

MINUTES
OF THE
MEETING OF THE
TOURISM & PUBLICITY COMMITTEE
HELD ON
MONDAY 8TH MARCH 2010
AT THE RISING OF THE TOURISM MEETING
WOOLCOMBE HOUSE
SIDMOUTH

Members Present:

Councillor S.P. Pollentine (Chairman)
Councillor C. Wale (Vice Chairman)
Councillor S.J. Brokenshire
Councillor Mrs. S. Carr
Councillor Mrs. Drew
Councillor J.G.T. Dyson
Councillor Dr. Fung
Councillor C. Gibbings
Councillor S. Hughes
Councillor Mrs. M. Jolly
Councillor Mrs. A.E. Liverton
Councillor G.K. Liverton
Councillor I.J. McKenzie-Edwards
Councillor P. Sullivan

10:03/TP1 APOLOGIES

Apologies for absence were received from the Information Centre Manager; Mr. Cole.

10:03/TP2 DECLARATIONS OF INTEREST

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

10:03/TP3 MINUTES

The Minutes of the Tourism and Publicity Committee meeting held on Monday 9th November 2009 were received and signed as a true and accurate record.

10:03/TP4 INCOME AND EXPENDITURE

Councillor Pollentine presented the details of Income and Expenditure for October, November and December 2009 and January 2010 in respect of the Guide and Information Centre.

RESOLVED: That the Finance Reports be noted and agreed.

10:03/TP5 INFORMATION CENTRE MANAGER'S REPORT

In the absence of Mr. Cole, the Town Clerk presented the Information Manager's report (as attached.)

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

Councillor Mrs. Liverton left the meeting prior to the next item.

10:03/TP6 REFURBISHMENT OF THE INFORMATION CENTRE

The Information Centre had recently benefited from various work including new carpet, new stands, replacement blinds, etc. The cost to date for this work had totaled £6,016.53. £1,225.53 had been funded for 50% of the carpet from the Information Centre account, the remaining balance of £4,791 had been taken from Tourism account balances. The Town Clerk reported that it was hoped that the Information Centre account balances would be sufficient to reimburse some of the refurbishment expenditure back to the Guide account.

RESOLVED: That this be noted and agreed.

10:03/TP7 WEBSITE

Following a recent meeting with the Chairman of the Tourism Committee and the Chairman of the Hospitality Association when future promotion and advertising was discussed, it was recommended that consideration be given to upgrading the Council's website to enable potential and previous visitors to receive direct emails offering special rate holidays, etc. plus a general 'facelift' to the website. The current Council website (both for Tourism and Council activities) was several years old and would benefit from upgrading (technology having vastly changed over the last few years).

The Hospitality Association Chairman recommended a web designer in Ivybridge and the Clerk, together with Sandra White, visited their establishment on 24th February and were suitably impressed. It was agreed that this company (LOGO Design & Marketing) would send their suggestions for upgrading both websites. It was essential that any upgrade to the sites allowed for Council staff to make direct amendments and alterations and this was made very clear at the meeting.

The Town Clerk reported that documents had been received giving suggested website designs and functionality and asked that a Working Party be formed to review the documents.

RESOLVED: That the Chairman and Vice-Chairman of the Council, Chairman and Vice-Chairman of the Tourism & Publicity Committee together with the President of the Sidmouth Hospitality Association form the Working Party to consider any revision to the websites.

10:03/TP8 2010 GUIDE FIGURES

The Town Clerk reported the current guide distribution figures for 2010.

RESOLVED: That this be noted.

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.**

10:03/TP9 2011 GUIDE PRINTING

The Town Clerk reported that three quotations had been sought for printing 30,000 copies of the 2011 edition of the Sidmouth Guide, Town Directory and Quick Reference Guide. Only two quotes had been received and these were opened at the meeting; figures as follows:

Besley & Copp Ltd	£18,800
Brightsea Press	£26,768

RESOLVED: That the quote from Besley & Copp be accepted in the sum of £18,800.

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CHAIRMAN TOURISM & PUBLICITY COMMITTEE