



# SIDMOUTH TOWN COUNCIL

WOOLCOMBE HOUSE  
WOOLCOMBE LANE  
SIDMOUTH  
DEVON  
EX10 9BB

Telephone: 01395 512424

Email: [towncouncil@sidmouth.gov.uk](mailto:towncouncil@sidmouth.gov.uk)

Website: [www.sidmouth.gov.uk](http://www.sidmouth.gov.uk)

VAT Reg. No. 142 3103 24

12 September 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, John Nicholson, Rachel Perram, Kevin Walker,  
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 18 September 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**

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 12 June 2024.

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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 a summary from the Chair of the Tourism & Promotion Advisory Group, Councillor Hilary Nelson, on the TAG's recent work.
- 7     **Tourist Information Centre Summary of Activities**  
To receive a brief report from the manager of the Tourist Information Centre and to note the TIC Finance Report and Visit Sidmouth merchandise sales for August 2024.     6 – 7
- 8     **Tourism & Promotion Contract Report**  
A written update of recent promotional activity and Ignyte's work with Sidmouth Town Council by Tina Veater will be supplied.     Report to follow
- 9     **Tourism & Promotion Finance Report**  
To receive the Tourism & Promotion Finance Report for August 2024.     8
- 10    **Potential Tourism Tax**  
To consider the implication of a potential tourism taxes being applied nationally and considered in East Devon.
- 11    **Knowle Car Park Enhancement Project**  
To agree to recommend to Council the use of Fortfield S106 Tourism funding for the Knowle Car Park Enhancement Project.
- 12    **Shop Local Campaign**  
To consider the attached document and adoption of the Ignyte proposal for a "Shop Local" campaign.     9 – 10
- 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 Committee  
held in the Council Chamber, Woolcombe House, Sidmouth  
on Wednesday 12 June 2024 at 6.30 pm**

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

Invited Reps: TIC Manager – Tim Shardlow  
Ignyte Ltd – Tina Veater  
Chamber of Commerce – Ian Gregory

Apologies: John Loudoun, John Nicholson

The meeting started at 6.30pm and finished at 8.55pm

**PART 'A'**

**1 Minutes**

The Minutes of the Tourism & Economy Committee meeting held on Wednesday 20 March 2024 were signed and approved as a true and accurate record.

**2 Declarations of Interest**

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

**3 Matters of Urgency and Report**

There were no matters of urgency.

**4 Tourism Advisory Group Update**

Councillor Nelson updated members on the work carried out by the Tourism Advisory Group and reported that Cllrs Perram and Willis Fleming had joined the TAG whilst Sally Mynard had left the group.

- A Family Friendly video was being produced, alongside a list of family orientated activities costing less than £10 which would be available over the summer months.
- The Visit Sidmouth website had been updated with the Virtual Tour now on the front page.
- Businesses were reporting to the TAG a very difficult economic environment, particularly for the hospitality sector, with very low or no bookings for the high season month of August.
- A Sidmouth college work experience student would be working with Ignyte for one week and to take short videos clips of images of interest to younger people, these would be shown on TikTok and Instagram.

- A South West Data Hub had been set up which would collect tourism data, tracking mobile phone accessing Apps, alongside credit and debit card payments. This data would be useful to the Town Council and its Tourism & Promotion activities.

**RESOLVED:** That the Tourism Advisory Group report be noted.

## 5 Information Centre Updates

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

- The TIC was now operating on 'summer hours' and open for 7 days a week until 5pm Monday to Saturday and 4pm on Sundays. There were two members of staff working during the summer season.
- The TIC continued the promotion of local events, activities and facilities of interest for visitors and residents, options for sustainable tourism and good value for family groups.
- Folk Festival ticket sales were much higher than 2022, which was the last 'normal' year figures available for comparison and TIC staff were assisting with enquiries from attendees. This was the Festival's 70th Anniversary year and was being organised by a new management team. A Taster Programme had been distributed with the full programme becoming available in July.
- The Banking Hub was now open and was welcomed by both residents and visitors.
- The 2024 Town Maps had now been received and were being distributed to businesses and members of the public, many were being posted out to visitors expecting to visit later in the year. 15,000 had been printed and for the first time included QR codes to assist with guided walks.
- Unfortunately, due to a complicated booking system that would only support one outlet, the TIC had not been able to sell Jazz & Blues Festival tickets, this would impact on the TIC commission budget for 2024.
- There were many other events that the TIC staff advertised and supported throughout the year; Seafest, Connaught Garden band concerts, the September Walking Festival, Bio Diversity Group events, Manor Pavilion Summer Play Season and the Dementia Friendly Sidmouth event.

**RESOLVED:** That:

- a) The Sidmouth Information Centre report be noted.
- b) Consideration be given to installing a large Town Map in the Market Place, costing and options of aluminium board or digital screen would be presented to the next Tourism and Economy Committee meeting.
- c) Consideration be given to obtaining VIP tickets for the two main music events in order to create national media competitions and increase publicity whilst collecting entrants' data.

## 6 Tourism & Promotion Contract Update

Tina Veater, Ignyte, presented the Ignyte Visit Sidmouth summary report and explained the breakdown of the social media data report.

- A priority was Accessibility Tourism and Ignyte was represented on the Visit England Stakeholder Group working towards creating a list of the top 20-30 essential search terms for visitors requiring additional accessibility support. This information would then be used to update the Visit Sidmouth website and forwarded to business members via newsletter and webinar.

- Ignyte was working with the Chit Rocks Beach Access project team to see if assistance could be given with publicising this initiative, which would enable wheelchair access to the beach.
- The Local Visitor Economy Partnership ‘LVEP’ project was underway with the Advisory Board and Stakeholder Group set up and first meetings to be held towards the end of July.

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

**7 Tourism & Promotion Finance Report**

The Chair presented the Tourism & Promotion Finance report for the year ending March 2024.

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

**8 South West Water – Support for Businesses with Communications**

Members were asked to consider whether additional resources should be provided to local businesses to inform them of and help them communicate about water quality and the forthcoming investment from South West Water for remedial works on The Ham.

It was noted that much of the problem with poor water testing readings was due to agricultural runoff and not from the human waste sewage system.

**RESOLVED:** That Cllr Nelson and Tina Veater create a proforma information document to be reviewed by Cllr Lockyear as Member for South West Water Liaison.

**10 Strategic Priorities for 2024/25**

Members were asked to consider recommendations for priority actions for the Tourism and Economy Committee for 2024/25.

**RECOMMENDED:** That the following priority actions be agreed:

- Town Regeneration – concentrate on one area of ‘excellence’ first then gradually spread out to cover the whole town, commencing with the Market Place area.
- Maximise the use of Open Spaces owned by the Town Council or held as Trustee; create areas that are welcoming to children as play areas, set up online treasure hunt trails, encourage forest schools. Also to extend the Knowle car park area and instal EV charging stations to encourage both residents and visitors to use that area of the town.
- Accessible Tourism – to work with local interest groups and appropriate organisations to create a town that has as its ethos the principle of ‘Welcome to All’.

**11 Matters Raised by Invited Representatives**

Ian Gregory, Vice Chair Sidmouth Chamber of Commerce, reported that the Chamber of Commerce were considering introducing evening meetings for members to cover specific issues of interest.

**RESOLVED:** That the Chamber of Commerce report be noted.

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CHAIR OF THE TOURISM & ECONOMY WORKING GROUP

**Sidmouth Tourist Information Centre - Income and Expenditure Report  
Month 5 - August 2024**

	Actual Year to Date	Current Annual Budget	Budget Balance
<b><u>Expenditure</u></b>			
Salaries	18,550	38,000	19,450
Cleaning & Office Mtce	22	500	478
Business Rates	1,469	2,800	1,331
Photocopier	49	100	51
Stationery	41	100	59
Telephone	204	500	296
Postage & Packing	67	200	133
Sundries, Provisions, Equipment	23	300	277
Bank/Credit Card/Shopify Charges	646	1,700	1,054
Purchase of Stamps	113	200	87
Purchase of Publications	674	1,700	1,026
Purchase of Goods/Souvenirs	142	200	58
	<b>£22,000</b>	<b>£46,300</b>	<b>£24,300</b>
<b><u>Income</u></b>			
Sale of Stamps	351	1,000	649
Sale of Publications	1,992	4,000	2,008
Sale of Souvenirs	308	1,000	692
Sale of Adult Merchandise	331	600	269
Sale of Children's Merchandise	23	100	77
Commission - Sidmouth Folk Festival	2,781	6,000	3,219
Commission - Jazz & Blues Festival	0	300	300
Sundry Income & Commissions	251	500	249
STC Funding	10,000	32,800	22,800
	<b>£16,037</b>	<b>£46,300</b>	<b>£30,263</b>
<b>Total Expenditure</b>	<b>£22,000</b>	<b>£46,300</b>	<b>£24,300</b>
<b>Total Income</b>	<b>£16,037</b>	<b>£46,300</b>	<b>£30,263</b>
<b>Net Expenditure over Income</b>	<b>£5,963</b>	<b>£0</b>	<b>-£5,963</b>

**Current/Deposit Bank Accounts** £7,455

Visite Sidmouth Merchandise - Sales 2024-25

Product - Sales	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2024-25 Sales to date	2024-25 Sales Income
Coffee Cup			1	3									4	£28.32
Vacuum Flask			1	1	2								2	£25.00
Plastic drinks bottle	1	2	3	9	2								4	£27.48
Jute bags	1												17	£92.14
Umbrella			1	1									2	£25.00
Adults cap		1		1	3								5	£50.00
Polo Shirts		2			2								4	£80.00
Children's cap					1								1	£8.00
Children's T-Shirts	1												1	£15.00
	1	7	5	13	14	0	0	0	0	0	0	0	40	£350.94

Product Information	Stock,bfwd to 2023-24	Break Even Units	2021-22 Sales	2022-23 Sales	2023-24 Sales	2024-25 Sales	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	63	60	12	12	9	4	37	£3.80	£8.50	£7.08	£424.95	£261.96
Vacuum Flask	62	72	18	11	2	2	33	£9.00	£15.00	£12.50	£900.00	£412.50
Plastic drinks bottle	68	64	14	9	6	4	33	£4.00	£8.25	£6.87	£440.95	£226.71
Jute bags	106	137	31	40	18	17	106	£3.20	£6.50	£5.42	£740.45	£574.52
Umbrella	82	69	6	2	5	2	15	£9.00	£15.00	£12.50	£864.00	£187.50
Adults cap	42	62	18	14	20	5	57	£5.50	£12.00	£10.00	£621.50	£570.00
Polo Shirts	45	35		8	9	4	21	£11.00	£24.00	£20.00	£700.00	£420.00
Children's cap	86	43	3	6	2	1	12	£2.50	£8.00	£8.00	£346.50	£96.00
Children's T-Shirts	72	53			3	1	4	£10.50	£15.00	£15.00	£797.45	£60.00
			102	102	74	40	318				£5,835.80	£2,809.19

### Tourism Promotion Budget & Spend 2024/2025

Item	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Spend to date	2024-25 Budget	% Spent
Ignyte Service Agreement				5,994									£5,994	£23,977	25%
Ignyte Sales Income				-1,336	-501								-£1,837	-£24,000	8%
Visit Sidmouth Website Development costs/updates					390								£390	£3,850	10%
Social Media Advertising					500								£500	£2,000	25%
Video Production													£0	£4,000	0%
Visit Sidmouth Merchandise				365									£365	£1,000	37%
Town Map		3,490											£3,490	£7,000	50%
Promotional Material: Ad Spend, Signs, Editorial													£0	£3,500	0%
Training & Events													£0	£3,500	0%
Visitor Survey/Evidence Base Research													£0	£1,173	0%
<b>Net Council Budget</b>	0	3,490	0	5,023	389	0	0	0	0	0	0	0	£8,902	£26,000	34%
<b>Budget remaining</b>													-£17,098		<i>Under/over spend will transfer to/from EMR at Year End</i>

#### Earmarked Reserve brought forward

Transfer remaining IRF CMC EMR 674

£23,799

£674

#### Earmarked Reserve current balance

£24,473

### Tourism Information Centre 2024/2025

Item	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Spend to date	2024-25 Budget	% Spent
TIC Salaries	2,212	2,908	4,044	4,834	4,552								£18,550	£38,000	49%
Other Expenditure	1,587	160	180	307	287								£2,521	£6,200	41%
Purchase of stock		120	237	182	390								£929	£2,100	44%
Sales Visit Sidmouth merch	-5	-83	-41	-87	-138								-£354	-£700	51%
Sales stamps, publications, etc	-312	-410	-611	-701	-868								-£2,902	-£6,500	45%
Commission on ticket sales		-504	-687	-609	-981								-£2,781	-£6,300	44%
STC Funding		-10,000											-£10,000	-£32,800	30%
<b>Total</b>	3,482	-7,809	3,122	3,926	3,242	0	0	0	0	0	0	0	£5,963	£0	





## Visit Sidmouth Shop Local Scheme Concept

Local loyalty schemes, like Shop Local, are a way to encourage residents to support local businesses and spend within their communities.

Below is how we propose that this could work with the collaboration of the Town Council and the Ignyte team using Visit Sidmouth as the central repository for all offers and information.

### 1. Shop Local Scheme

The initiative would promote local businesses by encouraging residents to buy from independent retailers instead of larger national or online chains.

- **Community Campaigns:** The local council would run campaigns to raise awareness about the benefits of shopping local, such as job creation, reducing environmental impact, and supporting local entrepreneurs by working together with the team at Ignyte and using Visit Sidmouth.
- **Incentives:** We propose that businesses are encouraged to offer incentives like discounts or promotional events to encourage people to shop locally. Specific events, such as "Small Business Saturday" or "Buy Local October" are common in such campaigns and these could be launched and promoted by the Town Council, local businesses and Visit Sidmouth.
- **Partnerships:** Local businesses partner to create deals that encourage customers to shop at multiple stores, creating a network of support within the town.
- **Marketing and Branding:** The Ignyte team could create specific Shop Local branding using the Visit Sidmouth brand pack. This branding can be placed on shop fronts, signage around the town, local social media groups and the website. This can help create a unified community message about the importance of local spending.

### 2. Loyalty Schemes

This programme will be designed to reward customers for frequenting local businesses. Here's how they typically function:

- **Loyalty Cards:** Residents receive a loyalty card which they show to local businesses to action the discount or offer. These loyalty cards will be cardboard credit cards that are branded Visit Sidmouth Shop Local and can be collected from the Beehive, Town Council offices and chosen businesses across the town. Ideally, customers will supply an email address when collecting their card, so we can send monthly offer emails and build a database.
- **Town-Wide Loyalty Programmes:** As well as each business having its own loyalty scheme, some towns organise a collective programme where customers can benefit from a particular promotion that runs across the town.
- **Discounts and Promotions:** We would encourage the businesses to offer exclusive discounts or promotional deals to loyal customers, further incentivising repeat visits to local stores.
- **Collaborative Rewards:** Local businesses might collaborate on offers, for example, a joint purchase across 2 or more businesses may generate a better offer to the resident.

### 3. Benefits to the Community

- **Economic Growth:** By keeping spending within the town, more money stays in the local economy, supporting businesses and creating jobs.
- **Sense of Community:** Shop local schemes foster a stronger sense of community, as residents feel more connected to the businesses they support and see tangible benefits of their spending.
- **Sustainability:** Shopping locally reduces the carbon footprint associated with long-distance shipping and encourages more sustainable consumer behaviour.
- **Unique Offerings:** Local businesses often offer unique products and services that may not be available at larger chain stores, providing a richer shopping experience.

### 4. Challenges

- **Awareness:** Sometimes residents aren't aware of the benefits of shopping locally or the existence of these schemes.
- **Convenience:** Local stores may struggle to compete with the convenience and pricing of large online retailers or big chain stores.

By integrating shop local and loyalty schemes, towns can cultivate a thriving local economy while providing customers with meaningful rewards and a sense of pride in their community.