

AGENDA

FOR THE

MEETING OF THE

TOURISM & PUBLICITY COMMITTEE

TO BE HELD ON

MONDAY 8TH MARCH 2010

AT THE RISING OF THE TOURISM MEETING

WOOLCOMBE HOUSE

SIDMOUTH

10:03/TP1 APOLOGIES

To receive apologies for absence.

10:03/TP2 DECLARATIONS OF INTEREST

To receive Declarations of Interest in respect of items on this agenda.

10:03/TP3 MINUTES

To receive the Minutes of the Tourism and Publicity Committee meeting held on Monday 9th November 2009.

10:03/TP4 INCOME AND EXPENDITURE

To receive details of income and expenditure for October, November and December 2009 and January 2010 in respect of the Guide and Information Centre.

10:03/TP5 INFORMATION CENTRE MANAGER'S REPORT

To receive the Information Centre Manager's report.

10:03/TP6 REFURBISHMENT OF THE INFORMATION CENTRE

Members will be aware that the Information Centre has recently benefited from various work including new carpet, new stands, replacement blinds, etc. The cost to date for this work has totaled £6,016.53. £1,225.53 has been funded for 50% of the carpet from the Information Centre account, the remaining balance of £4,791 has been taken from Tourism account balances.

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) is 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 we were suitably impressed. It was agreed that this company (LOGO Design & Marketing) would send their suggestions for upgrading both websites. It is essential that any upgrade to the sites allows for Council staff to make direct amendments and alterations and this was made very clear at the meeting.

10:03/TP8 2010 GUIDE FIGURES

To receive current guide distribution figures for 2010.

10:03/TP9 2011 GUIDE PRINTING

To receive details of the three quotations requested for printing the 2011 edition of the Sidmouth Guide.