

MINUTES
OF THE
MEETING OF THE
TOURISM & PUBLICITY COMMITTEE
HELD ON
MONDAY 12TH NOVEMBER 2007
AT 6.30PM
WOOLCOMBE HOUSE
SIDMOUTH

Members Present:

Councillor S.P. Pollentine (Vice Chairman)
Councillor Mrs. S. Carr
Councillor Mrs. M. Jolly
Councillor I.J. McKenzie-Edwards
Councillor Mrs F.I. Newth
Councillor P. Sullivan

07:11/TP1 APOLOGIES

Apologies for absence were received from Councillors T.J. Cox, J.G.T. Dyson, C. Gibbings, S. Hughes, Mrs. A.E. Liverton, G.K. Liverton and C.H. Wale.

In the absence of Councillor Hughes, Councillor Pollentine acted as Chairman and asked that Councillor Sullivan act as Vice Chairman for this meeting.

Councillor Pollentine welcomed Tim Shardlow, newly appointed SIC Deputy Manager and introduced him to the Members of the Committee.

Councillor Pollentine read a letter of thanks received from the winners of £500 holiday voucher competition.

Councillor Pollentine drew Members attention to an article in the Christmas edition of the Good Housekeeping magazine which featured a couple who worked at the Donkey Sanctuary and also mentioned Sidmouth.

07:11/TP2 DECLARATIONS OF INTEREST

There were no declarations of interest.

07:11/TP3 MINUTES

The Minutes of the Tourism and Publicity Committee meeting held on Monday 8th October 2007 were received and signed as a true and accurate record.

07:11/TP4 INCOME AND EXPENDITURE

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

RESOLVED: That the Finance Reports be noted and agreed.

07:11/TP5 INFORMATION CENTRE MANAGER'S REPORT

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

RESOLVED: That the SIC Manager's report be noted.

07:11/TP6 INFORMATION CENTRE – ACCOMMODATION BOOKINGS

At a recent meeting held with Mr. Seward, President of Sidmouth Hospitality Association, it had been agreed that the new commission charges for accommodation booked through the Centre would not be charged at 10% for the whole stay as recommended by South West Tourism, but would be 10% for the first night and 5% for the remainder of the stay. Mr. Cole was to make contact with accommodation providers notifying them of this new rate.

RESOLVED: That this be noted and agreed.

07:11/TP7 ADVERTISING SCHEDULE

A meeting had taken place with Paul Raybould, Advertising Agent, together with Mr. Mark Seward, President of the Sidmouth Hospitality Association, and the following schedule of advertising agreed:

Christmas Radio Times	£1,560
Where to Go in Britain	£1,000
Gallery – Autumn Edition	£2,000
Traditional British Holiday	£1,520
Internet Search (5 months @ £300 per month)	£1,500

It was also agreed that a full page advertisement would be taken in the Exeter & Essential Devon Visitor Guide & Website for 2008 at a cost of £1,860

This made a total spend of £9,440 from the agreed £15,000 budget.

RESOLVED: That this be noted and agreed.

07:11/TP8 GUIDE EDITORIAL

Members were asked to make any comment on the current editorial for the Guide and whether they wished any alterations and/or amendments to be made. The Town Clerk presented a number of photographs that could be used for the front cover of the Guide.

RESOLVED: That the Guide Editorial be noted and agreed; the front cover photograph to be the panoramic scene taken from Salcombe Hill.

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.

07:11/TP9 GUIDE TENDER FOR 2008

Councillor Pollentine reported that he had opened the tender documents in the morning accompanied by the Chairman of the Council and the Town Clerk. The figures quoted were as follows:

<u>Printer</u>	<u>Guide</u>	<u>Directory</u>	<u>Quick Ref.</u>
Besley & Copp	£ 9,621	£3,002	£ 805
Brogia Press	£13,380	£3,378	no quote
Ancient House Printing	£13,130	£3,399	£1,074
Friary Press	£12,190	£4,435	£1,155
Blackmore	£13,996	£3,990	£ 579

RESOLVED: That Besley & Copp be chosen to print the 2008 Guide in the total contract sum of £13,428 and be asked if they wished to accept a two year contract allowing for an inflation price increase only for printing of the 2009 Guide.

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CHAIRMAN TOURISM & PUBLICITY COMMITTEE