

MINUTES
OF THE
MEETING OF THE
TOURISM & PUBLICITY COMMITTEE
HELD ON
MONDAY 18TH JUNE 2007
AT 6.30PM
WOOLCOMBE HOUSE
SIDMOUTH

Members Present:

Councillor S. Hughes (Chairman)
Councillor S.P. Pollentine (Vice Chairman)
Councillor T.J. Cox
Councillor J.G.T. Dyson
Councillor C. Gibbings
Councillor Mrs. M. Jolly
Councillor Mrs. A.E. Liverton
Councillor G.K. Liverton
Councillor I.J. McKenzie-Edwards
Councillor Mrs F.I. Newth
Councillor P. Sullivan
Councillor C.H. Wale

07:06/TP1 CHAIRMAN OF THE COMMITTEE

It was proposed by Councillor Mrs. Newth and seconded by Councillor S.P. Pollentine that Councillor S. Hughes be appointed Chairman of the Tourism & Publicity Committee.

There being no other nominations, Councillor Hughes was duly elected Chairman of the Tourism & Publicity Committee for the forthcoming year.

07:06/TP2 VICE CHAIRMAN OF THE COMMITTEE

It was proposed by Councillor Gibbings and seconded by Councillor Wale that Councillor S.P. Pollentine be elected as Vice Chairman of the Tourism & Publicity Committee.

There being no other nominations, Councillor Pollentine was duly elected Vice Chairman of the Tourism & Publicity Committee for the forthcoming year.

07:06/TP3 APOLOGIES

There were no apologies for absence.

07:06/TP4 DECLARATIONS OF INTEREST

Declarations of interest were received as follows:

07:06/TP13 Councillor Pollentine – Town Directory advertiser

07:06/TP5 MINUTES

The Minutes of the Tourism and Publicity Committee meeting held on Monday 12th February 2007 were received and signed as a true and accurate record.

07:06/TP6 INCOME AND EXPENDITURE

Councillor S.P. Pollentine presented details of income and expenditure for March and May in respect of the Guide and Sidmouth Information Centre.

RESOLVED: That the Finance Reports be noted and agreed.

07:06/TP7 INFORMATION MANAGER'S REPORT

Mr. Cole presented the Information Manager's report (as attached). Much discussion took place regarding the lower numbers using the Information Centre facility.

RESOLVED: That this be noted.

07:06/TP8 INFORMATION CENTRE SIGNAGE

The Manager reported that a number of visitors had commented that it would be helpful to have a sign, directing visitors to the Information Centre, on the side of the swimming pool building facing the bottom of East Street. There was once an 'i' sign in this position but it disappeared some years ago.

RESOLVED: That a quote be obtained from Signs Express for a replacement Information Centre sign. The outside blind should also be cleaned and refurbished with new lettering.

07:06/TP9 STORAGE AT INFORMATION CENTRE

As a result of the alterations taking place at Woolcombe House, storage for the Information Centre was no longer available. Following consultation with the Chairman, Vice Chairman and Town Clerk, it was agreed that the Centre should rent a storage unit at Fords of Sidmouth at a rental of £114.89 per month. It would be preferable in the longer term if the Centre had storage facilities closer as either the Manager or another member of staff needed to drive to the Fords site on a regular basis.

The Manager had obtained a quotation, through Devon Supplyzone, for a concrete sectional building which, subject to relevant permissions, could be erected in the car park at the rear of the swimming pool building. The price quoted for a 12' x 8' building was £1,331 including erection, but a level concrete base would have to be provided. This would cost an extra £400/£500. Plus, of course, the costs involved with the necessary planning applications.

RESOLVED: That the Esplanade Shelter Working Party meet to consider the three alternatives to the storage problem: (i) Purpose built brick extension to the swimming pool building, (ii) South West Water macerator

building or another nearby establishment, (iii) Refurbished Esplanade Shelters.

The Chairman requested that item TP10 be considered in Part B

07:06/TP11 GUIDE DISTRIBUTION FIGURES

The Town Clerk presented the up to date guide distribution figures which showed that 24,619 guides had been distributed to date.

RESOLVED: That the staff be thanked for the production of a first class guide. A detailed breakdown of the distribution figures be distributed to Members at the next meeting.

07:06/TP12 TOURISM WEBSITE

The new Sidmouth Tourism Website had been completed and the Town Clerk gave an on-line demonstration of its layout and content, she reported that it was fully DDA compliant. The Committee was asked to consider an 'official launch'.

RESOLVED: That (i) The Town Clerk and Mrs. White be thanked for their work involved in creating the new website.

(ii) The Chairman to liaise with the Chairman of the Council to make arrangements for an official launch to be held on Wednesday 4th July.

(iii) Councillor Mrs. Newth to provide additional eco-friendly information for inclusion on the website.

07:06/TP13 ADVERTISING RATES FOR 2008

The Town Clerk reported on suggested advertising rates for 2008 in respect of both the Holiday Guide and the Shopping/Business Directory.

RESOLVED: That the advertising rates be increased by 3% for 2008.

PART 'B'

EXCLUSION OF THE PUBLIC AND PRESS

under the Public Bodies (Admission to Meetings) Act 1960

the public (including the press) be excluded from the meeting due to the confidential nature of its contents.

07:06/TP10 THE VISIT NETWORK AGREEMENT

Mr. Cole reported that South West Tourism had introduced the SIC Manager to this proposal which involved the installation of a plasma screen in the SIC showing continuous advertising videos plus 'fillers' giving useful information. The SIC would receive 10% of the advertising revenue to a maximum of £1,600 per annum if all the slots were sold at the maximum price; the only cost involved was the electricity supply. It would be necessary to agree to a 12 month contract which included some editorial control over the advertising content.

RESOLVED: That a 12 month contract be agreed in principle; the Chairman, Vice Chairman and Town Clerk to negotiate on advertising content, price and revenue matters.

07:06/TP14 TOWN DIRECTORY DEBT

The Town Clerk reported a bad debt in respect of the Town Directory.

RESOLVED: That the establishment be cancelled from the website and the Town Clerk to pursue the debt either through the small claims court or by registering as a creditor.

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CHAIRMAN TOURISM & PUBLICITY COMMITTEE