



# SIDMOUTH TOWN COUNCIL

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25 May 2023

To: All Members of the Tourism & Economy Working Group  
(Cllrs: Ian Barlow, Stuart Hughes, Chris Lockyear, John Loudoun, Hilary Nelson, Rachel Perram, Kevin Walker)

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,

## **Meeting of the Tourism & Economy Committee Wednesday 7 June 2023 at 6.30pm**

You are called upon to attend the above meeting to be held in the Council Chamber, Woolcombe House, Woolcombe Lane, Sidmouth. 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 Chair of the Committee 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 <b>Apologies</b> To receive any apologies for absence.	
2 <b>Minutes</b> To confirm the minutes of the meeting of the Tourism & Economy Committee meeting held on Monday 13 March 2023.	3 – 5

- 3 **Declarations of Interest**  
To receive any Members' declarations of interest in respect of items on the agenda.  
Note: You must also declare the nature of any personal or prejudicial interests in an item whenever it becomes apparent that you have an interest in the business being considered.
- 4 **Matters of Urgency and Report**  
To consider any items that in the opinion of the Chair should be dealt with as matters of urgency because of special circumstances. (Note: such circumstances need to be recorded in the minutes)
- 5 **Exclusion of the Public**  
To agree any items to be dealt with after the public (including the press) have been excluded. There are no items which the Clerk recommends should be dealt with in this way.
- 6 **Tourism & Promotion Advisory Group Update**  
To receive an update from the Chair of the Tourism & Promotion Advisory Group, Councillor Hilary Nelson on their recent work.
- 7 **Information Centre Updates**  
To note the Sidmouth Information Centre Finance Report and TIC Visit Sidmouth sales for the financial year ending March 2023. 6 – 7
- 8 **Tourism & Promotion Contract Report**  
Tina Veater, Ignyte Ltd, will present an update of recent promotional activity and its work with Sidmouth Town Council. To follow
- 9 **Tourism & Promotion Finance Report**  
To receive the Tourism & Promotion Finance Report for the financial year ending March 2023. 8
- 10 **IRF Project Update**  
To receive an update from the Chair of the Tourism & Economy Committee and note the IRF Finance Report for the financial year ending March 2023. 9
- 11 **Sidmouth Regatta**  
To receive an update from the Regatta Working Group.
- 12 **Matters Raised by Invited Representatives**  
To consider any other items or matters to be raised by the representatives of  
a) South West Tourism Alliance.  
b) Sidmouth Chamber of Commerce.

**Minutes of a Meeting of Sidmouth Town Council's  
Tourism and Economy Working Group  
on Monday 13 March 2023 at 6.30 pm  
(The Tourism and Economy Working Group met virtually)**

Councillors present: Ian Barlow  
Louise Cole  
Deidre Hounsom  
Chris Lockyear  
Hilary Nelson  
Rachel Perram  
Richard Thurlow

Invited Reps: Chamber of Commerce – David Cook  
TIC Manager – Tim Shardlow

Apologies: Charissa Evans  
Chamber of Commerce – Sally Mynard  
Ignyte Ltd – Tina Veater  
South West Tourism Alliance – Alistair Handyside

The meeting started at 6.30pm and finished at 8.40pm

**PART 'A'**

**33 Minutes**

The Minutes of the Tourism & Economy Working Group meeting held on Monday 21 November 2022 were approved as a true and accurate record.

**34 Declarations of Interest**

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

**35 Tourism Advisory Group Update**

Councillor Cole gave an update of the work that had been carried out by the Tourism Advisory Group since the last meeting and reported that:

- A new publicity campaign promoting Sidmouth Festivals and Events including a video showing content of the key events throughout the year was due to be released shortly.
- The Sidmouth@Christmas campaign had been a pilot collaborative approach to market Sidmouth during the shoulder season which had been well received and the dedicated page had received over 1,000 views.
- A suggestion for additional funding to support the Jazz & Blues Festival free music events had been received and Members were asked to consider allocating funds from the existing budgets or Tourism Earmarked Reserve.
- The Chair reminded the Working Group that the Members of the TAG were: Cllrs Cole, Nelson and Hounsom, TIC Manager: Tim Shardlow, Chamber of Commerce: Sally Mynard, Marketing: Louise Thompson and accommodation provider: Jo Watson.

**RESOLVED:** That:

- 1) the Tourism Advisory Group report be noted.
- 2) £3,000 funding would be made available from the Tourism & Economy Promotion budgets to support the free music events during the 2023 Sidmouth Jazz & Blues Festival.

### **36 Information Centre Updates**

Tim Shardlow, Tourist Information Centre Manager, gave a comprehensive report of TIC activities and reported that:

- Jazz & Blues Festival headline act tickets were being sold from the TIC.
- Folk Festival sales were more than double compared to those at the same time last year.
- From mid-April the TIC would move to 'shoulder season' opening times and be open until 4pm Monday to Saturday with one member of staff and then later in May would move to 'summer season' hours of 10am to 5pm Monday to Saturday and 10am to 4pm Sunday, with two members of staff.
- The TIC would again hold the register for booking the popular Walking Festival trips running from 16 to 22 September.
- The Greenslade Tours program was expected shortly and a new company Wayfarer Tours, had contacted the TIC and wished to have an agency presence within the Sidmouth TIC to sell tickets for their coach trips.
- The 2023 Town Maps had been printed and were due to be received soon.
- The LGA Culture, Tourism and Sport website enabled local authorities to share events and community news for local events.
- The TIC staff had a good working relationship with the Chamber of Commerce and the Manager had attended the CofC AGM which had been well attended.
- The Manager had attended a zoom day run by Creative UK which presented information about TV and film production locations outside London.
- Many visitors were enquiring when the EDDC Electric Vehicle charging points would be available for use.

**RESOLVED:** That the Sidmouth Information Centre report be noted.

### **37 Tourism & Promotion Contract Update**

In the absence of Tina Veater, Ignyte, Cllr Louise Cole presented the report of the promotional activity work carried out with and on behalf of the Town Council and described the functionality of the new, improved Visit Sidmouth website which would be launched on 22 March 2023.

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

### **38 Tourism & Promotion Finance Report**

The Chair presented the Tourism & Promotion Finance report for the period ending February 2023.

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

### **39 IRF Project Update**

The Chair presented the IRF (Coast Meets Country project) Finance report for the period ending February 2022 and Cllrs Cole and Nelson gave an update on the progress of the IRF Project:

- Karen Whittaker had been employed as the new IRF Project Manager.
- The IRF project focus was moving towards the sustainability part of the program, partnering with Green Champions to create a Sustainable Tourism Roadmap and Carbon Action Plan with Sidmouth as the pilot town for this element.

- The Travel Foundation ran a very successful, well attended ‘Imaginarium’ event at the Victoria Hotel, held to inspire innovation and share knowledge enabling businesses to achieve greater sustainability and move towards their net zero targets.
- Link to the Travel Foundation – Sidmouth CMC appears at the end of the page.  
<https://www.thetravelfoundation.org.uk/project/destination-stewardship-planning/>

**RESOLVED:** That the IRF Project report be noted.

#### **40 Sidmouth Regatta**

Members considered and debated how best to support and develop Sidmouth Regatta which takes place in the August Bank Holiday. It was agreed that the Town Council was a coordinator and that other than the Regatta Airshow and Fireworks, individual organisations and groups would run their own events as in 2022.

- RESOLVED:**
- 1) That a small Sub Working Group be set up to act as coordinator, enabler and facilitator for the Sidmouth Regatta Weekend bringing together the work of Sidmouth Town Council, Community event organisers and the Coast Meets Country Project.
  - 2) Membership of the Sub Working Group to include Cllrs Barlow, Nelson, Perram and Thurlow.
  - 3) A group of volunteers including Graham Symington and Duncan Woods together with others from the participating organisations as required, be invited to operational level meetings.
  - 4) That the Coast Meets Country sustainable Tourism pilot project be reflected in the event.
  - 5) That the Council through the Town Clerk will be the single point of contact for the marketing, communications and publicity for the event.

#### **41 Matters Raised by Invited Representatives**

David Cook Chamber of Commerce, recognised and commended all the valuable work carried out by the Tourism & Economy Working Group and reported that:

- Tickets for the Chamber of Commerce Coronation Street Party, to be held on Sunday 7 May 2023, would be available from The Anchor Inn, from 25 March onwards.

Members also discussed the forthcoming EDDC Licensing Committee’s meeting and agreed that a formal letter be sent to East Devon District Council and Cllr Cole would attend the meeting to voice concerns raised by the Tourism & Economy Working Group.

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CHAIR OF THE TOURISM & ECONOMY WORKING GROUP

**Sidmouth Tourist Information Centre - Income and Expenditure Report  
Month 12 - March 2023**

	Actual Year to Date	Current Annual Budget	Budget Balance
<b><u>Expenditure</u></b>			
Salaries	33,011	33,000	-11
Cleaning & Office Mtce	886	300	-586
Business Rates	2,545	2,600	55
Photocopier	169	200	31
Stationery	76	200	124
Telephone	1,663	1,200	-463
Postage & Packing	36	200	164
Sundries, Provisions, Equipment	102	300	198
Bank/Credit Card/Shopify Charges	1,482	1,400	-82
Purchase of Stamps	118	1,000	882
Purchase of Publications	2,528	2,000	-528
Purchase of Goods/Souvenirs	1,162	500	-662
	<b>£43,778</b>	<b>£42,900</b>	<b>-£878</b>
<b><u>Income</u></b>			
Sale of Stamps	620	1,000	380
Sale of Publications	4,125	4,000	-125
Sale of Souvenirs	1,089	1,000	-89
Sale of Adult Merchandise	826	1,000	174
Sale of Children's Merchandise	48	100	52
Commission - Sidmouth Folk Festival	6,778	3,000	-3,778
Commission - Coaches	84	0	-84
Commission - Car/Coach Park	0	100	100
Sundry Income	224	100	-124
STC Funding	32,600	32,600	0
	<b>£46,394</b>	<b>£42,900</b>	<b>-£3,494</b>
<b>Total Expenditure</b>	<b>£43,778</b>	<b>£42,900</b>	<b>-£878</b>
<b>Total Income</b>	<b>£46,394</b>	<b>£42,900</b>	<b>-£3,494</b>
<b>Net Expenditure over Income</b>	<b>-£2,616</b>	<b>£0</b>	<b>£2,616</b>
<b>Current/Deposit Bank Accounts</b>	<b>£34,009</b>		

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	Total 2021-22 Sales
Coffee Cup			2	3	3	4							12	£84.96	12
Vacuum Flask	3	3	1	1	2							1	11	£137.50	18
Plastic drinks bottle	1	3	2	2	1								9	£61.83	14
Jute bags	5	3	4	8	10	5	1	3	1			1	40	£216.80	31
Umbrella					1	1							2	£25.00	6
Adults cap	2	2	2	4	3		1						14	£140.00	18
Children's cap	2		1		3	3							6	£48.00	3
Polo Shirts		1	1	3	2	1							8	£160.00	
	<b>0</b>	<b>12</b>	<b>10</b>	<b>14</b>	<b>21</b>	<b>26</b>	<b>12</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>102</b>	<b>£874.09</b>	<b>102</b>

### 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			5,655	5,655			5,655			5,655			£16,965	£22,620	75%
Ignyte Sales Income		-603	-1,325	-600	-393	-870	-5,646	-1,811	-1,601	-3,848			-£21,103	-£22,000	96%
Visit Sidmouth Website Development costs/updates	127												£127	£1,500	8%
Social Media Advertising								1,650				500	£2,150	£2,000	108%
Video Production	380		700			180	250					450	£1,960	£4,000	49%
Visit Sidmouth products											798		£798	£1,000	80%
Town Map											6,293		£6,293	£9,380	67%
Promotional Material: e.g. Ad Spend, Signs, Editorial	200			500	3,018	150	450					40	£4,358	£4,500	97%
Training & Events			173		-379	3,722							£3,516	£4,000	88%
Visitor Survey/Evidence Base Research													£0	£1,000	0%
<b>Net Council Budget</b>	200	507	-603	5,703	2,039	3,479	5,415	-5,396	-161	1,249	-1,601	4,233	£15,064	£28,000	54%
<b>Budget remaining</b>														-£12,936	

### Earmarked Reserve brought forward

Sidmouth Jazz & Blues Festival 2022	3,000													£33,945	
STC contribution to IRF				22,000										£3,000	
Sidmouth Running Club - Sidmouth Celebrates Year End transfer to EMR								2,500						£22,000	
														£2,500	
<b>Earmarked Reserve carried forward</b>													12,936	£12,936	
														£19,381	

### 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	4,093	2,644	4,406	1,557	1,846	1,730	2,682	£33,011	£33,000	100%
Other Expenditure	1,461	491	217	404	671	103	1,825	67	196	113	1,186	225	£6,959	£6,400	109%
Purchase of stock			318	625	196	167	352	153	176			1,821	£3,808	£3,500	109%
Sales Visit Sidmouth merch		-101	-100	-117	-191	-221	-95	-16	-15			-18	-£874	-£1,100	79%
Sales stamps, publications, etc	-480	-736	-854	-823	-663	-910	-472	-297	-122	-153	-234	-314	-£6,058	-£6,100	99%
Commission on ticket sales		-451	-877	-750	-699	-51	-10	-44			-802	-3,178	-£6,862	-£3,100	221%
STC Funding	-7,600	-5,000	-5,000	-5,000	-5,000	-5,000	-15,000	-15,000					-£32,600	-£32,600	100%
<b>Total</b>	-5,352	1,088	-2,745	2,948	-1,945	3,181	4,244	-10,731	1,792	1,806	1,880	1,218	-£2,616	£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			19,000										£19,000	£19,000	100%
Bespoke Video Content			6,000	5,412	7,084								£18,496	£18,000	103%
Webpage Development			9,245	9,245	9,245							13,276	£41,011	£55,471	74%
Creation of Linked Content			10,570										£10,570	£10,570	100%
Website Accessibility			1,830										£1,830	£1,830	100%
Sustainable Tourism Area Webpage Development												5,655	£5,655	£22,260	25%
Sustainability Video Content													£0	£2,000	0%
Sustainability Training												5,000	£5,000	£15,000	33%
Project Manager Consultancy Fee			110		1,226	1,898	1,578	1,898	1,226			2,608	£9,644	£22,000	44%
Additional Linked Content - Honiton and OSM							5,750						£5,750	£8,000	72%
Equipment for Sustainability Training							1,822						£1,822	£2,078	88%
<b>Net Council Budget</b>	0	0	0	0	110	6,000	55,853	1,578	11,143	17,555	0	26,539	£118,778	£176,209	67%
<b>Earmarked Reserve Carried Forward</b>														-£57,431	

**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								5,000					£5,000	£5,000	100%
Honiton TC							3,000						£3,000	£3,000	100%
Seaton TC													£0	£0	
Budleigh TC													£0	£0	
<b>Total</b>	0	0	146,209	22,000	0	0	3,000	5,000	0	0	0	0	£176,209	£176,209	100%