

LT03 ITEM

58(3)

Rye Town Council

From: "Emma Oldham" <Emma.Oldham@rother.gov.uk>
To: "Rye Town Council" <townhall@ryetowncouncil.gov.uk>
Sent: 21 June 2007 09:41
Subject: RE: Tourism expenditure

Dear Richard,

Please find below a breakdown of the Regeneration and Tourism budget, where possible outlining expenditure on Rye specifically.

RDC Tourism Budget 2007/2008

Marketing and Development

£50,000 1066 Country Partnership contribution - I understand Kevin is providing you with a breakdown of this spend
£10,000 Tourism Promotions - Battle
£10,000 Tourism Promotions - Bexhill
£10,000 Tourism Promotions - Rye
£4,400 Annual payment for Destination Management System - part of which covers Rye

Tourism Product Development

£2,500 Maintenance of the 1066 Country Walk - part of which goes through Rye
£500 Support for Cinque Ports Federation leaflet - one off payment 07/08 only - this leaflet covers Rye and Winchelsea

Tourist Information Centre

£30,000 (index linked) to Rye Town Services for the operation of Rye Tourist Information Centre
£30,000 English Heritage for the operation of Battle Tourist Information Centre

Rye Partnership

£16,000 contribution to Rye Partnership

Town Management

part time officer salary (3 days per week) Rye Town Manager wages and oncosts (undisclosed)

Uncommitted Budget:-

£16,600 Uncommitted tourism budget for 07/08 - to be allocated to product development, marketing or research

If you need further information or clarification on any of the above please let me know.

Kind regards
Emma

Emma Oldham
Regeneration & Tourism Officer
Rother District Council
Town Hall, Bexhill-on-Sea
East Sussex TN39 3JX

Tel: 01424 787838
Fax: 01424 787837
Email: emma.oldham@rother.gov.uk
www.rother.gov.uk
www.1066Country.com

P.T.O

21/06/2007

Rye Town Council

From: "Kevin Boorman" <KBoorman@hastings.gov.uk>
To: "Rye Town Council" <townhall@ryetowncouncil.gov.uk>
Cc: "Sarah Crosby" <SCrosby@hastings.gov.uk>; <emma.oldham@rother.gov.uk>
Sent: 30 July 2007 17:36
Subject: FW: Rye tourism

Hi, Richard, I am sorry for the delay in getting back to you on this. For the year 2006/7, the income for 1066 Country Marketing was around £145 000; of this £4,150 was from our partners, £3,804 from sales, £3,090 advertising income, and the rest from the three local authority partners :- £54 000 from Rother, £2000 from Wealden, and £78 000 from Hastings.

I'm afraid it is not possible to give a direct indication of how much was spent on Rye, we don't market specific towns or villages, but the area as a whole. However, Rye is clearly a key beneficiary of our work, featuring in a lot of our marketing and advertising material, and, of course, as a destination for the numerous familiarisation trips we host, undertaken by journalists and other travel trade professionals. Rye is also featured prominently on our website, www.visit1066country.com.

I hope this is sufficient detail, if you want any more, please do not hesitate to ask.

Sincere apologies again for the delay in getting back to you,

With best wishes,

Kevin