

MINUTES
OF THE
MEETING OF THE
TOURISM & PUBLICITY COMMITTEE
HELD ON
MONDAY 8TH OCTOBER 2007
AT 6.30PM
WOOLCOMBE HOUSE
SIDMOUTH

Members Present:

Councillor S. Hughes (Chairman)
Councillor Mrs. S. Carr
Councillor T.J. Cox
Councillor J.G.T. Dyson
Councillor C. Gibbings
Councillor Mrs. M. Jolly
Councillor G.K. Liverton
Councillor I.J. McKenzie-Edwards
Councillor Mrs. F.I. Newth

07:10/TP1 APOLOGIES

Apologies for absence were received from Councillors Mrs. A.E. Liverton, S.P. Pollentine, P. Sullivan and C.H. Wale

07:10/TP2 DECLARATIONS OF INTEREST

There were no apologies for absence.

07:10/TP3 MINUTES

The Minutes of the Tourism and Publicity Committee meeting held on Monday 18th June 2007 were received and signed as a true and accurate record.

The Chairman read out a letter of congratulation received from a recent visitor to Sidmouth.

07:10/TP4 INCOME AND EXPENDITURE

In the absence of Councillor S.P. Pollentine, the Town Clerk presented details of income and expenditure for June, July and August in respect of the Guide and Sidmouth Information Centre.

RESOLVED: That the Finance Reports be noted and agreed.

07:10/TP5 INFORMATION CENTRE MANAGER'S REPORT

Mr. Cole presented the Information Manager's report (as attached.)

RESOLVED: That the report be noted. The SIC Manager to make a report on advantages/disadvantages of becoming an official partner of Visit Britain and report to the next meeting after consulting with the Chairman and Vice-Chairman.

07:10/TP6 HOLIDAY IN SIDMOUTH COMPETITION

It was agreed that the draw for the £500 holiday competition would be made at the October meeting. Entrants who had completed cards indicating where they stayed in Sidmouth were eligible and a winner was drawn by Mrs. White. The winners were Mr. and Mrs. Pearce of Coundon, Coventry who had stayed at The Belmont Hotel in May 2007.

RESOLVED: That this be noted.

07:10/TP7 GUIDE DISTRIBUTION FIGURES

The Town Clerk reported that all 30,000 Guides had been distributed. Enquiries received between now and January would receive a letter from the Town Clerk, plus a Hospitality Association List and advised that a 2008 copy of the Guide would be sent to them in the New Year. If requests were this year, they were encouraged to visit the website and telephone either the Information Centre or the Town Council offices for help.

RESOLVED: That this be noted.

07:10/TP8 GUIDE TENDER FOR 2008

It was necessary to send out tender documents for printing the 2008 Guide, a copy was attached for Members approval. It was hoped that Tenders would be distributed by Wednesday 10th October, to be returned by the 31st October, a printer could then be appointed at the next Tourism meeting on Monday 12th November. It was proposed that the Directory cover should remain the same weight as the internal pages; this would save on postage and printing costs.

RESOLVED: That the revised tender documents be noted and agreed.

07:10/TP9 EXETER & ESSENTIAL DEVON VISITOR GUIDE

Information had been received asking whether Sidmouth wished to advertise in the Exeter & Essential Devon Official Guide and Website 2008. The Town Clerk reported that a meeting would be held shortly between Paul Raybould (Marketing), Mark Seward, the Chairman and Vice Chairman of Tourism and herself, to discuss next year's advertising schedule and perhaps this matter might be discussed at that time.

RESOLVED: That this be noted and agreed.

A budget of £15,000 be agreed for the 2008 advertising schedule.

07:10/TP10 LOSS OF TV NEWS SERVICE

The Chairman reported on the envisaged problems which might be caused by the loss of the Westcountry News Service.

RESOLVED: That this Committee considers that the loss of regional news at Plymouth is to be deplored and a letter will be sent to Ofcom and ITV stating that a balanced news service needs to be provided and in the summer months, especially, the region needs to maintain a good coverage when visitor numbers are high.

The matter to be referred to the next meeting of the Town Council;

07:10/TP11 STORAGE AT INFORMATION CENTRE

Two meetings of the Esplanade Shelter Working Party had been held, together with site visits to look at future use of the Esplanade Shelters on Sidmouth seafront. The Working Party was also given the remit to consider suitable storage facilities for the Information Centre. After considering several options the Working Party was of the opinion that the most satisfactory solution was a small extension to the rear of the swimming pool building.

RESOLVED: That a letter be sent to the District Council asking if they would support, in principle, an extension to the swimming pool to provide storage for the Information Centre. The Town Council wishes to progress this and would like to discuss, with a planning officer, to ascertain whether this is feasible and would, therefore, require the consent of the District Council as owners of the building. It is proposed that there be no loss of car parking spaces.

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.**

07:08/TP12 INFORMATION CENTRE – STAFF MATTER

The Town Clerk reported that Mrs. Townsend wished to relinquish her role as Deputy Manager but continue working at the Centre. Mr. Tim Shardlow had agreed to take on this responsibility.

A letter of resignation had been received from Mr. Ian Skinner.

RESOLVED: That letters of thanks be sent to both Mr. Skinner and Mrs. Townsend.

07:08/TP13 INFORMATION CENTRE – SOUTH WEST TOURISM

The Information Centre Manager reported issues regarding South West Tourism's new requirements relating to commission charged on accommodation bookings.

RESOLVED: That the increase in commission suggested by South West Tourism is too high and discussion should take place with the President of the Hospitality Association on a proposed increase in commission charges; less than the South West Tourism recommendations, but bearing in mind the need to fund Sidmouth's Information Centre.

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CHAIRMAN TOURISM & PUBLICITY COMMITTEE