

Sidmouth Drill Hall Hub Economic Evidence Report



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Purpose of the Report

This work has been commissioned by Sidmouth Drill Hall Hub, a not-for-profit Community Interest Company¹ (CIC) based in Sidmouth whose aim is to regenerate a former Drill Hall² located at the East End of the Esplanade in Sidmouth. Although not a listed building, the Drill Hall is considered a heritage asset locally and has potential for community uses as well as contributing to Sidmouth's economic offer. The CIC are keen to regenerate the Drill Hall to become a vibrant multi use space for the benefit of the local community and visitors.

East Devon District Council owns the Drill Hall. Sidmouth Drill Hall sits in the Sidmouth Town Centre Conservation Area. The Draft Local Plan extract including Sidmouth Town Map³, Draft Strategy 26 (formerly Strategy 21 following public consultation) promotes a mixed-use redevelopment scheme of the East End and the Drill Hall site on the Esplanade including 30 dwellings.

The CIC see the Drill Hall as the means with which to achieve the following sustainable development and responsible tourism outcomes:

1. Improving the responsible tourism offer of Sidmouth through a Sea Food restaurant that uses local, sustainable and seasonal fish.
2. Improving the social and cultural offer to the local community and visitors across all age groups through a community interest business that provides space and opportunities for art, music and education.
3. Increasing tourism in Sidmouth through the promotion and marketing of a distinct place related food, fisheries, art and music venue.
4. Providing economic benefits to Sidmouth through:
 - increased visitors throughout the year,
 - the creation of employment opportunities,
 - partnership opportunities with Hoteliers and Business owners.

This report provides an evidence base (economic development potential) to support a proposal by the Sidmouth Drill Hall Hub CIC to regenerate Sidmouth Drill Hall as a community venue that promotes a responsible tourism offer for Sidmouth. The report will be

¹ <http://sidmouthdrillhall.com/about-2/>

² <http://sidmouthdrillhall.com/history-2/>

³ <http://eastdevon.gov.uk/media/363181/sidmouth-inset-map-and-text.pdf>

submitted to the University of Greenwich as Lead Partner, to contribute to the final TourFish⁴2 output alongside a Responsible Tourism Guide – a collaborative guide informed by all TourFish partners.

This report is in four sections:

1. An economic profile of Sidmouth.
2. Tourism Trends in Sidmouth.
3. Sidmouth Drill Hall's potential contribution to Responsible Tourism.
4. Recommendations and next steps.

The Sidmouth Drill Hall Hub Economic Evidence Report was commissioned by the Sidmouth Drill Hall Hub CIC and prepared by Julie Tanner (MRTPI) at JTC Planning, julie@tanneronline.co.uk. Photographs used are with the permission of Sidmouth Drill Hall Hub CIC.

A Responsible Tourism case study report⁵ has also been prepared which is recommended as a cross reference to this report.

The report will support dialogue with Sidmouth Town Council, East Devon District Council, Devon County Council and other statutory and funding partners on the potential of Sidmouth Drill Hall being transferred as a community asset to the Sidmouth Drill Hall Hub Community Interest Company.

⁴ http://www2.gre.ac.uk/_data/assets/pdf_file/0004/982030/D10576-14_TourFish_Magazine_C4-FINAL.pdf

⁵ Ford-Thompson, A.E.S. and Acott, T. (Eds) (2015) Responsible tourism: practical approaches for linking tourism and sustainability in agri-food and small-scale fisheries. TourFish cluster of the INTERREG IV A 2 Seas Programme. London: University of Greenwich

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- Sidmouth Sea Fest Community Choir
- Sarah Hall, photographer
- Sidmouth Drill Hall Hub CIC Directors (<http://sidmouthdrillhall.com/directors/>)

Summary

- Sidmouth has a buoyant economic position within East Devon, Devon and nationally but it is completely reliant on Tourism to support the vitality and viability of its businesses and town centre.
- Any shock to Sidmouth's economy such as reversals in normal trade, usual visitor numbers disappearing or an inability to attract new visitors could have an adverse impact on hotel and town centre viability.
- Sidmouth needs to secure appropriate home grown attractions that will broaden its appeal to visitors. A venue at the Drill Hall that is open all year would allow a permanent offer to Sidmouth in terms of Fish Kitchen, Art Gallery and exhibition space, Café and 'work hub' facilities.
- Sidmouth's year round calendar of events could be enhanced by activities that relate to Responsible Tourism - the coast and its maritime heritage and a 'fish to plate' theme.
- Sidmouth Drill Hall has the potential to be an enterprise that is community-led given the number of active volunteers already engaged. The proximity of the Sidmouth Drill Hall to the seafront and to visitor movement will ensure that any café or venue space for classroom related activities will allow the enterprise to develop a viable business plan beyond grants or public funding.
- Sidmouth Drill Hall has the potential to take a comprehensive approach looking at the appeal of all attractions, that will assist towards any branding exercise or targeted marketing campaign to ensure the visitor profile is as resilient as it can be going forward.
- In a sample business questionnaire, 75% stated they would support the Drill Hall being transferred to community ownership if it linked Responsible Tourism activities in Sidmouth and acted as a venue for Sidmouth Sea Fest.
- The Drill Hall has a clear offer to act as a catalyst for the wider Port Royal regeneration area and to seek partner support in taking this forward.

1. An economic profile of Sidmouth

This section provides a profile of Sidmouth as a comparison with other coastal towns Exmouth, Seaton and Teignmouth using 2011 census data from the Office of National Statistics (ONS) from an examination of 274 coastal communities across England⁶.

Table One shows that Sidmouth in 2011 had a population of 21,100 with 41% aged 65+ compared to England at 8% and other coastal communities at 20%. A further 8% of people in Sidmouth were aged 85+ which is high compared to England as a whole at 2% and coastal communities at 3%. Seaton shows similar age profile characteristics to Sidmouth, but Exmouth and Teignmouth are closer to other coastal community averages.⁷⁸

TABLE ONE: 2011 Census Analysis, Coastal Communities										
Population, Age and Economic activity profiles										
	Population 2011	Population change 2001 - 2011	Median Age	Aged 0-15 %	Aged 16-64 %	Aged 65+ %	Aged 85 + %	Unemployment rates aged 16 + %	No qualifications Aged 16 + %	Qualified Level 4 + Aged 16 + %
England	-	-	39	19	65	16	2	7	15	30
Coastal Communities	-	-	-	17	63	20	3	8	16	25
Sidmouth	21,100	600 (3%)	59	12	47	41	8	4	11	32
Exmouth	47,800	2400 (5%)	46	16	59	24	4	5	13	27
Seaton	14,600	800 (6%)	59	11	50	39	8	4	14	26
Teignmouth	20,300	600 (3%)	48	15	59	26	5	6	13	28

⁶ <http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-382072>

⁷ <http://www.devon.gov.uk/sidmouthupdate.pdf>

⁸ <http://reports.esd.org.uk/reports/15?pa=NN170&a=NN170x>

TABLE TWO: 2011 Census Analysis, Coastal Communities						
Industry	Manufacturing	Wholesale & Retail	Transport & Storage	Accommodation & Food Services	Professional services	Public administration, health & education
England	9	16	5	6	15	28
Coastal Communities	9	16	5	7	11	31
Sidmouth	4	17	3	13	4	21
Exmouth	5	16	4	8	10	34
Seaton	9	17	3	10	9	28
Teignmouth	5	17	4	8	10	33

Table Two shows industry profiles in Sidmouth - a high percentage at 13% is employed in the accommodation and food services sector – compared to England as a whole at 6% and other coastal communities at 7%. Wholesale and retail is similar to national and other coastal community averages, whereas public sector jobs is markedly lower at 21% compared to 28% nationally and 31% in coastal communities. The proportion of Professional occupations is also markedly low at 4% compared to other coastal towns locally and particularly compared to the national average at 15% and coastal community average of 11%. In addition, there are 9776 households in Sidmouth with 55% owned outright compared to 40% in Devon, 33% in England. 18% of Sidmouth households have children.

TABLE THREE: 2011 Census Analysis, Coastal Communities						
Occupations	Managers	Professional & Associate professionals	Skilled trades	Caring, Leisure & Service	Process plant & Machine operatives	Elementary
England	11	20	5	6	15	28
Coastal Communities	10	26	5	7	11	31
Sidmouth	14	24	15	11	4	12
Exmouth	10	26	13	13	6	11
Seaton	12	21	17	13	6	13
Teignmouth	12	26	14	13	5	10

Occupation profiles in Table Three show there is a higher level of Managers in Sidmouth at 14% compared to 11% nationally and 10% in coastal communities; professional occupations are about average, but there are marked variations with higher levels in skilled trades and the leisure sectors, but lower levels in processing and elementary occupations.

In 2008 a DCLG commissioned study⁹ into 37 Principal Seaside Towns with a population of 10,000+, demonstrated Sidmouth as having one of the 10 strongest local economies nationally. Seven out of those 10 nationally, were located along the south coast from Exmouth to Brighton. In addition, there are low seasonal fluctuations in unemployment claims, low unemployment and low pension credit claimant rates.

Conclusion

Overall, Sidmouth has a buoyant economic position within East Devon, Devon and nationally but it is reliant on employment in the accommodation and food sectors as well as in wholesale/retail sectors. Skills levels are healthy and there is evidence of skilled employment given the high number of managers, but lower levels of professional positions. In 2008, Sidmouth was considered one of the 10 strongest coastal communities nationally.

⁹ England's Seaside Towns 'a benchmarking study' DCLG November 2008 (Beatty, Fothergill & Wilson)

2. Tourism Trends in Sidmouth

Sidmouth as a tourist destination promotes itself on its timeless charm, being a lovely seaside town with beautiful gardens and leisurely walks, regency history and fine hotels, clean beaches and friendly shops. Sidmouth nestles beneath majestic red cliffs and green hills. The *Regency by the Sea* strap line is well known, and Sidmouth maintains its peace and tranquillity, period charm and resistance of commercial branding.

Sidmouth is a former fishing village¹⁰ and it was only in the Victorian era did Sidmouth's popularity soared as a tourist destination. As a result the fishing community moved to the eastern part of the seafront to give way to further hotel development from the west. In 1900, 23 fishermen still worked from Sidmouth beach, by the mid 1900s this reduced to approximately six and by the end of the 20th century only the Bagwell family remained. *Sidmouth Trawlers*¹¹, the family run fish shop is still run by the Bagwell Family and sells locally sourced fish in premises located behind the Drill Hall¹².

In 2010 (see Table Four), the British Resorts & Destinations Association appointed Sheffield Hallam University to provide findings on the English seaside sector and produced figures on GVA¹³. Sidmouth was listed as a Principal Seaside Town. This report was updated in 2014 by the same authors. Even during the post 2009 recession, with the exception of the North East of England, tourism economic growth has continued in England, with the South West region having the highest tourism GVA by English region. Sidmouth has seen an 8% growth in tourism jobs in this period. GVA in Sidmouth relating to tourism was £23 million in 2007. This is similar to both Exmouth and Teignmouth, but what is remarkable is that Exmouth and Teignmouth both have populations almost three times as big as Sidmouth.

It is accepted through exploration of the evidence stated, that Sidmouth's tourism sector makes a significant if not essential contribution to Sidmouth's local economy. Without Sidmouth's vibrant tourism sector, it would have a vastly different offer for residents living, working in and commuting from Sidmouth as well as to the visitor. It is due to the high visitor numbers and success of year round trade that has maintained Sidmouth's contribution to the East Devon tourist economy and to the vibrancy of its seafront and town centre.

¹⁰ <http://www.devon.gov.uk/historicsidmouth>

¹¹ <http://www.sidmouthtrawlers.co.uk>

¹² <http://futuresforumvgs.blogspot.co.uk/2015/04/stan-bagwells-sidmouth-celebrating.html>

¹³ Gross Value Added (GVA) – standard measure of economic output – the value of sales by business less the value of inputs like goods and raw materials.

TABLE FOUR: Share of total employment directly supported by seaside tourism 2007 & 2011

	2007 pop ¹⁴	Employ. directly supported by seaside tourism 2006-08	Employ. directly supported by seaside tourism 2010-12	% of jobs in tourist related sectors ¹⁵ 2008/10	Tourism as % of all jobs 2009	Tourism as % of all jobs 2011	Est. annual output (GVA) directly attributable to seaside tourism 2007	Est. annual output (GVA) directly attributable to seaside tourism 2011	GVA 2007
Sidmouth	13,700	1500	1900	62%	20%	28%	20%	28%	£23m
Exmouth	34,200	1600	1900	43%	12%	19%	21%	19%	£21m
Teignmouth	30,300	1800	1900	50%	18%	20%	26%	20%	£26m

On visitor trends, it is useful to reflect on the National Coastal Tourism Agency (NCTA)¹⁶ study for Bournemouth into Shoulder and Non-peak season trends in 2013. Domestic short stays of four nights or less are increasing (17% growth nationally in last 5 years compared to a 10% decrease in 8+ night breaks). Higher income earners seek out less high profile seaside destinations. Day trips are also increasing outside peak times, as well as Visiting Family & Friends or ‘duty trips’ when weather is not an excuse.

Seasonality is more pronounced at seaside resorts – the shoulder season tends to be limited to Easter, May and October half terms. The NCTA examined the various categories of visitors – unexpectedly Families with school age children will dominate peak season summer and other school holidays such as the May Half term, DINKS (Dual Income, no Kids) and Empty Nesters (aged 55+) are attracted by the prospect of top-up travel in between their main annual holiday and take short breaks. Their main motivation is peace and quiet, and the desire to broaden their cultural horizons. Traditional resorts with arcades etc. are less likely to appeal in non-peak times, Third Agers (65+) are more likely to visit outside school holidays and festival times – notably in September and October. NCTA recommended that Bournemouth consider how to ‘weatherproof’ their offer, so that visits are not reliant on good weather and promote all weather activities and events all year round noting in particular February half term and Christmas. Bournemouth was recommended to focus on water sports and ‘soft adventure’ notably walking and cycling etc.

¹⁴ Note a variation on area captured is different to Table One

¹⁵ Retailing, hotels, restaurants, cafes, bars, recreation, transport etc also supported by local consumer spending.

¹⁶ http://coastaltourismacademy.co.uk/uploads/Shoulder_Season_snapshot.pdf

A meeting with the Sidmouth Hotel Group: *The Kingswood & Devoran, Dukes and The Hotel Elizabeth* shed further perspectives on the contribution and future of the hotels in Sidmouth. The Seward Family, third generation owners of the hotel group, has watched considerable change in the industry since the 1950s. The group has diversified their offer over their three hotel types, they still attract families but their core business relates to the Third Agers (65 years+) as well as Empty Nesters (aged 55+) in out of season periods. The Sidmouth Folk Festival, the annual August festival is a reliable source of business when all hotels and other accommodation is full across Sidmouth.

An accurate picture of the number of bedspaces provided in Sidmouth was difficult to obtain, but as an alternative Table Five shows the advertised Hotels and Boarding/B&Bs in three editions of the Sidmouth Tourism Guide. The reduction in hotels in just over 60 years is marked.

TABLE FIVE: SIDMOUTH Overnight Accommodation change¹⁷			
	1952	1991	2015
Boarding/B&Bs	52	32	11
Hotels	41	32	12

According to the Sidmouth Hotel Group, the 1950s hotel opening season was from Easter to the end of October, now it is all year except for a six week closure for maintenance purposes in January/February. They state that an events calendar is crucial to securing guests as well as the cultural offer of the town itself. The Manor Pavilion Theatre is extremely popular with Third Agers (65+) and Empty Nesters (55+) but there is real demand to strengthen appropriate attractions for families in the town. When weather is an issue, Sidmouth town offers the Swimming Pool and Cinema, with other attractions out of town – Pecorama, Donkey Sanctuary and Bicton Gardens. The greatest concern flagged by the Sidmouth Hotel Group is that their core client group will effectively disappear or ‘die out’ and their product needs to be resilient enough to attract and appeal to new visitors, as well as being responsive enough to growing trends in the length of stay, see Table Six. Older aged 55+ hotel residents are more likely to rebook repeatedly, whereas younger visitors are keen to try something new – and it’s that variation that needs to be targeted.

¹⁷ Sidmouth Town Guides 1952, 1991, 2015.

TABLE SIX: Sidmouth Hotel Group average length of stay

Dukes

2005/06 Average stay 2 nights

2014/15 Average stay 2 nights

Kingswood & Devoran

2005/06 38% Guests stayed for 4 nights, 22% stay for 7 nights

2014/15 64% Guest stay for 4 nights, 7% stay for 7 nights

Hotel Elizabeth

2005/06 15% Guest stay for 4 day, 22% stay for 7 nights

2014/15 42% Guest stay for 4 days , 4% stay for 7 nights

Proposed Target Markets

Sidmouth is currently successful in shoulder and off peak seasons. However, for Sidmouth, there are useful perspectives to reflect on from the Bournemouth study as well as from hotelier's opinion on how to target visitors that would strengthen and importantly diversify trade in the shoulder and off-peak season. That is to say, although not exclusively, year-round trade has been secured by Third Agers (65+) and Empty Nesters (55+) who visit in Shoulder and Off-peak seasons in Sidmouth. Events such as the Folk Festival and Christmas build other custom. There are currently no reliable records of visitor profile available for Sidmouth; this is based on hotelier and business knowledge.

TABLE SEVEN: Proposed target visitor profiles in Sidmouth
Shoulder and out-of-season
<ul style="list-style-type: none"> - Dual Income, No Kids (DINKS) - Families with Pre-Schoolers - Families with Secondary School Children - Empty nesters (55+) - Third Agers (65+)
Peak season
<ul style="list-style-type: none"> - Families with School age children - Families with Secondary School Children

Events calendar

Sidmouth's greatest attraction apart from the beach, that brings a completely unique visitor to the town, is Sidmouth Folk Week in August. The Sidmouth Holiday Guide 2015 presents a year round calendar of events that includes Folk Week, Sea Fest, Country Fairs in surrounding towns and villages, Town concerts, Science Festival, Classic Car Show, Walking Festival, Regatta, Boxing Day Swim etc. The events are varied but could be reflected upon to understand where there are gaps and greater appeal to target markets above.

A cultural and arts venue such as at the Sidmouth Drill Hall delivering events and activities that relate to the coast, it's maritime heritage could supplement the offer already available in Sidmouth thereby appealing to the target visitor profiles identified in Table Seven. How this could be achieved is explored in the next section.

Conclusion

Overall, tourism is the key economic sector in Sidmouth that supports the vitality and viability of its businesses and town centre. Sidmouth is predominantly private sector led and currently has a healthy tourism market in the repeat visitors it attracts every year. However, Sidmouth needs to secure additional attractions that will broaden it's reach particularly to families during the peak season and to Empty Nesters, DINKs and Families with pre-school children both in peak and out of season times.

3. Sidmouth Drill Hall's potential contribution to Responsible Tourism



Responsible Tourism¹⁸ explores the concept of 'resilience'. Resilience¹⁹ is central to the guiding principles outlined in an extract in *Appendix One* on economic, social and environmental responsibility. Although Sidmouth is generally affluent and economically stable, the economy is predominantly focussed on a narrow tourism offer and it's that dependency on tourist trade that maintains the vibrancy of its town centre and seafront hotels – all in private ownership. A shock to Sidmouth's economy may be reversals in normal trade, usual visitor numbers disappearing or an inability to attract new visitors etc.

In evidencing the rationale to support a community-led enterprise at Sidmouth Drill Hall it is important to assess the impacts that could be derived to support the overall economy in Sidmouth. In doing such the following propositions can be made on Economic, Social and Environmental Responsibility:

Sidmouth Drill Hall would support Economic Responsibility by:

- Developing a tourism preference that would benefit the local community and minimise impacts on local livelihoods (i.e. be a complementary function to the rest of the Sidmouth offer, learning from their vast experience and knowledge).
- Maximising local economic benefits by increasing linkages (to other businesses in the town and surrounds) and reducing leakages (retain visit and local spend and return visits, employ and source locally) and to local schools (noting the RT Workshop (see

¹⁸ <http://responsibletourismpartnership.org/cape-town-declaration-on-responsible-tourism/>

¹⁹ This report does not provide an in-depth exploration of resilience, but bases it on the central premise being; *the ability of a system to maintain function when shocked.*

Appendix Two) led by Tourfish partners at Sidmouth College on 1st May to demonstrate the connectivity between place identity and community cohesion, environmental sustainability, new economic and employment opportunities and the heritage of inshore fishing, through linking with curriculum subjects: Art, Geography and History).

- Developing quality products that reflect, complement and enhance Sidmouth, (Sea Fest has already drawn linkages to inshore fishing and local artists and created a festival date in Sidmouth's tourist calendar - the potential is limitless).

- Marketing tourism that is integral to the destination that encourages appropriate forms of tourism, (the redevelopment of Sidmouth Drill Hall would be sensitively undertaken, in keeping with efforts to maintain the 'tranquillity, peace and quiet' of Sidmouth, and through community participation in the design stages).

-Adopt equitable business practices, charge fairly and build partnerships – that Sidmouth Drill Hall would be complementary to the other businesses in Sidmouth, working with the Chamber of Commerce, hoteliers and EDDC, as well as employing local staff fairly and equitably, standing as an example of best practice not only in Sidmouth, but in East Devon.

-Provide appropriate and sufficient support to small and medium sized businesses (SMEs), micro enterprises and support tourism-related enterprises, notably the classroom on the coast concept that has been so successful elsewhere (such as in Hastings²⁰ and Big Jurassic Classroom²¹) can support all age profiles when need has been assessed and captured.

Sidmouth Drill Hall would support Social Responsibility by:

- Actively involving the local community in planning and decision making – this has to be seen as Sidmouth's Drill Hall and gain the trust and cooperation of all facets of Sidmouth's community. Enhance Sidmouth's linkages to the past, notably it's maritime past lest it be forgotten given the east-end's association with fisher communities and linkages to Sidmouth Trawlers and the Bagwell Family. Act as a memory hub that will appeal to local communities and visitors alike.

-Endeavour to make tourism an inclusive social experience, with access to all – extending the reach and appeal of Sea Fest and maximising on the partnerships both locally and across Europe.

²⁰ <http://www.hastingsflag.org/project/classroom-coast>

²¹ <http://jurassiccoast.org/education/big-jurassic-classroom>

Sidmouth Drill Hall would support Environmental Responsibility by:

- Ensuring negative impacts are reduced by adopting best practice and sustainable construction methods and by using resources sustainably.
- Managing and creating linkages to wider natural diversity – notably through education relating to coastal erosion, inshore sustainable fishing methods and the wider coastline relating to biodiversity and ecosystems.
- Promoting education and awareness of sustainable development – potentially through classroom education for visitors interested in maritime, fishing, heritage and sustainability as a learning holiday destination linked to accommodation offers in shoulder and off-peak seasons.
- Raising the capacity of all stakeholders and ensuring best practice by engaging with wider expertise. This is notable through the learning enhancement achieved through Tourfish, but also in the conversations happening locally through awareness raising at Sea Fest but in schools locally through creative engagement such as Gytaku and Fish lanterns.

Is Sidmouth becoming a Clone Town?

New Economics Foundation's (NEF) *Clone Town Britain*²² report, published in June 2005, highlighted how the increasing dominance of nationally branded stores can result in our communities and high streets becoming vulnerable to economic shocks. In times of recession, chain stores have proven to be 'fair weather friends' with some abandoning the high street entirely or moving to high volume trading locations, or shutting less profitable stores.

In 2009, key findings in *Re-imagining the high street*²³ NEF concluded that 41% of the towns surveyed were clone towns. The UK's highest-scoring clone town from those surveyed was Cambridge taking over from the 2005 'winner', Exeter. Whitstable in Kent scored best at the other end of the scale boasting a wide variety of independent shops. Whitstable has become famous for its Oyster Festival and food culture and members of the community celebrate local distinctiveness and the development of a local culture that is sustainable.

²² <http://www.neweconomics.org/publications/entry/clone-town-britain>

²³ <http://www.neweconomics.org/publications/entry/reimagining-the-high-street>

In Sidmouth there has been an increase in national stores opening in its High Street, and although a balance is welcomed, care is needed to ensure that Sidmouth's unique offer is not displaced or eroded by this trend continuing. NEF state, '*our high streets could become places where we go to actively engage with other people in our communities; places where shopping is just one small part of a rich mix of activities including working, sharing, exchanging, playing and learning new skills. As the hub of our communities, the high street could become the place where we begin to build a more sustainable world*'.

There is not the suggestion that Sidmouth is a clone town, but Sidmouth needs to defend against becoming one, and Sidmouth Drill Hall could support and accommodate the range of activities (as stated above) to help develop local economic sustainability, measure change and support residents as an equal partner in any masterplanning or growth processes to support the town's ongoing viability and vitality.

Sidmouth Sea Fest²⁴



The beginnings of the Sea Fest journey began with the painting of the *Sidmouth Trawlers* wall on The Ham in raised motifs of locally sourced fish. The project was called 'One Fish, Two Fish'. The seawall attracted significant community and public interest and has become a feature on the approach to the sea. Sidmouth Sea Fest 2014 and 2015 is run completely by volunteers and any assets go towards subsequent event planning for following years. The event²⁵ celebrates the vibrant coastal community of Sidmouth and encourages a spirit of shared place through inviting the range of local clubs, enterprises, schools and the public to an event that will showcase the activities, heritage and education that Sidmouth offers to local people and visitors. The coastal celebration theme focuses on sustainable development, responsible tourism and community participation.

Sea Fest was also supported in part by exhibitions funded as part of the two-year EU funded 'TourFish' project. The activities were

²⁴ <http://sidseafest.net>

²⁵ <https://sidseafest.files.wordpress.com/2015/04/sea-fest-event-programme.pdf>

as follows:

Sea Fest Year One Events – one day festival



Creativity On the coast – led by local artist Coco Hodgkinson, taking part in a range of creative activities and workshops including Japanese Gyotaku printing using fresh caught inshore fish, fish rubbing, and flag making.

The Fish Kitchen – members of public introduced to new fish varieties - John Dory and Gurnard

Games – Hook the Fish & Fish Stocks

Easter Fish Hunt - with the Chamber of Commerce, a trail of shops and hotels in Sidmouth containing a fish sticker. Young people were given a sheet of clues at the Sea Fest information point and a prize when they returned having found the fish in the shop.

Sea Fest Year Two events – two day festival

Fishermen's Jerseys catwalk show - showcasing the Fishermen's Sweaters from Zeeland knitting project that has brought back to life the unique original patterns of the fishermen's sweaters from the fishing villages of Arnemuiden and nearby villages in Zeeland and has gathered people to knit the sweaters again. The patterns date back some 200 years and the sweaters were worn by fishermen so their home village might be identified should they be lost at sea. Sidmouth Drill Hall Hub working with the Municipality of Middleburg, Holland, has researched the history of Fishermen's sweaters worn by Sidmouth Fishers, the first two sweaters to be created also featured as part of the catwalk show.



[The Early Life of a Sidmouth Fisherman](#) – play from Stan Bagwell’s biography, “All I Ever Wanted.”

[Music acts](#) – Sidmouth Church of England Primary School Sea Songs, Anna Hamill, Gordie Mackeeman & his Rhythm Boys, Sidmouth Jazz Club & Saxminster Live.

[Sidmouth Sea Fest Community Choir](#) - 30 minutes performance of Sea Shanties by 30 volunteers.

[Creativity on the Coast](#) - Hastings Classroom On the Coast and a range of creative activities led by Coco Hodgkinson including Japanese Goyataku printing using fresh inshore caught fish, fish rubbing, and lantern making.

[Fish Hunt](#) - with the Chamber of Commerce (see *Appendix Three*), a trail of shops and hotels in Sidmouth containing a fish sticker. Young people were given a sheet of clues at the Sea Fest information point and a prize when they returned having found the fish in the shop. Shops also participated in Sea Fest themed window displays.

[The Fish Kitchen](#) – sales and fish filleting and cooking demonstrations from award winning local chef Saul Vicary and multi award winning local fishmongers Mary, Kay and Ryan Bagwell joined by renowned chef Nick Hales.

[Signed Storytelling for Children](#) – Fishy Tales in BSL (British Sign Language with English Voiceover)

[Sidmouth Sea Fest Responsible Tourism Hotel Package](#) – 80 hotel rooms booked, networking dinner for 44 provided with locally and responsibly sourced food and drinks showcased.





It is broadly estimated that 75% of participants at Sea Fest 2015 were local people, with 25% made up by visitors²⁶.

Sidmouth Sea Fest year one was led exclusively by volunteers with in-kind support from the event organisers, with small grants from Sidmouth Town Council and the Sid Vale Association. The weather in Year one was sunny after local marketing people walked in 'off the street' as there were no ticket sales to secure participation. In Year two, over two nights, participation was based on achieving ticket sales on the Friday and Saturday night. Saturday daytime was the free event and although there was a good level of attendance, the adverse weather conditions had a negative impact on footfall during the day, this risk was mitigated through

²⁶ Paragon Books ticket sales.

having weatherproof marquees and ticketed evening events. Participation in the Fish Hunt by Sidmouth traders was almost double of year one.

Willingness by volunteers from Sidmouth to participate increased in Year two. There was involvement of 25 Sidmouth people to model sweaters on the catwalk, 30 people in the Sea Fest Choir, Sidmouth College staff and children in the play and contribution of volunteers to Creativity On the Coast marquee and activities. Local businesses sourced local produce, fish, beer and cider for sale in the marquees. Sidmouth College and Sidmouth Primary School did Gyotaku workshops to create silk prints and fish lanterns for Marquee decoration.

Sea Fest has provided education and support for teachers and students (at Sidmouth Primary School and Sidmouth College) to develop a better understanding and ownership (through a shared sense of place) of how individual and institutional action can deliver responsible tourism. The Creativity On the Coast programme provides educational interventions with the aim of engaging young people with their community and with a more diverse range of employment opportunities thereby broadening economic, social and wellbeing horizons.

Year two also included participation by Tourfish partners, showcasing of activities by Sidmouth Gig Club, Sidmouth Sailing Club, Sidmouth in Bloom, Sidmouth Science Festival, SidEnergy, Sidmouth Knitters, Jurassic Paddles and Hastings Fishermen's Protection Society.

The Sidmouth Sweaters project has generated much interest in the fisher heritage of Sidmouth and in the sweaters as a product themselves. Reasons for interest in this element were given on the day as:

- tourists who love Sidmouth wanting a souvenir,
- local people with fishing connections wish to have a link to their roots and heritage,
- sons have moved away from the area and their Mum wanted them to have a jumper each,
- the idea of the jumper as a badge of local belonging, 'proud to live in Sidmouth',
- for people to send away to friends and relatives as a specific gift from Sidmouth.



There has been increased awareness of Sidmouth Sea Fest notably in local press and wider Devon press via The Sidmouth Herald, Sidmouth Diary, Pulman's View, Evolver Magazine, Devon Life magazine²⁷ and the Devonshire magazine. There is the feel that this is a festival that could grow and flourish year on year.

Sidmouth Sea Fest Social Media Twitter and Facebook²⁸ platforms successfully raised the profile of the event and of Sidmouth with total Facebook reach of over 7500 views per week.

Sidmouth Sea Fest organisers made every effort to act Responsibly and Sustainably in sourcing all food and drink locally and disposing of all waste through a strict system ensuring food waste, general waste, glass and plastics were separated for recycling.

²⁷ (<https://sidseafest.files.wordpress.com/2015/04/sidmouth-sea-fest-devonshire-april-2015.pdf>)

²⁸ (<https://www.facebook.com/sidseafest>)



The case for Social Enterprises

The best government data estimates that there are approximately 70,000 social enterprises in the UK contributing £18.5 billion to the UK economy (based upon 2012 Small Business Survey, 2013²⁹) and employing almost a million people. There are examples of social enterprises making a significant contribution to the tourist experience elsewhere on the coast locally that is enhancing visitor experience as well as contributing to GVA and community engagement.

Community or Social Enterprises come in many forms and range from resident-run shops to community woodlands that sell products and provide training and employment to local people. They are not community halls, village halls or drop-in centres that are associated as spaces available for any kind of venue hire activity.

Social Enterprises share the following characteristics:

- The enterprise is community-led, meaning it is endorsed by, or engaging directly with, local people.
- The lead partner is a charity, social enterprise, not-for-profit or member (co-operative) organisation.
- The enterprise is locally based, benefiting a specific geographical place, and is inclusive of all in the community.
- The aims and objectives of the enterprise are a direct response to local social and

economic need or opportunity.

- The enterprise has a viable business plan beyond grants or public funding.

All over England, community-led initiatives are already achieving success in their local neighbourhoods, villages and town centres, and inspiring others to create lasting change. Below are a few examples to show the possible potential of Sidmouth's Drill Hall:

²⁹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/205291/Social_Enterprises_Market_Trends_-_report_v1.pdf

Marine Theatre, Lyme Regis³⁰

The original building was built in 1806 as a baths, with water pumped directly from the sea. It became a busy meeting place for visitors and locals alike. The baths became less popular and fell into disuse until in 1894 it became the new Drill Hall and after World War One, the Drill Hall Theatre and then cinema. Bought by the Lyme Regis Town Council in 1960 it became the Marine Theatre. In 2003 the theatre was handed over to the **Lyme Arts Community Trust** who run a range of cultural events as well as being home to the Lyme Youth Theatre. The Marine Theatre is a busy cultural centre, run by a small staff and a host of volunteers. Its programme supports the cultural offer of Lyme Regis by also hosting *R&D by the Sea* a project set to commence Summer 2015.

Hamilton House, Bristol³¹

Hamilton House was a neglected office block that in 2008 was taken over by the Community Interest Company, **Coexist** supported by the social housing company Connolly & Callaghan. Coexist have created a community space in Stokes Croft in Bristol as an incubation space for new creative projects and social businesses to support grassroots regeneration in the community. Hamilton House has over 200 tenants as well as the Coexist Community Kitchen, Dance Studios and Therapy Centre. Hamilton House is well known as the base for The Canteen and the Bristol Bike Project.

Lincoln Drill Hall, Lincoln³²

Lincoln Drill Hall was erected in 1889/90 and for most of the 20th century it was used for military and police training purposes. After the 2nd World war it opened to further uses, generally for staged performances. By the late 1990s it fell into disrepair and closed in 1999. In 2004 after renovations costing £2.4million, the Drill Hall opened to what it is today as a theatre and cultural hub. Lincoln City Council ran it until 2014 when it was transferred to **Lincoln Arts Trust Ltd.**, a charity. Lincoln Drill Hall has achieved the following economic impact - £6 for every £1 public subsidy received. The Trust still receive grant from Arts Council and from the local authority but they are in year 2 of a 5-year reduction scheme. They aim to fill the gap through venue space sales and trustees/charitable giving. Siemens is a significant employer in Lincoln and sponsor the Drill Hall. They have created a flexible space that is multi-functional. They target the 12-25 year youth sector, but are starting to look at how they can work with schools on

³⁰ <http://www.marinetheatre.com>

³¹ <http://www.hamiltonhouse.org>

³² <http://www.lincolndrillhall.com>

curriculum-based learning. The Drill Hall is not seen in isolation but as one of a number of the activity centres in Lincoln, being co-reliant with other attractions in increasing length of visitor stays in Lincoln.

The Westgate Hall³³, Canterbury

This is a former drill hall, built around 1913. In 2010 after falling into disrepair, the council voted to demolish the building. Immediately after that decision a community group, the **Westgate Community Trust** was constituted with the aim of saving the hall. The Trust met the council who encouraged them to produce a business plan that would prove the hall would not need council funding and that it would be financially self-sustaining were the council to grant the Trust a lease. Months of consultation with Canterbury's community followed, as well as events to raise the profile. During this period the Trust also developed its partnership with Corinthian Curzon/Curzon Cinemas, securing its financial support. Against a capital sum to refurbish the drill hall side of the Westgate Hall complex the Trust would sub-lease the two-storey conference side to Curzon for conversion into a three-screen art house cinema. In 2014 the council awarded the Trust a 99-year lease and work continues to establish Westgate Hall into Canterbury's Village Hall.

³³ <http://www.westgatehall.org>



Business Questionnaire

A questionnaire (*Appendix Four*) was delivered to the 28 businesses that supported the Sidmouth Sea Fest Fish Hunt. The findings show that of those 24 that responded, respondents ranked the following as what they liked most about Sidmouth:

1. The beach
2. Variety of shops and places to eat
3. Parks & Gardens
4. Walking & cycling
5. Arts & Culture
6. Organised events
7. Peace & tranquillity
8. Hotels & places to stay
9. Watersports

All respondents agreed that Responsible Tourism (RT) is important to Sidmouth's future. Of those RT aspects, they ranked their importance in the following order:

1. Looking at opportunities for local producers to support Sidmouth's local economy.
2. Strengthening Sidmouth's identity as a place to live and visit.
3. Making decisions that respect the needs of future generations through sustainable actions.
4. Increasing social engagement for all sections of the community in Sidmouth
5. Helping to value cultural activities of local people.
6. Developing coastal education opportunities for local people and visitors.

When asked to reflect on Sidmouth Sea Fest and the most important aspects of the event, they ranked these in the following order:

1. A festival calendar is important to attract visitors.
2. Learning about the sea and in-shore fishing.
3. Remembering our maritime past.
4. Potential of further community activities to celebrate our coast.
5. Potential to learn from other coastal communities.
6. Sidmouth does not need another festival.

When asked who benefits most from Sea Fest, of those who responded, the largest proportion at 61% was for children:

Children	61%
Business	22%
Teenagers and Young People	11%
Working Age people	6%
Retired	0%

The final question asked if they would support the Drill Hall being transferred to community ownership if it linked Responsible Tourism activities in Sidmouth and acted as a venue for Sidmouth Sea Fest, and 75% stated yes they would.

Yes	75%
No	8%
Depends	17%

Some of 17% of those that responded under 'depends' based this on the proviso that it would be run proactively and in a business-like manner and didn't become too 'clicky' or one person's hobby! Another needed to know more about it,

another suggested putting more into the local paper like a blog each week/month. Another asked about what sort of community projects would arise from Drill Hall activities. A question was asked about how the venture would be financially viable and one asked how much support would be involved.



4. Conclusions and recommendations

1. Sidmouth Drill Hall, as in the examples above and as demonstrated through the willingness to participate at ticketed events at Sea Fest, has the potential to be a future social enterprise that is community-led, engaging directly with local people whether they be volunteers, local businesses or the public agencies that impact on Sidmouth.
2. The lead partner is a Community Interest Community (CIC), that is locally based, thereby benefiting Sidmouth directly, being inclusive and available to all of the community whether resident or visitor to Sidmouth. The aims and objectives of the Sidmouth Drill Hall will be a direct response to local social and economic need – notably the need to retain a memory bank of Sidmouth’s maritime past, delivering a tourism offer that support’s Sidmouth’s resilience thereby ‘future proofing’ the viability of the town overall, as well as generating job opportunities and skills uplift relating to need.
3. Sidmouth Drill Hall Hub CIC is opening a small office in Libra Court, Sidmouth as a ‘shop-front’ to better engage and support participation with local business and communities. A permanent venue at the Drill Hall would allow a year round offer to Sidmouth and it’s visitors in terms of Fish Kitchen, Art Gallery and exhibition space, Café and ‘work hub’ facilities.
4. Given Sidmouth’s economic position, the proximity of the Sidmouth Drill Hall to the seafront and to visitor movement will ensure that any café or venue space for classroom related activities will allow the enterprise to develop a viable business plan beyond grants or public funding. European funding will enable the CIC to be supported in further outreach activities across Europe in securing the brand and product development. The appeal of Sea Fest has already resulted in other Devon coastal communities approaching the CIC to explore joint ventures.
5. Sidmouth needs to defend against becoming a clone town, and Sidmouth Drill Hall could accommodate the range of activities to help develop local economic sustainability, measure change and support residents in any masterplanning³⁴ processes for future development at Port Royal, the Seafront or the Town Centre.

³⁴ A Masterplan (or Area Action Plan) takes a spatial approach (social, economic, cultural and environmental considerations) based on evidence of need. A masterplan allocates land and resources as well as support for wider priorities in the area. A process that is design-led and prepared through stakeholder engagement will help create quality and distinctiveness, avoid inflating expectations and avoid stylistic fashion blunders.

Recommendations:

6. There is potential to transfer Sidmouth Drill Hall as a community asset to strengthen:

- a. Community links to Sidmouth's maritime past and coastal learning potential.
- b. To open the Drill Hall as a meeting place or 'work hub' to further business engagement in the town, across Devon and with European partners on Responsible Tourism themes.
- c. Broaden the tourism offer for visitors to Sidmouth that appeal beyond its current market, not least across the seafront into the eastern end of the town, but also culturally connecting with Sidmouth Trawlers and fishing communities.
- d. Capture the potential of products developed during Tourfish and Sea Fest to work collaboratively with local businesses in Sidmouth in securing the above.
- e. Secure a brand at the Drill Hall that will be used to market Sidmouth to existing and new markets particularly focussed on 'sea to plate'.
- f. Consider how the Drill Hall could act as the catalyst to begin a community-led consultation on the regeneration potential of Port Royal.

7. To undertake the above, actions should involve partner engagement as follows:

- a. To invite wider community participation from established groups or individuals.
- b. To engage with Sidmouth Town Council and East Devon District Council on developing a Business Plan to secure the above.
- c. To work with Devon County Council and the University of Greenwich to incorporate these requirements when compiling an application to the Interreg Manche programme for the proposed RENEW³⁵ funding.
- d. Approach strategic partners such as Natural England, AONB and the National Trust to consider alignment of shared objectives.
- e. Seek business participation to consider place branding and marketing against Responsible Tourism themes.

³⁵ **RENEW** – A programme to stimulate sustainable development (economic, social and environmental) in coastal towns by creating a responsible tourism Channel Fisheries Way (CFW) underpinned by a model of fisheries towns in transition to allow transfer of best practice to other coastal towns both in the EU and beyond.



Sidmouth Sea Fest quotes

The sea fest was awesome, totally blown away by the whole event. Such a lovely vibe with a great community spirit, amazing ethos behind the whole festival! In my eyes what I witnessed was something so refreshing for our lovely town, as a Sidmouth lifeboat crew member and representative and Jurassic paddle sports owner I was honoured to be there. As someone who's whole life has been shaped by the sea and living in Sidmouth I was so stoked to see such a nice event celebrate our coastal life and heritage and community. I saw so many local people having such a great time! Roll on sea fest 2016.

Guy Russell, Jurassic Paddles.

How does light travel through water? Why don't you sink in the sea? How acid is seawater? These were some of the questions we tried to answer at the Sea Fest with practical fun hands-on experiments. Great to see so many families getting stuck in and getting wet!

Liz Bramley, Sidmouth Science Festival.

My beard is nearly ready for its performance! An absolute honour to be reading Stan Bagwell's story on Friday night. What a great atmosphere in the tent tonight. I didn't expect that! So great to see so many local faces. A fabulous night. I really enjoyed it and thanks to those of you who complimented our performance.

Marc Colson. Sidmouth

SeaFest was a fabulous community event and great to see all age groups well represented. Showcasing some of Sidmouth's cultural heritage and providing some pointers to the way forward was inspiring. Well done to the organisers.

Dave Bramley, Vision Group for Sidmouth.

Sidmouth Seafest - this was a very stimulating and creative event that competently combined a good cause with fun and creativity. The engagement of a wide range of people, including Dutch partners, was quite excellent and as a frequent visitor with an interest in the sea and fish, Seafest was an excellent way to promote thinking, dialogue and community. I look forward to many more and promoting this to support a South West Fish Coast with an international reputation.

Kevin Feaviour, Director of South West Regional Delivery Partnership & Assets for Success Tottenham Hotspur Foundation

As a visitor from London, it was inspiring to see how successfully Sea Fest brought together local people of all generations around one central theme (the sea) while at the same time being used to generate new links with our European neighbours. Equally compelling was the campaign to convert a disused seafront building into a venue where the community spirit generated through activities such as Sea Fest could become part of the fabric of everyday life in Sidmouth.

James Greenshields, Media for Development & Inside Job Productions

***Thank you for hosting a great festival I think all went well despite the weather on Saturday.
We had good conversations with lots of visitors.***

Yasmin Ornsby, Hastings Fishermen's Protection Society

Appendix One

Cape Town Declaration on Responsible Tourism

The Cape Town Conference on Responsible Tourism in Destinations was organised by the Responsible Tourism Partnership and Western Cape Tourism as a side event preceding the World Summit on Sustainable Development in Johannesburg in 2002, and attended by 280 delegates from 20 countries. It grew out of the South African work on responsible tourism guidelines and involved delegates field-testing the South African Guidelines on sites in and around the city.

Guiding Principles for Economic Responsibility

- Assess economic impacts before developing tourism and exercise preference for those forms of development that benefit local communities and minimise negative impacts on local livelihoods (for example through loss of access to resources), recognising that tourism may not always be the most appropriate form of local economic development.
- Maximise local economic benefits by increasing linkages and reducing leakages, by ensuring that communities are involved in, and benefit from, tourism. Wherever possible use tourism to assist in poverty reduction by adopting pro-poor strategies.
- Develop quality products that reflect, complement, and enhance the destination.
- Market tourism in ways which reflect the natural, cultural and social integrity of the destination, and which encourage appropriate forms of tourism.
- Adopt equitable business practises, pay and charge fair prices, and build partnerships in ways in which risk is minimised and shared, and recruit and employ staff recognising international labour standards.
- Provide appropriate and sufficient support to small, medium and micro enterprises to ensure tourism-related enterprises thrive and are sustainable.

Guiding Principles for Social Responsibility

- Actively involve the local community in planning and decision-making and provide capacity building to make this a reality.
- Assess social impacts throughout the life cycle of the operation – including the planning and design phases of projects – in order to minimise negative impacts and maximise positive ones.
- Endeavour to make tourism an inclusive social experience and to ensure that there is access for all, in particular vulnerable and disadvantaged communities and individuals.
- Combat the sexual exploitation of human beings, particularly the exploitation of children.
- Be sensitive to the host culture, maintaining and encouraging social and cultural diversity.
- Endeavour to ensure that tourism contributes to improvements in health and education.

Guiding Principles for Environmental Responsibility

- Assess environmental impacts throughout the life cycle of tourist establishments and operations – including the planning and design phase – and ensure that negative impacts are reduced to the minimum and maximising positive ones.
- Use resources sustainably, and reduce waste and over-consumption.
- Manage natural diversity sustainably, and where appropriate restore it; and consider the volume and type of tourism that the environment can support, and respect the integrity of vulnerable ecosystems and protected areas
- Promote education and awareness for sustainable development – for all stakeholders.
- Raise the capacity of all stakeholders and ensure that best practice is followed, for this purpose consult with environmental and conservation experts.

https://www.capetown.gov.za/en/tourism/Documents/Responsible%20Tourism/Toruisum_RT_2002_Cape_Town_Declaration.pdf



Appendix Two

Responsible Tourism Workshop with Sidmouth College, Friday 1st May 2015 Creativity on the Coast Programme (Part of Tour Fish 2 EU Cluster Project)

A partnership initiative between Sidmouth Sea Fest/Sidmouth Drill Hall Hub (SDHH), Sidmouth Trawlers (ST), Hastings Fishermen's Protection Society (HFPS), the University of Brighton (UoB), the University of Greenwich (UoG), Miummm Flanders House of Food (HoF), Local Catch and Arnemuiden/Municipality of Middleburg MM).

Audience:

Sidmouth College. Year 9 secondary school children (150 participants). This group will be thinking about making choices for their future in terms of employment and enterprise as they choose their GCSE options for Year 10.

Key themes to focus the workshops are:

Responsible Tourism, Employment and Learning – introducing ideas, thinking and connections that may not be currently present in the thinking of the students or through the main stream educational routes. Connecting thinking between place, produce, training, skills, employment choices and self (what might I be interested in? what hadn't I thought of previously in terms of skills, training and job choices? what is important to me? how do my choices connect with what I think, know and value?)

Aim

To provide information and education about an integrated Responsible Tourism approach through sharing the aims of Tour Fish and showcasing of each projects within it. Demonstrating the connectivity between place identity and community cohesion, environmental sustainability, new economic and employment opportunities and the heritage of inshore fishing, through linking with curriculum subjects: Art, Geography and History.

Information & Knowledge Exchange

The whole session provides an opportunity to engage with students at a transitional stage of their education journey just prior to making choices about their GCSE qualifications. The session is underpinned by the lessons learned reported on as part of the Tourfish project:

- Heritage
- Identity
- Fisher/Community Knowledge
- Community Ownership
- Connectivity

Structure & Timings:

10.25 – 11.20 5 different workshops run simultaneously

11.20 – 11.40 Break of 20 minutes

11.40 – 12.40 Repeat of the 5 different workshops

12.40 – 1.25 Plenary Session in school hall – feedback, summary and thanks

Students will be pre-allocated to their 2 workshops. Each workshop will take place in a different classroom. Students will go straight into the room allocated for their first workshop to start at 10.25 and then straight to their 2nd workshop following the break to start at 11.40.

Workshops: all rooms will have wifi, screen and projector for photos, video/animation

1) **Gyotaku Art Workshop*** (Coco Hodgkinson (SDHH) and Volunteers)

2) **Fish Identification*** (Jasmin Ornsby (HFPS), Mark Woodley (HFPS), Esther Brown (UoB))

3) **The Chef & The Baker – A story of Entrepreneurship in the Sustainable Food Industry**

(Nick Hales (CotC), Emmanuel Hadjiandreaou (CotC), Jo Orchard-Webb (UoB), Andrew Church (UoB))

4) **Food to Plate – A sensory experience** (Rebecca Verhaeghe (HoF), Brigitte Smessaert (HoF))

5) **The story of Fishers** (Mary Bagwell (ST), Louise Cole (SDHH), Tiny Maenhout (MM), Jack Dooms (MM) and others from Arnemuiden)

(Additional Workshop support from UoG: Tim Acott, Fakhar Khalid, Adriana Ford-Thompson)

*requires art room with access to basin & water, hand sanitiser/cloths/paper towels

**requires a classroom with access to basin & water, hand sanitiser/cloths/paper towels

Workshop introductions:

Each workshop facilitator/s will need to start their workshop with a brief introduction to who they are, where they are from, what they do as a job, what Tour Fish project is about and how you fit with the project.

Preparing feedback for Plenary Session:

Each workshop facilitator will need to take 10 minutes before the end of each workshop to ask for some feedback stimulated through these questions:

🗨️ What did you find most interesting or unusual?

🗨️ What was new or different for you in this session?

🗨️ What is important to you about what you have heard in this session?

🗨️ What would you tell your friends about this session?

Each facilitator will need to ask for 2 or 3 volunteers towards the end of the second workshop to prepare to feedback a summary of the feedback from both groups that took part in their workshop to the whole year group with the support of the facilitator.

Plenary Session:

Students will all meet after the second workshop in the Hall. Louise Cole to introduce the session, and invite 1 facilitator and the student volunteers to feedback on each workshop, the facilitator to start this with two visual slides to introduce to the whole group who they are and what their work is about. Dr Tim Acott, Principal Lecturer Environmental Geography to present a brief overview of Tourfish and summary of the session and close with a vote of thanks.

Outputs

Guidance for teachers on running Gyotaku workshops.

Lesson Plan/notes on each workshop area.

Workshop Evaluation & Feedback (to inform RT guide)) – students to complete Friday afternoon after lunch

Report on Learning (gathered from student's feedback)

Marketing and Permissions

We would request permission to take photos of the workshop and hope that they can be shared on the schools' website and by Sidmouth Drill Hall Hub/Sidmouth Sea Fest and all partners.

Further Information on Sidmouth Drill Hall Hub, Sidmouth Sea Fest and TourFish can be found at:

<http://sidmouthdrillhall.com/>

<http://sidseafest.net/>

<http://www2.gre.ac.uk/about/faculty/ach/research/centres/maritime/about/events/lectures/tourfish>

Background Information

Responsible Tourism requires individuals, organisations, authorities, and businesses to take responsibility for their actions.

How can Responsible Tourism make better places for people to live in and visit?

- Through strengthening place identity
- Creation of new economic opportunities for local people
- Helping to value the activities of local people
- Increasing social cohesion
- Developing educational opportunities
- Understanding environmental sustainability
- Addressing issues of supply chain to maximise opportunities for Sustainable Development
- Shortening supply chains to maintain a local ecology and economy

Appendix Three

Sea Fest 2015 Fish Hunt ...

...linking Sidmouth Sea Fest 2015 to the town centre and sea front of Sidmouth. 43 shops, cafés and hotels are on the Fish Hunt Trail.

Each is displaying a Sidmouth Sea Fest sticker in the window.

Each place has the name of a Fish displayed in the shop – just ask if you can't see it. **Every returned Fish Hunt Form with 15 or more Fish types matched to the shop name, receives a chocolate gift. A special prize for anyone completing all 43!**

Fill in the Fish type you have found and the shop name, look overleaf to find which are joining in...Good Luck and enjoy Sidmouth.

1. Spratt	2. Haddock	3. Houndshark	4. Brill	5. Oyster
6. Seabass	7. Monkfish	8. Mackerel	9. Anchovy	10. Swordfish
11. Coley	12. Grey Mullet	13. Turbot	14. Lobster	15. Salmon
16. Cuttlefish	17. Trout	18. Sturgeon	19. Plaice	20. Sardine
21. Flounder	22. Skate	23. Cod	24. Pollack	25. Gurnard
26. Halibut	27. Prawn	28. Red Mullet	29. Pilchard	30. Bream
31. Hake	32. Cockle	33. Scallop	34. Tuna	35. Dover Sole
36. Pouting	37. John Dory	38. Dogfish	39. Whitebait	40. Whiting
41. Squid	42. Lemon Sole	43. Crab		

1. Sidmouth Swimming Pool	2. Potburys	3. Dukes	4. The Kingswood and Devoran	5. Cards@83
6. Housewares(Sidmouth)Ltd	7. Shauls Bakery	8. Flutterbys	9. SeaSalt	10. Humbug
11. Emily's Chocolate Shop	12. Made	13. Sidmouth Trawlers	14. Coastal Coffee Lounge	15. National Trust Shop

16. Cook's Corner (Gliddons)	17. Gliddons Toy shop	18. Beachcomber	19. Sweet Temptations	20. Pure Indulgence
21. Wendy's House	22. Sidmouth Gifts	23. Paper Moon	24. Longdog Antiques	25. Paragon Books
26. Winchester	27. Sambati's Café	28. The Chatterery	29. Forever England	30. Dotty Homes
31. Costa Coffee	32. Vintage Green	33. South West Art Shop	34. Grace	35. Winstone's
36. Roly's Fudge	37. Graze	38. Devon Embroidery	39. Salt Rock	40. 4 Homes
41. Flo & Us	42. Fat Face	43. Hair Studio		

Appendix Four

Sidmouth Responsible Tourism Questionnaire 2015

Sidmouth Drill Hall Hub is conducting a short questionnaire as part of the INTERREG IV A European Union Project 'Tourfish', in which we are a partner organisation. Your views are important to us in order to develop an evidence base to inform proposals to regenerate Port Royal and the east end of Sidmouth, and which promote a responsible tourism offer for Sidmouth.

1. Please tell us about yourself?

Circle one please.

- a. Sidmouth business owner
- b. Individual working and /or living in Sidmouth
- c. Visitor to Sidmouth
 - i) day trip
 - ii) on holiday in Sidmouth

2. What do you like most about Sidmouth?

(Score 1 as highest to 9.)

- _____ Peace & tranquillity
- _____ Arts & Culture
- _____ Watersports
- _____ Variety of shops and places to eat
- _____ Walking & cycling
- _____ Organised events
- _____ The beach
- _____ Hotels & places to stay
- _____ Parks & Gardens

3. Responsible Tourism is about making better places for people to live in and better places for people to visit. Is responsible tourism important to Sidmouth's future?

- _____ Yes
- _____ No
- _____ Depends _____

4. What aspects of Responsible Tourism are most important to Sidmouth?

(Score 1 as highest to 6.)

- _____ Strengthening Sidmouth's identity as a place to live and visit.
- _____ Helping to value cultural activities of local people.
- _____ Increasing social engagement for all sections of the community in Sidmouth
- _____ Developing coastal education opportunities for local people and visitors.
- _____ Making decisions that respect the needs of future generations through sustainable actions.
- _____ Looking at opportunities for local producers to support Sidmouth's local economy.

(Continued over the page...)

5. What aspects are most important about Sidmouth Sea Fest? *(Score 1 as highest to 6.)*

- Learning about the sea and in-shore fishing
- Remembering our maritime past?
- Potential of further community activities to celebrate our coast
- A festival calendar is important to attract visitors.
- Potential to learn from other coastal communities
- Sidmouth does not need another festival

6. Who benefits most from Sidmouth Sea Fest?

Circle one answer.

- Business
- Children
- Teenagers and young people
- Working age people with/without children
- Retired

7. Would you support an annual Sidmouth Sea Fest?

- yes
- no

8. Sidmouth Drill Hall could support Responsible Tourism linked activities in Sidmouth and a venue for Sidmouth Sea Fest. Would you support the Drill Hall transferring to community ownership for this purpose?

- yes
- no
- depends _____

Please provide your name and contact details below if you want to be kept in touch with Sidmouth Sea Fest and Sidmouth Drill Hall Hub.

Name	Address	Email

Questionnaires can be returned to Sidmouth Drill Hall Hub via collection by the 1st May 2015.

Thank you for your feedback.

Contact email: info@sidmouthdrillhall.org Website: <http://sidmouthdrillhall.org>.

