

EXMOUTH TOWN COUNCIL

MINUTES OF AN EXTRAORDINARY MEETING OF THE EXMOUTH TOWN COUNCIL COMMITTEE HELD IN THE COUNCIL CHAMBER, TOWN HALL, EXMOUTH ON MONDAY 28th APRIL 2014 AT 7.00pm

Present:

Councillors: J Humphreys (Chairman)
 B Nash (Vice-Chairman)
 I Brownbill D Chapman
 M Chapman B Cole
 V Duval-Steer L Elson
 S Gazzard P Graham
 A Greenhalgh S MacQueen
 C Nicholas I Stewart
 P Stott B Taylor
 B Toye R Turner
 M Williamson E Wragg
 S Wragg

Councillor J Humphreys, Chairman of the meeting, welcomed everyone to the meeting. Councillor Humphreys proposed, seconded by Councillor D Chapman, that Standing Order 8.2, No Public forum at Extraordinary Meetings, be suspended as comments on item C14/058 from the Chairman of the Chamber of Commerce and the Chairman of the Exmouth Community Association would be helpful to hear ahead of the debate.

RESOLVED Standing orders 8.2 suspended.

C14/053 Apologies

The following apologies were noted: Cllrs. T Cope, T Dumper, M Mitchell and J Taylor.

C14/054 Council Meeting Minutes

The minutes of the meeting held on 14th April would be considered at the meeting held on 19th May 2014.

C14/055 Declarations of Pecuniary Interest and Dispensations

The following Councillors declared interests:

Item	Councillor	Declaration type		Reason
		Pecuniary	Personal	
C14/058	C Nicholas		x	The speaker was her son
	S MacQueen		x	Ian MacQueen, Chairman of the Chamber of Commerce, was her husband
	A Greenhalgh		x	Ian MacQueen, Chairman of the Chamber of Commerce, was her brother in law

C14/056 Exclusion of the Public and Press

There were no items to be dealt with which necessitated exclusion of the Public and the Press under Public Bodies (Admission to meetings) Act 1960.

C14/057 Urgent Business

There were no items to be considered as urgent business.

Adjournment for the Public Forum

The meeting was adjourned to allow the Ian MacQueen, Chairman of Chamber and Trade & Commerce and Roy Pryke, Chairman of Exmouth Community Association, to speak. See Appendix.

Other members of the public present at the meeting were asked by the chairman if they wished to speak. None did.

The chairman reconvened the meeting.

C14/058 Tourism Information Services in Exmouth

Former Mayor Darryl Nicholas thanked members for inviting him back to speak. He informed the meeting that he had met many people during the exercise that had an interest in the provision of Tourist Information for the Town, many of whom asked that Exmouth Town Council should take an active lead in the provision of a tourist information service. He gave an overview of the report he had written (previously circulated) on his sequential approach to the provision of a modern tourist information service for visitors and residents, emphasising that a digital strategy must also form part of the service for the future. To support a delivery model two recommendations were put forward, option 1, to create a post of a new dedicated Tourism and Destination Marketing Officer and option 2, to establish an Exmouth Tourism Delivery Board.

To move towards a digital strategy for Exmouth he recommended that an Exmouth Tourism Delivery Board should consider the development of a digital strategy as a high priority and that Exmouth Town Management should investigate how it could support and improve the digital skills of the Town's small and medium sized businesses. Discussion took place on the short, medium and long term options with the following suggestions listed below.

- A stand alone 'beach hut' to serve as a temporary tourist information office. Concern about overnight security and how that would be managed.
- Build a partnership with towns and villages along the Exe Estuary towards Topsham and Exeter, over the coming autumn and winter.
- There were currently 175 towns and cities engaged in a BID including a recent addition of Loch Ness. Exmouth businesses should consider this idea again.
- Stuart Line Cruises had indicated they would give support and any of the other 630 businesses in the town may wish to help, maybe through the Federation of Small Businesses. Town businesses had this year had a reduction in business rates.
- Exmouth needs an APP to support the digital side.
- Volunteers could be trained by Town Council staff although past experience found that volunteers were not easily found. A co-ordinator would be needed to oversee the volunteers.
- Tourism was the life blood of Exmouth.
- The outcome of the current Town Council staff review was still awaited but funding could be found for the post of Tourism and Destination Marketing Officer.

- Funding from EDDC for Exmouth Town Management would be chased for use with this project.
- Would the sale of tourist souvenirs and ticket selling generate an income?

Note: Councilorl B Toye left the meeting at 7.35pm

Councillor I Stewart proposed, seconded by Councillor E Wragg that any decision to provide tourist information be deferred until the results of the current staff review were made available to Members. Councillor Elson expressed concern that a deferral would impose too much pressure on town council reception staff, which Councillors had undertaken to avoid causing.

The motion was DEFEATED on a show of hands

Councillor S MacQueen proposed, seconded by Councillor M Williamson that a beach hut be temporarily put in place in the Strand in conjunction with Streetscene and appoint the Mayor, Deputy Mayor, Finance Chairman and one member of the Lib Dem group, if they wished to nominate a person, to form a working party to oversee the project.

RESOLVED that a beach hut be temporarily put in place in the Strand in conjunction with Streetscene and that the Mayor, Deputy Mayor, Finance Chairman and one member of the Lib Dem group be appointed to a working party to oversee the project.

C14/059 Date of next meeting

The next meeting, the Annual Meeting, was to be held on 19th May 2014.

The Meeting ended at 8.00 pm.

Signed Dated
Chairman

**April 28th 2014 Extraordinary Meeting of the Full Council
Appendix**

PUBLIC FORUM

Ian MacQueen on behalf of the Exmouth Chamber of Trade and Commerce wished to support the provision of a tourist information 'beach hut' sited within the Strand area which would take the burden away from Town Council staff in the supply of tourist information to visitors. The Chamber would endeavour to support and assist in the provision of some volunteers to provide support to help make the new service successful. The matter of financial support would need to be put to his members.

Roy Pryke on behalf of Exmouth Community Association wished to voice his appreciation to the Town Council for the urgency that had been shown in respect of this matter and wished to thank Darryl Nicholas for stepping in to provide his report on future provision of Tourist Information Services. The report gave a sequential approach with suggested short, medium and long term solutions, the short term solution being welcomed by providers of hospitality.