

SIDMOUTH TOWN COUNCIL
Minutes of a Meeting of Sidmouth Town Council's
Tourism and Economy Committee
held at the Council Chamber, Woolcombe House, Sidmouth,
on Monday 17 June 2019 at 6.30 pm

Councillors present: Ian Barlow
David Barratt
Denise Bickley
Jack Brokenshire
Louise Cole
Charissa Evans
Deirdre Housom
John Rayson
Louise Thompson
Paul Wright

Apologies: Stuart Hughes, Chris Lockyear

The meeting started at 6.30pm and finished at 8.20pm

PART 'A'

1 Election of the Chair of the Tourism and Economy Committee

It was proposed by Councillor Barratt and seconded by Councillor Wright that Councillor Cole be elected Chair of Sidmouth Town Council's Tourism & Economy Committee for the forthcoming year. There being no other nominations, Councillor Cole was duly elected Chair of Sidmouth Town Council's Tourism & Economy Committee for the forthcoming year.

2 Appointment of the Vice-Chair of the Tourism and Economy Committee

It was proposed by Councillor Wright and seconded by Councillor Barlow that Councillor Thompson be appointed Vice-Chair of Sidmouth Town Council's Tourism & Economy Committee for the forthcoming year. There being no other nominations, Councillor Thompson was duly appointed Vice-Chair of Sidmouth Town Council's Tourism & Economy Committee for the forthcoming year.

3 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 11 March 2019 were signed as a true and accurate record.

4 Declarations of Interest

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

5 Exclusion of the Public

RESOLVED: that the classification given to the documents to be submitted to the Council, be confirmed, and that the reports relating to exempt information, be dealt with under Part B.

6 Information Centre Manager's Report & Financial Report

a) Jeff Bailey, Information Centre Manager, presented the Information Centre's report.

RESOLVED: That the Information Centre Manager's report be noted.

b) Jeff Bailey, Information Centre Manager, presented the Finance Report for the Financial Year End to March 2019 in respect of the Sidmouth Information Centre.

RESOLVED: That the Sidmouth Information Centre's Finance Report be noted.

7 Town Guide Finance and Distribution Figures

The Town Clerk presented the Income and Expenditure Report for the Financial Year End to March 2019 and the latest Guide distribution figures for the period to May 2019.

RESOLVED: That:

1. the Town Guide Income and Expenditure Report be noted.
2. the May 2019 Guide distribution figures be noted.

8 Tourism and Promotion Strategy

Members were asked to consider the Town Clerk's report attached in the agenda. Members agreed that an informed and targeted strategy was desirable to help promote tourism and better understand visitors to the area.

RESOLVED: That:

1. A Tourism and Promotion Strategy Task and Finish Forum be set up to produce a Tourism and Promotion Strategy for Sidmouth and the Sid Valley area.
2. The Tourism and Promotion TaFF membership would be the Chair and Vice-Chair of the Tourism and Economy Committee with Councillors Barlow and Hounsom; in addition to this all Members of the Committee would be kept informed and consulted with via document sharing.
3. A Tourism Survey be carried out to research the tourism market in Sidmouth and provide detailed and reliable visitor data to inform the future Tourism Strategy.
4. The Town Clerk in consultation with the Chair and Vice Chair of the Tourism and Economy Committee continue promotion for 2019/20 within financial controls already approved.

9 Matters Raised by Invited Representatives

The following matters were raised by the invited representatives:

- The Chamber of Commerce would be running a 75th Anniversary of VE Day Street Party on Friday 8 May 2020. The Chair of the Council thought that the Council should be central to helping organise this event and suggested that an attempt to achieve a Guinness World Record for the biggest cream tea could also be held on that day.
- The deadline for applications to the Future High Street Fund was mid July; although it had been previously noted that this was not appropriate for Sidmouth as the District Council were supporting a bid from Axminster.
- The Coastal Communities Fund bid for Exmouth had been unsuccessful; Sidmouth Town Council would be informed of the reasons for this failed bid when the information was available.
- The Chamber of Commerce asked when access could be gained to the £330,000 S106 Tourism funding from the District Council. The Town Clerk reported that the District Council had asked the Town Council to approve a mechanism to spend these funds and that this would be raised at the next Council meeting.
- The Chamber of Commerce's next breakfast would be held on Wednesday 10 July when the speaker would be East Devon District Council's Leader, Councillor Ben Ingham.

10 Exclusion of the Public and Press

RESOLVED: That 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.

PART 'B'

11 Advertising Rates

Members were asked to approve the advertising base rates for the 2020 Guide and Directory as outlined on the report attached to the agenda.

RESOLVED: That the current rates be frozen for the 2020 Guide and Directory.

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CHAIR OF THE TOURISM & ECONOMY COMMITTEE