



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

14 March 2024

To: All Members of the Tourism & Economy Working Group
(Cllrs: Ian Barlow, Francetta Bridle, Lorraine Brown, Paul Dodds, Chris Lockyear, John Loudoun, Hilary Nelson, Rachel Perram, Kevin Walker, Phil Weaver, Edward Willis Fleming)

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 20 March 2024 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 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 December 2023. | 3 – 5 |

- | | | |
|----|---|----------------------|
| 3 | <p>Declarations of Interest</p> <p>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.</p> | |
| 4 | <p>Matters of Urgency and Report</p> <p>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)</p> | |
| 5 | <p>Exclusion of the Public</p> <p>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.</p> | |
| 6 | <p>Tourism & Promotion Advisory Group Update</p> <p>To receive a summary from the Chair of the Tourism & Promotion Advisory Group, Councillor Hilary Nelson, on their recent work, and a review of marketing and promotional activity in Sidmouth.</p> | |
| 7 | <p>Tourist Information Centre Updates</p> <p>To receive a report from the manager of the Tourist Information Centre and to note the TIC Finance Report and Visit Sidmouth merchandise sales for the period ending February 2024.</p> | 6 – 7 |
| 8 | <p>Tourism & Promotion Contract Report</p> <p>A written update of recent promotional activity and Ignyte’s work with Sidmouth Town Council by Tina Veater will be supplied.</p> | Report to follow |
| 9 | <p>Tourism & Promotion Finance Report</p> <p>To receive the Tourism & Promotion Finance Report for the period ending February 2024.</p> | 8 |
| 10 | <p>IRF Coast & Country Project Update</p> <p>To receive a report on the conclusion of the funded element of the Coast & Country project from the Chair of the Tourism & Economy Committee and note the final IRF Finance Report for the period ending 15th December 2023. To note ongoing legacy elements of the project.</p> | 9 |
| 11 | <p>Sustainable Tourism Roadmap</p> <p>To receive the Sustainable Tourism Roadmap and to recommend that the Town Council adopts the roadmap as a working document.</p> | Attached with Agenda |
| 12 | <p>Matters Raised by Invited Representatives</p> <p>To consider any other items or matters to be raised by the representatives of</p> <p>a) South West Tourism Alliance.</p> <p>b) Sidmouth Chamber of Commerce.</p> | |

**Minutes of a Meeting of Sidmouth Town Council's
Tourism and Economy Committee
held in the Council Chamber, Woolcombe House, Sidmouth
on Wednesday 13 December 2023 at 6.30 pm**

Councillors present: Ian Barlow
Paul Dodds
Francetta Bridle
Lorraine Brown
Chris Lockyear
Hilary Nelson
Rachel Perram
Kevin Walker
Phil Weaver
Edward Willis Fleming

Invited Reps: TIC Manager – Tim Shardlow
Ignyte Ltd – Tina Veater

Apologies: Cllr Stuart Hughes
Chamber of Commerce – Sally Mynard

The meeting started at 6.30pm and finished at 8.00pm

PART 'A'

22 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Wednesday 13 September 2023 were signed and approved as a true and accurate record.

23 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr Edward Willis Fleming	29 Festivals Forum	Personal	Remained in the meeting during discussion and voting	Jazz & Blues Festival supporter
Cllr Chris Lockyear	29 Festivals Forum	Personal	Remained in the meeting during discussion and voting	Science Festival Committee member
Cllr Chris Lockyear	29 Festivals Forum	Personal	Remained in the meeting during discussion and voting	Folk Festival Trust member

24 Matters of Urgency and Report

Cllrs Nelson and Barlow gave an update on the proposal that International Coach trips may be encouraged to visit East Devon, supporting the initiative of working towards sustainable transport tourism.

25 Tourism Advisory Group Update

Councillor Nelson and Tina Veater of Ignyte, gave a presentation giving the background and updating all members on the work carried out by the Tourism & Economy Committee, supported by the Tourism Advisory Group.

RESOLVED: That the Tourism Advisory Group report be noted.

25 Information Centre Updates

Tim Shardlow, Tourist Information Centre Manager, gave an update of TIC activities and reported that:

- The TIC was currently open for the 'winter season' hours of 10am to 1.30pm Monday to Saturday, with one member of staff.
- All Members were encouraged to visit the TIC to meet the staff and see what information and services were available. There were many organisations and activity groups that the TIC supported and publicised including, most recently, the important Autumn events of the September Walking Festival and Classic Car Show, followed by the Science Festival in October.
- TIC staff had attended many informative meetings, such as the East Devon National Landscape Project (previously the AONB), the Tourism Network, Visit England webinars and Trade Shows at Westpoint.
- It had been announced that the reduced EDDC car park charges would remain in place until the end of March 2024 and the £2 flat rate bus fare would continue until Autumn 2024. These were very positive outcomes for both visitors and residents.

TIC staff were extremely concerned by the proposed siting of a Changing Places toilet immediately in front of the TIC building. The Town Clerk reported that he had spoken to officers at the District Council regarding some alternative locations and that the Town Council would have an opportunity to respond at the planning application stage. Members expressed their dismay that the District Council had not fully engaged with the Town Council to look seriously at alternative sites.

RESOLVED: That the Sidmouth Information Centre report be noted and thanks be recorded to Tim Shardlow and the TIC staff for all their hard work throughout the year who were a great credit and asset to Sidmouth.

26 Tourism & Promotion Contract Update

Tina Veater, Ignyte, presented the Ignyte Visit Sidmouth summary report and explained the breakdown of the social media data report. Tina encouraged Members to inform her of any events or information that could be updated on the Visit Sidmouth, Ignyte welcomed content being supplied.

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

27 Tourism & Promotion Finance Report

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

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

28 IRF Project Update

The Chair presented the IRF (Coast Meets Country project) Finance report for the period ending October 2023 and gave an update on the progress of the IRF Project which was nearing completion.

The other towns involved in the CMC project had given their commitment to continue to work together into the future and it was hoped that Axminster and possibly other nearby towns would also become involved.

RESOLVED: That the IRF Project report be noted.

29 Festivals Forum

It was noted that a Festivals Forum had been set up with the intention of encouraging co-operation and knowledge sharing between festivals and promote shared initiatives. It was hoped that the forum could help reduce costs, particularly for some of the smaller regular events.

30 Local Visitor Economy Partnership Discussions

The Chair of the Committee had included an update on discussions to create a Local Visitor Economy Partnership for Devon and the implications for tourism and tourism promotion in Sidmouth, as part of the tourism Advisory Group update report earlier in the meeting.

Having a single voice for Devon was a key part of the formation of the group and the Council's existing partner, Visit Devon was best placed to take this forward.

31 Matters Raised by Invited Representatives

Sally Mynard, Chair, Chamber of Commerce, had been unable to attend the meeting.

RESOLVED: That the Chair of the Committee would write to Sally Mynard to thank her for all her valuable work with the Chamber of Commerce, Tourism Advisory Group and Tourism & Economy Committee.

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

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 11 - February 2024**

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	37,949	34,000	-3,949
Cleaning & Office Mtce	639	500	-139
Business Rates	2,672	2,700	28
Photocopier	70	200	130
Stationery	140	100	-40
Telephone	834	1,700	866
Postage & Packing	169	100	-69
Sundries, Provisions, Equipment	346	100	-246
Bank/Credit Card/Shopify Charges	1,695	1,400	-295
Purchase of Stamps	99	1,000	901
Purchase of Publications	1,619	2,000	381
Purchase of Goods/Souvenirs	0	200	200
	£46,232	£44,000	-£2,232
<u>Income</u>			
Sale of Stamps	539	1,000	461
Sale of Publications	3,238	4,000	762
Sale of Souvenirs	769	1,000	231
Sale of Adult Merchandise	587	1,000	413
Sale of Children's Merchandise	46	100	54
Commission - Sidmouth Folk Festival	5,127	4,000	-1,127
Commission - Coaches	0	100	100
Commission - Jazz & Blues Festival	164	0	-164
Sundry Income	490	100	-390
STC Funding	32,700	32,700	0
	£43,660	£44,000	£340
Total Expenditure	£46,232	£44,000	-£2,232
Total Income	£43,660	£44,000	£340
Net Expenditure over Income	£2,572	£0	-£2,572
 Current/Deposit Bank Accounts	 £20,257		

Visit Sidmouth Merchandise - Sales 2023-24

Product - Sales	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2023-24 Sales to date	2023-24 Sales Income	Total 2021-22 Sales	Total 2022-23 Sales
Coffee Cup	1	1			4	2			1				9	£63.72	12	12
Vacuum Flask							1						1	£12.50	18	11
Plastic drinks bottle		1	1	1		2	1						6	£41.22	14	9
Jute bags	1	4	3	3	3	3	1						18	£97.56	31	40
Umbrella	1			1	2		1						5	£62.50	6	2
Adults cap		2	4	2	2	7				2			19	£190.00	18	14
Polo Shirts			2			3	1						6	£120.00		8
Children's cap						2							2	£16.00	3	6
Children's T-Shirts			1		1								2	£30.00		
	3	8	11	7	12	19	5	0	1	2	0	0	68	£633.50	102	102

Product Information	Stock b/wd to 2023-24	Break Even Units	2021-22 Sales	2022-23 Sales	2023-24 Sales to date	TOTAL Sales to date	Net Cost per unit	RRP (incl VAT)	Net Sales Price	Total Net Cost incl setup charges	TOTAL Net Income to date
Coffee Cup	73	60	12	12	9	33	£3.80	£8.50	£7.08	£424.95	£233.64
Vacuum Flask	65	72	18	11	1	30	£9.00	£15.00	£12.50	£900.00	£375.00
Plastic drinks bottle	73	64	14	9	6	29	£4.00	£8.25	£6.87	£440.95	£199.23
Jute bags	26	69	31	40	18	89	£3.40	£6.50	£5.42	£375.00	£482.38
Umbrella	87	69	6	2	5	13	£9.00	£15.00	£12.50	£864.00	£162.50
Adults cap	53	62	18	14	19	51	£5.50	£12.00	£10.00	£621.50	£510.00
Polo Shirts	54	35			6	14	£11.00	£24.00	£20.00	£700.00	£280.00
Children's cap	97	43	3	6	2	11	£2.50	£8.00	£8.00	£346.50	£88.00
Children's T-Shirts	75	53			2	2	£10.50	£15.00	£15.00	£797.45	£30.00
			<u>102</u>	<u>102</u>	<u>68</u>	<u>272</u>				<u>£5,470.35</u>	<u>£2,360.75</u>

Tourism Promotion Budget & Spend 2023/2024

Item	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Spend to date	2023-24 Budget	% Spent
Ignyte Service Agreement										5,994			£5,994	£23,977	25%
Ignyte Sales Income			-1,089	-1,624	-490	-227	-621	-1,283	-5,224	-4,062	-661		-£15,281	-£26,000	59%
Visit Sidmouth Website Development costs/updates					120		2,153		1,496		3,850		£7,619	£3,850	198%
Social Media Advertising													£0	£2,000	0%
Video Production					1,500				400				£1,900	£4,000	48%
Visit Sidmouth Merchandise													£0	£1,000	0%
Town Map	940	25	104		10								£1,079	£7,000	15%
Promotional Material: e.g. Ad Spend, Signs, Editorial			774					475					£1,249	£3,500	36%
Training & Events													£0	£3,500	0%
Visitor Survey/Evidence Base Research													£0	£1,173	0%
Net Council Budget	940	25	-211	-1,624	1,140	-227	1,532	-808	-3,328	1,932	3,189	0	£2,560	£24,000	11%
Budget remaining													-£21,440		<i>Underspend will trsf to EMR at YE</i>

Earmarked Reserve brought forward

Jazz & Blues Festival grant	3,000													£3,000	
Virtual Tour for Sidmouth						5,800								£5,800	
Visit Devon annual charges 22/23								3,850						£3,850	

Budgetted items from EMR: Festival & Events additional expenditure

EMR anticipated balance													3,000	£3,000	
														£3,731	

Tourism Information Centre 2023/2024

Item	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Spend to date	2023-24 Budget	% Spent
TIC Salaries	2,433	2,076	4,290	3,676	4,880	3,846	3,917	4,640	3,441	2,352	2,398		£37,949	£34,000	112%
Other Expenditure	376	2,095	265	496	580	185	1,505	126	67	439	431		£6,565	£6,800	97%
Purchase of stock			240	270	182	327	230	201	211	15	42		£1,718	£3,200	54%
Sales Visit Sidmouth merch	-25	-56	-118	-55	-105	-190	-57	-7	-7	-20			-£633	-£1,100	58%
Sales stamps, publications, etc	-281	-438	-787	-556	-736	-834	-577	-314	-107	-155	-251		-£5,036	-£6,100	83%
Commission on ticket sales	-85	-1,360	-894	-704	-1,274	-95				-207	-672		-£5,291	-£4,100	129%
STC Funding			-5,000	-5,000		-10,000		-11,700		-1,000			-£32,700	-£32,700	100%
Total	2,418	2,317	-2,004	-1,873	3,527	-6,761	5,018	-7,047	3,605	1,424	1,948	0	£2,572	£0	

Innovation & Resilience Fund Budget & Spend 2023/2024

Item	Spend												% Spent			
	2022/23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24		Mar-24	Spend to date	Budget
Branding Support	19,000													£19,000	£19,000	100%
Bespoke Video Content	18,496													£18,496	£18,496	100%
Webpage Development	41,011		258	8,885	8,885		8,885	-3,850						£55,009	£55,471	99%
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			5,994			5,994	4,617						£22,260	£22,260	100%
Sustainability Video Content	0								2,000					£2,000	£2,000	100%
Sustainability Training & Support	5,000			343					10,000					£15,343	£15,000	102%
Project Manager Consultancy Fee	9,644		4,000	1,811			4,000		2,500					£21,955	£22,000	100%
Additional Linked Content - Honiton and OSM	5,750								1,500					£7,250	£7,504	97%
Equipment for Sustainability Training	1,822													£1,822	£2,078	88%
Net Council Budget	118,778	0	4,000	2,412	14,879	0	4,000	14,879	767	16,000	0	-180	0	£175,535	£176,209	100%
Budget remaining															£674	

Innovation & Resilience Fund Income 2023/2024

Item	Income												% Spent			
	2022/23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24		Mar-24	Income to date	Budget
EDDC I&R Fund	146,209													£146,209	£146,209	100%
Sidmouth TC	22,000													£22,000	£22,000	100%
Otterry 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	
Total	176,209	0	0	0	0	0	0	0	0	0	0	0	0	£176,209	£176,209	100%