

MINUTES

OF THE

MEETING OF THE

TOURISM & PUBLICITY COMMITTEE

HELD ON

MONDAY 13TH JUNE 2011

AT THE RISING OF THE COUNCIL MEETING

WOOLCOMBE HOUSE

SIDMOUTH

Members Present:

Councillor S.P. Pollentine (Chairman)
Councillor C. Wale (Vice Chairman)
Councillor D.S. Barratt
Councillor S.J. Brokenshire
Councillor Mrs. Drew
Councillor J.G.T. Dyson
Councillor J.W. Hollick
Councillor S. Hughes
Councillor Mrs. A.E. Liverton
Councillor G.K. Liverton
Councillor Ms. D. Manley
Councillor I.J. McKenzie-Edwards
Councillor P. Sullivan

Also Present:

Councillor J. Turner

11:06/TP1 CHAIRMAN OF THE TOURISM & PUBLICITY COMMITTEE

Councillor Mrs. Drew proposed and Councillor John Dyson seconded that Councillor Simon Pollentine be elected Chairman of the Tourism & Publicity Committee for the ensuing year. There being no other nominations, Councillor Pollentine was duly elected Chairman of the Tourism & Publicity Committee for the forthcoming year.

11:06/TP2 VICE CHAIRMAN OF THE TOURISM & PUBLICITY COMMITTEE

Councillor Ann Liverton proposed and Councillor David Barratt seconded that Councillor Chris Wale be elected Vice Chairman of the Tourism & Publicity Committee for the ensuing year. There being no other nominations, Councillor Wale was duly elected Vice Chairman of the Tourism & Publicity Committee for the forthcoming year.

11:06/TP3 APOLOGIES

Apologies for absence were received Councillor Mrs. M. Jolly.

11:06/TP4 DECLARATIONS OF INTEREST

No Declarations of Interest were received in respect of items on this agenda.

11:06/TP5 MINUTES

The Minutes of the Tourism and Publicity Committee meeting held on Monday 10th January 2011 were received and signed as a true and accurate record.

11:06/TP6 INCOME AND EXPENDITURE

Councillor Pollentine presented the details of income and expenditure up to the end of the financial year at 31st March 2011 and May 2011 in respect of the Guide and Information Centre.

RESOLVED: That the Finance Reports be noted and agreed.

11:06/TP7 INFORMATION CENTRE MANAGER'S REPORT

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

RESOLVED: That (i) The SIC Manager's report be noted.

(ii) The County Council be asked to consider amending the loading/unloading restrictions and possibly lowering the kerb outside the Seafront Amenity Buildings to enable the storage unit to be used for Tourist Information leaflets etc.

11:06/TP8 GUIDE DISTRIBUTION FIGURES

The Town Clerk reported the current guide distribution figures.

RESOLVED: That these be noted.

11:06/TP9 VISIT SIDMOUTH WEBSITE

The Town Clerk reported that the Visit Sidmouth website had been updated and re-launched and could be viewed at www.visitsidmouth.co.uk. Many favourable comments had already been received.

RESOLVED: That this be noted.

11:06/TP10 GRADINGS

The Town Clerk reported that it had been brought to her attention that not all other advertising guides insisted on only graded establishments. Members were asked whether they wished to include non graded establishments in the Sidmouth Guide.

RESOLVED: That the Sidmouth Guide would continue to only accept graded establishments.

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.**

11:06/TP11 GUIDE ADVERTISING RATES

Members were asked to consider the Guide advertising rates for the 2012 Guide.

RESOLVED: That the advertising rates would not be increased for the 2012 Guide; although in an explanatory letter guide advertisers were to be advised that the current rpi rate was 5.2%

11:06/TP12 GUIDE BUDGET

Members were asked to consider setting a budget for the Guide account.

RESOLVED: That (i) It be agreed to release £3,000 funds from the Town Council's Earmarked Tourism Reserve to assist with current cash flow difficulties until the Guide income commences.

(ii) A working party, consisting of the Chairman, Vice-Chairman and Councillor Turner, to consider the Guide and Information Centre Income and Expenditure details in order to make recommendations to the Town Council's October pre-budget meeting.

(iii) A meeting be arranged with the Sidmouth & District Hospitality Association Committee followed by a meeting of the Local Business Working Party to discuss the future of the Sidmouth Guide and other tourism related matters.

(iv) 25,000 copies of the Sidmouth Guide and Town Directory be printed for 2012

(v) The Sidmouth & District Hospitality Association be asked to fund the production and printing of the Quick Reference Leaflet or this will be dropped for 2012.

11:06/TP13 GUIDE PRINTING COSTS

Members were asked to consider printing costs for the 2012 Sidmouth Guide.

RESOLVED: That the quotation from Besley & Copp Ltd. be accepted in the sum of £18,091 for 25,000 copies of the Guide, Directory and the Quick Reference leaflet.

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CHAIRMAN TOURISM & PUBLICITY COMMITTEE