funding stream is the most appropriate for payment.
- 12 **IRF Bid Update**
To receive an update on the Town Council’s application for Innovation and Resilience Fund support.
- 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 14 March 2022 at 6.30 pm
(The Tourism and Economy Working Group met virtually)**

Councillors present: Ian Barlow
Louise Cole
Deirdre Hounsom
Steven Kendall-Torry
Chris Lockyear
Hilary Nelson
Richard Thurlow
Jeff Turner

Invited Reps: Chamber of Commerce – Sally Mynard
Ignyte Ltd – Tina Veater
Acting TIC Manager – Tim Shardlow
T&P Advisory Group – Jo Watson

Apologies: Alistair Handyside – South West Tourism Alliance,

The meeting started at 6.30pm and finished at 8.35pm

PART 'A'

28 Minutes

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

29 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr Louise Cole	34 Sidmouth Air Show & Regatta Weekend	Personal	Remained in the meeting during discussion and voting	SCCH Director
Cllr Louise Cole	35 Street Trading	Personal	Remained in the meeting during discussion and voting	SCCH Director

30 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 was now meeting every 5 weeks with Tim Shardlow continuing to act as administrator for the group.
- A review of all town signage was underway especially the fingerposts owned by the Town Council. Others, including the town entrance signs, were being considered for redesign to bring them in line with the Visit Sidmouth brand and other signs owned by both EDDC and DCC were being examined to try and consolidate to try and reduce signage 'clutter'.
- A branding package had been drawn up to issue to all Town Council grant recipients to supply the Visit Sidmouth brand information that was expected to be included in all the recipients marketing and social media output.

- Louise Thompson was working separately with Sidmouth Folk Festival organisers as there was a need to maximise the Visit Sidmouth branding prior to and throughout the Folk Festival in order to recognise that Sidmouth Town Council provided the largest sponsorship to the event.
- The TAG was also working on Public Relations, more campaigns for 2022, highlighting the off-peak shoulder seasons and, if the IRF funding application was successful, additional focus on Sustainable Tourism.
- The TAG had been working in collaboration with the District Council to endeavour to make the EDDC's 'EastDevonly' marketing campaign more successful and appropriate for the Sid Valley.
- The IRF funding application had been delayed until the next panel meeting to be held at the end of April. Cllrs Cole and Nelson were clarifying what additional information would be required so that the application would be successful.
- Nigel Jones, a member of the public present, asked a number of questions during this and the following items relating to the Town Council's Tourism and Economy strategy, Tourist Information Centre and Tourism and Promotion contract. In view of the large number of points and questions made, the Chair and Working Group agreed to answer Mr Jones' queries by email after the meeting.

RESOLVED: That the Tourism Advisory Group report be noted.

31 Information Centre Updates

Tim Shardlow, acting Information Centre Manager, reported that:

- Ian Bowden, Sidmouth Jazz and Blues Festival, had visited the TIC to supply information so that the TIC staff would be able to support visitors wishing to purchase tickets for the various events.
- Ticket sales for the 2022 Folk Week had commenced and there was a lot of interest from attendees who had missed the event during the covid pandemic. As there was a large number of ticket holders who had rolled their tickets over from 2019 and 2020, the overall income and commission was likely to be lower than in previous years.
- It was anticipated that TIC opening hours could be extended after Easter although it was unlikely that the normal full summer schedule of opening including Sundays would start until May.
- Visit Sidmouth merchandise was available directly from the TIC and via Visit Sidmouth website; it was anticipated that sales would increase during the summer season.

RESOLVED: That the Sidmouth Information Centre report be noted.

32 Tourism & Promotion Contract Update

Tina Veater of Ignyte, presented the report of the promotional activity work carried out with and on behalf of the Town Council, highlighting that:

- Comparing 2021 Visit Sidmouth website statistics with 2019: Users had increased by 73.9%, Sessions by 131.8% and Pageviews by 207.6% and there had been over 1.5 million page views.
- The 2021 Town Map had been very successful and extremely popular with visitors to the town, advertising had been sold to 83 Sidmouth businesses for 2022. The new map would include the large fold out map and sit inside a 16-page booklet which also contained maps for dog walks, Sid Valley Ring, SWCP, accessible tree walk and Blue Plaque trail.
- The Ignyte team along with other individuals would be carrying out a review of the Visit Sidmouth website to look at updates, new functionality and user journeys.

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

33 Tourism & Promotion Budget Spend and Committed 2020/2021

The Chair presented the Tourism & Promotion Budget report as at the end of February 2022 and reported that the Chair and Tina Veater were working on supplying additional information to complete the Year End position.

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

34 Sidmouth Air Show & Regatta Weekend

34.1 Impact Assessment

Cllr Nelson, Chair of the Air Show Working Subgroup presented the report and recommendations from the Air Show Working Subgroup.

RESOLVED: That the Air Show Working Subgroup would use the event IMPACTS Tool Kit to evaluate the Economic, Social, Environmental and Media related impacts associated with the Air Show. A draft report would be submitted to the Autumn Tourism & Economy Working Group meeting and would include estimated event attendance and the volume of car traffic associated with the Air Show in order to properly assess these impacts. The full report would then be submitted to a full Council meeting for a decision before the end of 2022.

34.2 Expanded Associated Events

Councillors Thurlow and Barlow reported that they had held another meeting with interested parties to discuss whether additional activities could be included over the Bank Holiday weekend. There had been a very positive response and the Sidmouth Gig, Sidmouth Lifesaving and Sidmouth Sailing Clubs had committed to work together and hold events over the Bank Holiday weekend. The Rotary Club were also hoping to organise a couple of land-based events to complement the water events. It was anticipated that there would be a fireworks display on the Saturday night and hoped that the fun fair would also be able to attend on The Ham. The Town Council would produce a program and supply prizes for the various 2022 events, with the hope that this would continue in future and lead to an annual Regatta weekend.

RESOLVED: That the Expanded Associated Events report be noted and agreed.

35 Street Trading

The Chair of the Working Group gave an update and reported on the additional information received from a meeting held with the East Devon District Council Licensing Manager which would allow a far more appropriate Street Trading Policy than had previously been suggested, based on date and types of organisations. Members were asked to consider whether wanted the District Council's Licensing committee to develop criteria in conjunction with the Town Council so that Sidmouth would be able to have some strictly controlled street trading which would be site specific and use a seasonally determined approach.

RECOMMENDED: That the Town Council request that Sidmouth be included for consideration for a new Street Trading Policy and be included on the next District Council Licensing committee agenda for the July meeting.

This would start the collaboration process and would be followed by public consultation.

36 Jurassic Coast Interpretation

Councillor Cole reported on a recent meeting held with the Jurassic Coast Trust to discuss the lack of Jurassic Coast Interpretation information in Sidmouth. It was hoped that funding may be available from organisations such as the East Devon AONB, East Devon District Council and National Lottery Heritage to further this project.

RESOLVED: That the Chair and Town Clerk would continue discussions with Jurassic Coast Trust to design and instal appropriate Interpretation panels and posts along the Esplanade and Riverside Walkway.

37 Queen’s Platinum Jubilee Commemorative Beacon Lights

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

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

RECOMMENDED: That Beacon Lights were not considered suitable to be used during the summer months when they would not be seen until very late and for a short time; it would be more appropriate to be considered as an event during the October Science Festival week.

38 Matters Raised by Invited Representatives

Sally Mynard, Chamber of Commerce, reported that:

- The tickets for the Jubilee Street Party were going on sale at The Anchor Inn on Saturday 23 April.
- A petition in response to the District Council’s increase in car parking charges had been submitted to East Devon District Council.
- The Chamber of Commerce would encourage promotion of seasonal/weekly car parking tickets in order to minimise the overall cost for residents, especially targeted to the elderly and lower income individuals.

Jo Watson, Chamber of Commerce, reported that:

- The hotel bookings for Spring were becoming stronger although people still seem to be leaving bookings until the last minute.
- People were now more confident about eating indoors.
- Staffing was still a major issue across all the sites and other hotels, e.g., occasionally Dukes cannot open due to lack of staff.

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CHAIR OF THE TOURISM & ECONOMY WORKING GROUP

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 12 - March 2022**

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	29,097	37,000	7,903
Cleaning & Office Mtce	279	250	-29
Photocopier	104	200	96
Stationery	27	250	223
Telephone	1,306	1,250	-56
Postage & Packing	27	250	223
Sundries, Provisions, Equipment	345	100	-245
Bank/Credit Card/Shopify Charges	851	1,800	949
Purchase of Stamps	1,640	1,700	60
Purchase of Publications	2,157	3,300	1,143
Purchase of Goods/Souvenirs	284	1,400	1,116
	£36,117	£47,500	£11,383

Income

Sale of Stamps	642	2,400	1,758
Sale of Publications	4,743	6,500	1,757
Sale of Souvenirs	1,118	1,800	682
Sale of Adult Merchandise	829	0	-829
Sale of Children's Merchandise	24	0	-24
Accommodation Commission	3	400	397
Commission - Sidmouth Folk Festival	1,939	5,000	3,061
Commission - Coaches	22	250	228
Commission - Car/Coach Park	19	500	481
Comm & Discount Vouchers	0	500	500
Sundry Income	210	150	-60
STC Funding	30,000	30,000	0
	£39,549	£47,500	£7,951

Total Expenditure	£36,117	£47,500	£11,383
Total Income	£39,549	£47,500	£7,951
Net Expenditure over Income	-£3,432	£0	£3,432

Current/Deposit Bank Accounts £21,226

Visit Sidmouth Merchandise - Sales Profit/Loss

Product - Sales	TIC Aug	AirShow	TIC Sep	TIC Oct	Website Oct	TIC Nov	Website Nov	TIC Dec	Website Dec	TIC Jan	TIC Feb	TIC Mar	Aug - Mar No of items	Aug-Mar Sales Income
Coffee Cup		1	1			5		1	1		1	2	12	£84.96
Vacuum Flask	3	7	5		1	1			1				18	£225.00
Plastic drinks bottle	2	4	6	1					1				14	£96.18
Jute bags	1	3	9	2		6		4		1	5		31	£168.02
Umbrella	1	1	4										6	£75.00
Adults cap		5	6	2	1		2			1	1	1	18	£180.00
Children's cap			2									1	3	£24.00
	7	21	33	5	2	12	2	5	3	1	7	4	102	£853.16

Sept and 22 items sold at Chronic Cup Show

Product Information	Opening Stock	Break Even Units	Sales to date	Net Cost per unit	RRP	Net Sales Price	Total Net Cost incl setup charges	Potential Net Income	Potential Profit if all units sold	Profit minus setup charges
Coffee Cup	100	60	12	£3.80	£8.50	£7.08	£424.95	£708.00	£283.05	£238.43
Vacuum Flask	100	72	18	£9.00	£15.00	£12.50	£900.00	£1,250.00	£350.00	£350.00
Plastic drinks bottle	100	64	14	£4.00	£8.25	£6.87	£440.95	£687.00	£246.05	£205.60
Jute bags	100	69	31	£3.40	£6.50	£5.42	£375.00	£542.00	£167.00	£131.67
Umbrella	96	69	6	£9.00	£15.00	£12.50	£864.00	£1,200.00	£336.00	£336.00
Adults cap	95	62	18	£5.50	£12.00	£10.00	£621.50	£950.00	£378.50	£229.50
Children's cap	99	43	3	£2.50	£8.00	£8.00	£346.50	£792.00	£445.50	£346.50
							£3,972.90	£6,129.00	£2,156.10	£1,837.70



**Visit Sidmouth
June 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

May 2022	Visit Sidmouth	+/- on LY
Users	17,337	+3%
Sessions	41,055	-3.2%
Pageviews	106,535	-15%
Ave. Session Duration	2.08	+8%
April 2022	Visit Sidmouth	+/- on LY
Users	18,739	+27.3%
Sessions	41,247	-3.69%
Pageviews	102,542	-11.5%
Ave. Session Duration	2.00	-
March 2022	Visit Sidmouth	+/- on LY
Users	15,297	+14.81%
Sessions	38,502	-11.2%
Pageviews	96,444	-17.2%
Ave. Session Duration	2.00	-
February 2022	Visit Sidmouth	+/- on LY
Users	21,767	+65.6%
Sessions	53,517	+10.3%
Pageviews	147,962	+6.69%
Ave. Session Duration	2.38	+1.7%
January 2022	Visit Sidmouth	+/- on LY
Users	12,149	+01%
Sessions	31,995	-25.9%
Pageviews	82,311	-28%
Ave. Session Duration	2.07	-12%

We have seen an increase in users in March to May but a drop in pageviews in comparison to last year. On investigation this is due to the year on year comparison and last year, post Covid there was a severe lack of accommodation available in April, May and June thereover more accommodation pages were clicked. This year, we can see the same amount of time on the website as last year which remains positive. The webcams pages remain as the most viewed pages and the web team at Ignyte are working on additional content on these pages to drive visitors around the site.

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

The primary landing pages in February were:

- 1 Webcams
- 2 Home page
- 3 Whats On
- 4 Shopping and Services
- 5 Things to do
- 6 Attractions

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

Organic search – 71.2%

Direct – 24.9%

Referral – 2.6%

Social media – 1.3%

Users on the website are coming from:

1st London – 12.9%

2nd Sidmouth – 4.41%

3rd Exeter – 3.79%

4th Birmingham – 2.55%

5th Bristol – 2.23%

6th Bournemouth – 1.93%

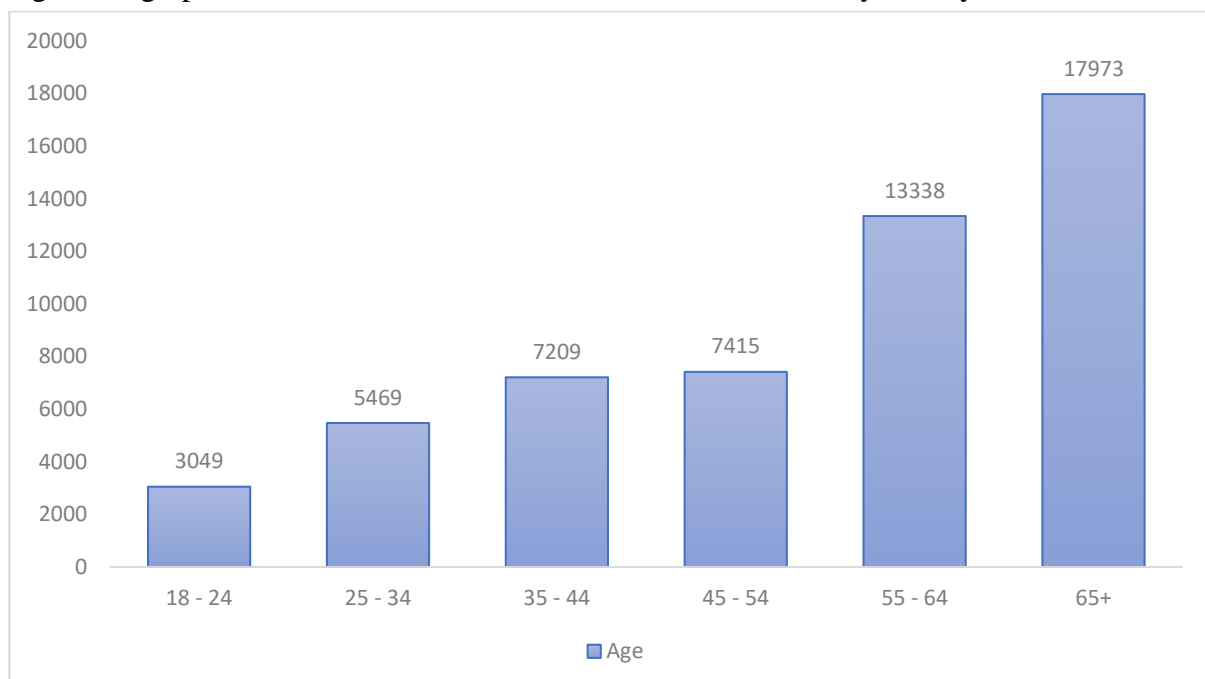
Post lock down we have seen a significant rise in people viewing websites on mobile devices, for Visit Sidmouth the break down is:

Desktop – 42.1%

Mobile – 42.6%

Tablet – 15.3%

Age demographic of users of the Visit Sidmouth website in January to May



Consumer newsletters

The consumer database has grown to 3777 subscribers with an open rate of 43% and a click rate of around 13.4% each month.

Members Newsletters

On average 46% of the members are regularly opening their members newsletter.

Visit Sidmouth Town Map 2022

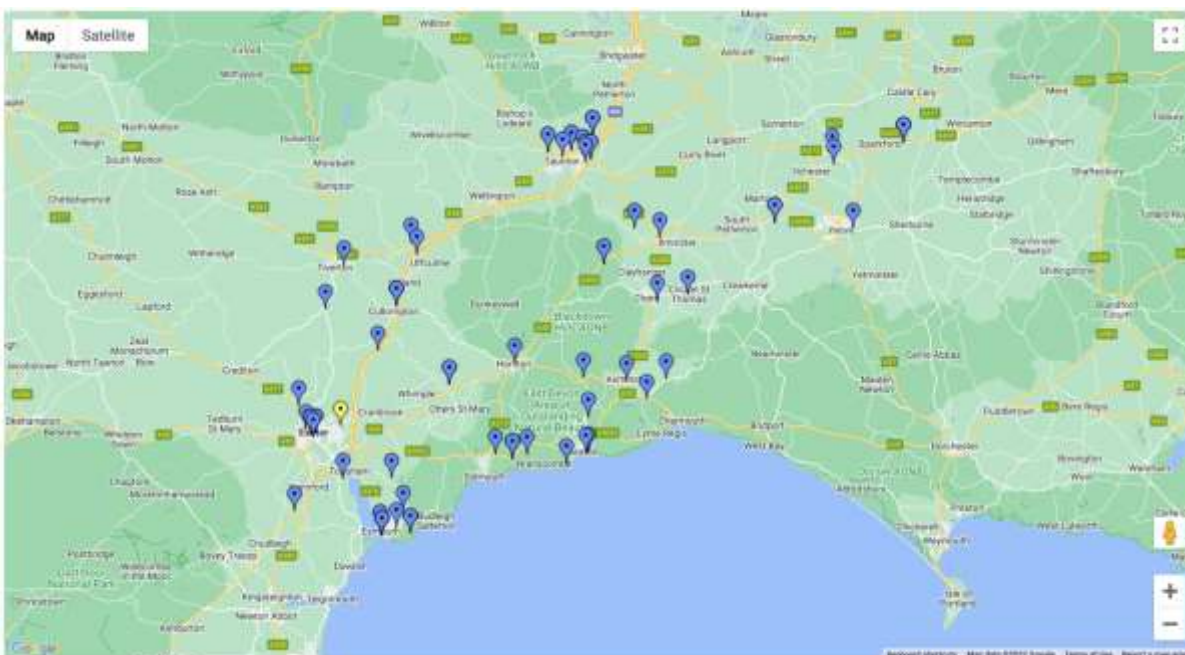
The 2022 town map is now available throughout Sidmouth. The Ignyte team have delivered boxes to the large hotels and attractions and local shops are picking copies up from the TIC.

The maps are also racked by Glide in a 30 minutes drive time of Sidmouth.

6480 of the 15,000 copies given to Glide have been picked up from the 53 locations the map is available at.

On average, 925 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 Jan to May 2022

You will see that we achieved 534,433 impressions in the first 5 months of they year with 47,528 engagements.

The profiles are all growing, and we now have a total audience of 8,784

The Instagram page is the fastest growing, as expected and has now reached 2858 followers.

Please be aware that the report compares to August to December last year, peak season.

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](#)

Signs

We have been working on designs for the new entrance signs for Sidmouth which will be erected by Sign Vision. The final designs have been selected and will be discussed with the TAG to make the final decision.

Tourism Promotion 2021/2022

Item	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	Total	Budget
Ignyte Service Agreement				5,655			5,655			5,655		5,655	£22,620	£22,620
Ignyte Sales Income		-382		-347	-815	-1,579	-1,563	-3,687	-7,217	-3,367	-2,398	-3,403	-£24,758	-£15,000
Visit Sidmouth Website Development costs/updates													£0	£1,380
Social Media Advertising							450			500			£950	£2,500
Video Production									2,500				£2,500	£3,500
Visit Sidmouth products					4,177	108						700	£4,985	£5,000
TIC Development	1,394	2,567	2,464	876	43	353	820	7					£8,524	£4,000
Promotional Material: Town Map & Cricket Brochure		300	178		2,394	30						7,405	£10,307	£0
Events - Summer Festival				430	190	2,000							£2,620	£8,000
Visitor Survey/Evidence Base Research													£0	£3,000
Total Net Expenditure	1,394	2,867	2,260	6,614	5,989	912	5,362	-3,680	-4,717	2,788	-2,398	10,357	£27,748	£35,000
Budget Variance transfer to/from EMIR														£7,252
EMR brought forward														£26,693
EMR carried forward														<u>£33,945</u>

Tourism Information Centre 2021/2022

Item	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	Total	Original Budget
TIC Salaries	1,678	1,830	2,549	2,877	3,918	3,858	2,660	2,120	2,323	1,162	1,205	2,917	£29,097	£37,000
Other Expenditure	417	73	106	561	99	173	144	553	105	390	122	196	£2,939	£4,100
Purchase of stock	45		766	89	2,176	268	489	246	151	36		-185	£4,081	£6,400
Sales Visit Sidmouth merch					-69	-286	-60	-301	-55	-6	-44	-32	-£853	
Sales stamps, publications, etc		-222	-1,001	-1,128	-980	-1,169	-673	-391	-298	-235	-240	-379	-£6,716	-£10,700
Commission on ticket sales				-284	-76	-24	-3	-19	-19	-3	-486	-1,069	-£1,980	-£6,800
STC Funding			-10,000		-5,000	-5,000			-10,000				-£30,000	-£30,000
Total	2,140	1,681	-7,580	2,115	68	-2,180	2,560	2,208	-7,793	1,344	557	1,448	-£3,432	£0