



SIDMOUTH TOWN COUNCIL

WOOLCOMBE HOUSE
WOOLCOMBE LANE
SIDMOUTH
DEVON
EX10 9BB

Telephone: 01395 512424

Email: towncouncil@sidmouth.gov.uk

Website: www.sidmouth.gov.uk

VAT Reg. No. 142 3103 24

4 December 2024

To: All Members of the Tourism & Economy Working Group
(Cllrs: Ian Barlow, Francetta Bridle, Lorraine Brown, Paul Dodds, Chris Lockyear,
John Loudoun, Hilary Nelson, John Nicholson, Rachel Perram, Kevin Walker,
Edward Willis Fleming)

Invited Representatives:

Sidmouth Chamber of Commerce Representatives (x2)

Sidmouth Information Manager

For Information:

Other Members of the Council

Town Clerk

Dear Sir/Madam,

Meeting of the Tourism & Economy Committee Wednesday 11 December 2024 at 6.30pm

You are called upon to attend the above meeting to be held in the Council Chamber, Woolcombe House, Woolcombe Lane, Sidmouth. It is proposed that the matters set out on the agenda below will be considered and resolution or resolutions passed as the Town Council considers appropriate.

The Chair of the Committee has the right and discretion to control questions to avoid disruption, repetition and to make best use of the meeting time. Individual contributions will be limited to a maximum period of three minutes.

Yours faithfully,

Christopher E Holland
Town Clerk

A G E N D A

1 **Apologies**

To receive any apologies for absence.

2 **Minutes**

To confirm the minutes of the meeting of the Tourism & Economy Committee meeting held on Monday 18 September 2024.

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- 3 **Declarations of Interest**
 To receive any Members’ declarations of interest in respect of items on the agenda.
 Note: You must also declare the nature of any personal or prejudicial interests in an item whenever it becomes apparent that you have an interest in the business being considered.
- 4 **Matters of Urgency and Report**
 To consider any items that in the opinion of the Chair should be dealt with as matters of urgency because of special circumstances. (Note: such circumstances need to be recorded in the minutes)
- 5 **Exclusion of the Public**
 To agree any items to be dealt with after the public (including the press) have been excluded. There are no items which the Clerk recommends should be dealt with in this way.
- 6 **Tourism & Promotion Advisory Group Update**
 To receive a summary from the Chair of the Tourism & Promotion Advisory Group, Councillor Hilary Nelson, on the TAG’s recent work.
- 7 **Tourist Information Centre Summary of Activities**
 To receive the attached report from the manager of the Tourist Information Centre and to note the TIC Finance Report and Visit Sidmouth merchandise sales for October 2024. 6 – 8
- 8 **Tourism & Promotion Contract Report**
 A written update of recent promotional activity and Ignyte’s work with Sidmouth Town Council by Tina Veater will be supplied. Report to follow
- 9 **Tourism & Promotion Finance Report**
 To receive the Tourism & Promotion Finance Report for October 2024. 9
- 10 **Walking Festival 2025**
 To consider the attached report and discuss the future of next year’s festival. 10 – 21
- 11 **Bringing New Orleans to the Streets of Sidmouth**
 To consider the funding request received from Sidmouth Jazz & Blues Festival. 22 – 23
 Any agreed funding would be allocated from the Tourism Promotion Earmarked Reserve and would be in addition to the Council festival grant funding.
- 12 **Matters Raised by Invited Representatives**
 To consider any other items or matters to be raised by representatives of the Sidmouth Chamber of Commerce.

**Minutes of a Meeting of Sidmouth Town Council’s
Tourism and Economy Committee
held in the Council Chamber, Woolcombe House, Sidmouth
on Wednesday 18 September 2024 at 6.30 pm**

Councillors present: Ian Barlow
Francetta Bridle
Chris Lockyear
Hilary Nelson
John Nicholson
Kevin Walker
Edward Willis Fleming

Invited Reps: TIC Manager – Tim Shardlow
Ignyte Ltd (Visit Sidmouth Tourism Promotion) – Tina Veater
Chamber of Commerce – David Cook

Apologies : Lorraine Brown, Paul Dodds, John Loudoun, Rachel Perram
Chamber of Commerce – Ian Gregory

The meeting started at 6.30pm and finished at 8.30pm

PART ‘A’

12 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Wednesday 12 June 2024 were signed and approved as a true and accurate record.

13 Declarations of Interest

| Name | Item Number | Type | Action Taken | Details |
|---------------------------|--------------------------|----------|--|--------------------------------|
| Cllr Edward Willis Flemin | 19 Potential Tourism Tax | Personal | Remained in the meeting during discussion and voting | Sidmouth Trust Founding Member |

14 Matters of Urgency and Report

There were no matters of urgency.

15 Tourism & Promotion Advisory Group Update

Councillor Nelson updated members on the work carried out by the Tourism Advisory Group and reported that an application had been submitted, that fulfilled the criteria, to join the East Devon Coach Friendly Scheme. This fitted well with the Visit Sidmouth Sustainable Tourism targets and facilities for coach drivers had been made available at the Leisure East Devon swimming pool site which included showers, toilets and refreshments.

RESOLVED: That the Tourism Advisory Group report be noted.

16 Tourism Information Centre Summary of Activities

Tim Shardlow, Tourist Information Centre Manager, presented his report, which had been distributed to Members prior to the meeting, giving an update of TIC activities.

RESOLVED: That the Sidmouth Information Centre report be noted.

17 Tourism & Promotion Contract Update

Tina Veater of Ignyte, presented the Ignyte Visit Sidmouth summary report and explained the Expedia Group's graph which emphasised the importance of social media and destination websites used during the process of inspiration and research when deciding where to take holidays. Visitors still preferred to make final bookings using online travel agencies, believing that savings could be made. It was noted that visitors were continuing to leave the booking of visits and holidays very late in a trend shared across the country.

Tina presented Members with a trophy that Visit Sidmouth had won during a conference held by the Simpleview software provider. The award was for the Sustainable Tourism category and Visit Sidmouth had come first across the UK above all destinations. The application included submissions of the Sustainability webpages, the Sustainable Tourism Road Map and the Changemakers Champions scheme.

RESOLVED: That the Tourism & Promotion contract update report be noted.

18 Tourism & Promotion Finance Report

The Chair presented the Tourism & Promotion Finance report for the period to August 2024. Tina Veater confirmed that the Ignyte sales income would likely be slightly under £20,000 instead of the £24,000 which had been budgeted; the season had been very tough for many businesses and sales were currently lower than previous years.

RESOLVED: That the Tourism & Promotion Finance report be noted.

19 Potential Tourism Tax

Members discussed the possible implications of a potential tourism tax being applied nationally by the Government. Tina Veater explained the way that charges had been introduced elsewhere, some as a standard nightly charge and others as a levy based upon rateable value of the business. It was believed that this would be imposed by Central Government, at some point in the future.

RESOLVED: That Cllr Willis Fleming consult with the Chamber of Commerce and accommodation providers and report back to a future Tourism & Economy Committee meeting.

20 Knowle Car Park Enhancement Project

Members were asked to consider recommending to Council the use of Fortfield S106 Tourism funding for the Knowle Car Park Enhancement Project. A company had quoted to prepare a design and plans for a planning application. It was anticipated that parking spaces would increase from 33 up to 100 in the space available and that there would be two EV charging points installed. Any future detailed plans would be considered by the full Council.

RECOMMENDED: That Sidmouth Town Council give in principle agreement to use the S106 Tourism funding for the Knowle Car Park Enhancement Project.

21 Shop Local Campaign

Tina Veater presented the report and outline proposal for a 'Shop Local' Campaign.

This would require further work and consultation with the Chamber of Commerce to create a suitable scheme.

RECOMMENDED: That the Tourism Advisory Group would consult with the Chamber of Commerce to create a 'Shop Local' campaign that would support Sidmouth businesses.

22 Matters Raised by Invited Representatives

David Cook, Sidmouth Chamber of Commerce, reported that:

- The Classic Car Show would be held on Saturday 21 September with over 330 cars displaying at the show. In previous years this event had brought around 5,000 visitors to the town.
- It was hoped that the Christmas Light Switch On and the Late Night Shopping evenings could be combined together on the same date, in future years, possibly in 2024.
- The additional car parking spaces at The Knowle would be very welcome on busy days when parking spaces were difficult to find in the town.
- The Chamber of Commerce were encouraging new members by introducing evening meetings, the first of which would be held in November after the Government's Autumn budget.

RESOLVED: That the Chamber of Commerce report be noted.

.....
CHAIR OF THE TOURISM & ECONOMY WORKING GROUP

SIDMOUTH INFORMATION CENTRE REPORT

SUMMARY OF ACTIVITIES AND DEVELOPMENTS -AUTUMN 2024

Our seasonal opening hours have been adjusted for the level of demand and activities for visitors and residents, namely 10am-1.30pm Monday to Saturday with one member of staff each day. Footfall remains similar to 2023, averaging 95 daily in September, 60 in October and 35 in November. We have revised our stock of publications and Visit Sidmouth merchandise in liaison with Ignyte. You may be aware that our colleague Melissa has been medical leave recently. We send her our best wishes for full recovery and hope she will rejoin our team in the New Year.

The Classic Car Show, Carnival Week programme, Walking Festival and October's Science Festival have given us the opportunity to promote Sidmouth's wide range of interesting and enjoyable events for the Autumn, encouraging an extended visitor season. We receive many compliments on the town's parks and gardens, hotels and shops and the local facilities of theatre, cinema, museums, plus the visual attractions of Sidmouth School of Art and our Giant Deckchair (now in winter storage).

Our staff have attended two East Devon Tourism Network events to keep informed of local business developments and initiatives which can enhance our service. Most recently we were among seventy representatives hearing presentations at Seaton's refurbished Jurassic Centre. Ongoing contact with visitors for coast and country is helped by our recognition as East Devon National Landscape stakeholders and Jurassic Coast Wayfinders. We provide much information on transport options, footpaths, and route planning with revisions as necessary when subject to weather, maintenance and natural forces. We have also been requested by the new Eco-Hub initiative to offer space for a fortnightly morning drop-in from January to increase awareness of community sustainability issues.

Next week we commence ticket sales for the 2025 Sidmouth Folk Festival and expect to have concessionary local resident tickets for the Jazz & Blues Festival in January. They represent major events continuing to promote Sidmouth for quality experiences.

Recognition of the Centre's services by trade professionals was received at the Devon Tourism Awards on 21st November when we received the Gold Award for Visitor Information Service of the Year 2024-25. This was our first entry for such an event, and we are grateful for the opportunity to attend, with consequent publicity.

Tim Shardlow

Information Centre Manager 2/12/2024

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 7 - October 2024**

| | Actual Year to Date | Current Annual Budget | Budget Balance |
|-------------------------------------|------------------------|--------------------------|-------------------|
| <u>Expenditure</u> | | | |
| Salaries | 26,372 | 38,000 | 11,628 |
| Cleaning & Office Mtce | 22 | 500 | 478 |
| Business Rates | 2,939 | 2,800 | -139 |
| Photocopier | 154 | 100 | -54 |
| Stationery | 59 | 100 | 41 |
| Telephone | 306 | 500 | 194 |
| Postage & Packing | 84 | 200 | 116 |
| Sundries, Provisions, Equipment | 33 | 300 | 267 |
| Bank/Credit Card/Shopify Charges | 794 | 1,700 | 906 |
| Purchase of Stamps | 113 | 200 | 87 |
| Purchase of Publications | 1,556 | 1,700 | 144 |
| Purchase of Goods/Souvenirs | 142 | 200 | 58 |
| | £32,574 | £46,300 | £13,726 |
| <u>Income</u> | | | |
| Sale of Stamps | 458 | 1,000 | 542 |
| Sale of Publications | 2,804 | 4,000 | 1,196 |
| Sale of Souvenirs | 503 | 1,000 | 497 |
| Sale of Adult Merchandise | 621 | 600 | -21 |
| Sale of Children's Merchandise | 23 | 100 | 77 |
| Commission - Sidmouth Folk Festival | 2,918 | 6,000 | 3,082 |
| Commission - Jazz & Blues Festival | 0 | 300 | 300 |
| Sundry Income & Commissions | 478 | 500 | 22 |
| STC Funding | 25,000 | 32,800 | 7,800 |
| | £32,805 | £46,300 | £13,495 |
| Total Expenditure | £32,574 | £46,300 | £13,726 |
| Total Income | £32,805 | £46,300 | £13,495 |
| Net Expenditure over Income | -£231 | £0 | £231 |

Current/Deposit Bank Accounts £9,936

Visit Sidmouth Merchandise - Sales 2024-25

| Product - Sales | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | 2024-25 Sales to date | 2024-25 Sales Income | Total 2021-22 Sales | Total 2022-23 Sales | Total 2023-24 Sales |
|-----------------------|------------|----------|----------|-----------|-----------|-----------|----------|----------|----------|----------|----------|----------|-----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|
| | Coffee Cup | | | | 1 | 3 | | | | | | | | 4 | £28.32 | 12 | 12 |
| Vacuum Flask | | | 1 | | 1 | 1 | | | | | | | 3 | £37.50 | 18 | 11 | 2 |
| Plastic drinks bottle | | 1 | | 1 | 2 | 1 | | | | | | | 5 | £34.35 | 14 | 9 | 6 |
| Jute bags | 1 | 2 | 3 | 9 | 2 | 6 | 3 | | | | | | 26 | £140.92 | 31 | 40 | 18 |
| Umbrella | | | 1 | 1 | | 3 | | | | | | | 5 | £62.50 | 6 | 2 | 5 |
| Adults cap | | 1 | | 1 | 3 | 6 | 1 | | | | | | 12 | £120.00 | 18 | 14 | 20 |
| Polo Shirts | | 2 | | | 2 | 5 | | | | | | | 9 | £180.00 | | 8 | 9 |
| Tea Towels | | | | | | | 2 | | | | | | 2 | £13.34 | | | |
| Children's cap | | | | | 1 | | | | | | | | 1 | £8.00 | 3 | 6 | 2 |
| Children's T-Shirts | | 1 | | | | | | | | | | | 1 | £15.00 | | | 3 |
| | 1 | 7 | 5 | 13 | 14 | 22 | 6 | 0 | 0 | 0 | 0 | 0 | 68 | £639.93 | 102 | 102 | 74 |

Tourism Promotion Budget & Spend 2024/2025

| Item | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Spend to date | 2024-25 Budget | % Spent |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|----------------|--|
| Ignyte Service Agreement | | | 5,994 | 5,994 | | | 5,994 | | | | | | £11,989 | £23,977 | 50% |
| Ignyte Sales Income | | | -1,336 | -1,336 | -501 | -1,123 | -714 | | | | | | -£3,674 | -£24,000 | 15% |
| Visit Sidmouth Website Development costs/updates | | | | | 390 | 765 | | | | | | | £1,155 | £3,850 | 30% |
| Social Media Advertising | | | | | 500 | | | | | | | | £500 | £2,000 | 25% |
| Video Production | | | | | | | | | | | | | £0 | £4,000 | 0% |
| Visit Sidmouth Merchandise | | | 365 | | | | | | | | | | £365 | £1,000 | 37% |
| Town Map | | 3,490 | | | | | | | | | | | £3,490 | £7,000 | 50% |
| Promotional Material: Ad Spend, Signs, Editorial | | | | | | 42 | 675 | | | | | | £717 | £3,500 | 20% |
| Training & Events | | | | | | | | | | | | | £0 | £3,500 | 0% |
| Visitor Survey/Evidence Base Research | | | | | | | | | | | | | £0 | £1,173 | 0% |
| Net Council Budget | 0 | 3,490 | 0 | 5,023 | 389 | -316 | 5,955 | 0 | 0 | 0 | 0 | 0 | £14,542 | £26,000 | 56% |
| Budget remaining | | | | | | | | | | | | | -£11,459 | | Under/over spend will transfer to/from EMR at Year End |
| Earmarked Reserve brought forward | | | | | | | | | | | | | £23,799 | | |
| Transfer remaining IRF CMC EMR | | | | | | | | | | | | | £674 | | |
| Earmarked Reserve current balance | | | | | | | | | | | | | £24,473 | | |

Tourism Information Centre 2024/2025

| Item | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Spend to date | 2024-25 Budget | % Spent |
|---------------------------------|--------|---------|--------|--------|--------|---------|--------|--------|--------|--------|--------|--------|---------------|----------------|---------|
| TIC Salaries | 2,212 | 2,908 | 4,044 | 4,834 | 4,552 | 4,393 | 3,429 | | | | | | £26,372 | £38,000 | 69% |
| Other Expenditure | 1,587 | 160 | 180 | 307 | 287 | 157 | 1,713 | | | | | | £4,391 | £6,200 | 71% |
| Purchase of stock | | 120 | 237 | 182 | 390 | 592 | 290 | | | | | | £1,811 | £2,100 | 86% |
| Sales Visit Sidmouth merch | -5 | -83 | -41 | -87 | -138 | -248 | -42 | | | | | | -£644 | -£700 | 92% |
| Sales stamps, publications, etc | -312 | -410 | -611 | -701 | -868 | -781 | -560 | | | | | | -£4,243 | -£6,500 | 65% |
| Commission on ticket sales | | -504 | -687 | -609 | -981 | -243 | 106 | | | | | | -£2,918 | -£6,300 | 46% |
| STC Funding | | -10,000 | | | | -10,000 | -5,000 | | | | | | -£25,000 | -£32,800 | 76% |
| Total | 3,482 | -7,809 | 3,122 | 3,926 | 3,242 | -6,130 | -64 | 0 | 0 | 0 | 0 | 0 | -£231 | £0 | |

Sidmouth & East Devon Walking Festival 2024

Analysis of Feedback Questionnaires

1. Introduction

The festival of twenty-two walks took place on 14-20 September 2024 which was a period of settled and dry weather in complete contrast to the wet and stormy week of the festival in 2023. To compare with earlier years the concept of ‘person-walkers’ has been used. This takes account of the fact that an individual can attend more than one walk during the festival. On this basis, 305 person-walkers took part this year compared with 225 last year. The two tables below show how they were distributed across the three types of walks in the festival and each individual walk. The 190 completed questionnaires are also given by each walk. The questionnaire used can be seen in Appendix 3 at the end of this report.

Table 1: Number of Person-Walkers and Type of Walk

| | Person-Walkers | Average Number per Walk |
|----------------------------------|-----------------------|--------------------------------|
| East Devon Way (5 walks) | 63 | 12.6 |
| Special Interest Walks (6 walks) | 106 | 17.7 |
| Other Walks (11 walks) | 136 | 12.4 |
| Total | 305 | 13.9 |

Table 2: Completed Feedback Questionnaires by Walk and Walk Numbers

| Walk Number | Walk | Number on Walk | Number of Q's |
|--------------------|---------------------------------|-----------------------|----------------------|
| 5,9,13,17,21 | East Devon Way | 63 | 22 |
| 1 | Gardens around Sidmouth | 18 | 12 |
| 2 | Seaton Down to Branscombe Mouth | 20 | 12 |
| 3 | Exmouth to Lympstone | 10 | 10 |
| 4 | Sidbury Castle | 15 | 10 |
| 6 | Lyme Regis to Seaton | 22 | 14 |
| 7 | Darts Farm Cotswold | 2 | 2 |
| 8 | Norman Lockyer Observatory | 15 | 9 |
| 10 | Six Farms in Harcombe Valley | 19 | 13 |
| 11 | Commons Walk from Knowle | 16 | 13 |
| 12 | Colyton Town History Tour | 22 | 12 |
| 14 | Joney's Cross Circular | 17 | 16 |
| 16 | Pebblebed Heaths | 8 | 7 |
| 18 | Otterton Peninsula | 8 | 7 |
| 20 | Lower Otter Restoration Project | 16 | 8 |
| 22 | Killerton Circular | 12 | 7 |
| 23 | Trinity Hill | 10 | 4 |
| 24 | East Budleigh Flora and Fauna | 12 | 12 |
| | | | |
| Total | | 305 | 190 |

2. Questionnaire Analysis

This section gives the responses to each individual question.

Table 1: Do you live in:

| | Number | Percent |
|--------------------------------|---------------|----------------|
| Sidmouth | 42 | 23.9 |
| Devon excluding Sidmouth | 81 | 46.0 |
| The South West excluding Devon | 14 | 8.0 |
| Elsewhere in Great Britain | 38 | 21.6 |
| Other * | 1 | 0.6 |
| Total | 176 | 100.0 |

* The one 'Other' response was Luxemburg

Table 2: Your age group:

| | Number | Percent |
|----------|---------------|----------------|
| Under 30 | 1 | 0.6 |
| 30-49 | 4 | 2.2 |
| 50-70 | 101 | 56.1 |
| Over 70 | 74 | 41.1 |
| Total | 180 | 100.0 |

Table 3: How did you learn about this year's festival?

| | Number | Percent |
|-------------------------------------|---------------|----------------|
| Leaflet/booklet/postcard | 26 | 15.0 |
| Friends/relatives/word of mouth | 25 | 14.5 |
| Tourist information | 22 | 12.7 |
| Website/internet/on the web | 21 | 12.1 |
| From East Devon Ramblers | 20 | 11.6 |
| Taken part before/previous attendee | 16 | 9.2 |
| Local adverts | 9 | 5.2 |
| Facebook | 9 | 5.2 |
| Posters | 7 | 4.0 |
| Local paper | 5 | 2.9 |
| Visit Sidmouth Instagram | 5 | 2.9 |
| Local knowledge | 4 | 2.3 |
| Visit Sidmouth 'What's On' | 2 | 1.2 |
| OVA walk | 2 | 1.2 |
| Total | 173 | - |

Table 4: Have you taken part in the festival before?

| | Number | Percent |
|-------|---------------|----------------|
| Yes | 80 | 44.7 |
| No | 99 | 55.3 |
| Total | 179 | 100.0 |

Table 5: Did you book a holiday especially for this Walking Festival?

| | Number | Percent |
|-------|---------------|----------------|
| Yes | 24 | 14.2 |
| No | 145 | 85.8 |
| Total | 169 | 100.0 |

Table 6: Did you book overnight accommodation to attend this event?

| | Number | Percent |
|-------|--------|---------|
| Yes | 16 | 9.4 |
| No | 155 | 90.6 |
| Total | 171 | 100.0 |

Table 7: How would you rate today's walk?

| | Number | Percent |
|--------|--------|---------|
| 5 Star | 148 | 80.4 |
| 4 Star | 30 | 16.3 |
| 3 Star | 6 | 3.3 |
| 2 Star | 0 | 0.0 |
| 1 Star | 0 | 0.0 |
| Total | 184 | 100.0 |

Table 8: Comments made on today's walk.

| | Number | Percent |
|-------|--------|---------|
| Yes | 130 | 68.4 |
| No | 60 | 31.6 |
| Total | 190 | 100.0 |

The actual comments are shown in Appendix 1

Table 9: How many walks have you taken part in during the festival?

| | Number | Percent |
|-------|--------|---------|
| 1 | 64 | 48.9 |
| 2 | 25 | 19.1 |
| 3 | 22 | 16.8 |
| 4 | 8 | 6.1 |
| 5 | 8 | 6.1 |
| 6 | 4 | 3.1 |
| Total | 131 | 100.0 |

Table 10: As a result of the festival will you walk more often?

| | Number | Percent |
|------------------------|--------|---------|
| Yes | 42 | 30.7 |
| Already regular walker | 93 | 67.9 |
| No | 2 | 1.4 |
| Total | 137 | 100.0 |

Table 11: If you do not live in East Devon, would you visit again to explore further?

| | Number | Percent |
|-------|--------|---------|
| Yes | 52 | 96.3 |
| No | 2 | 3.7 |
| Total | 54 | 100.0 |

Table 12: Would you take part in the Walking Festival again?

| | Number | Percent |
|-------|--------|---------|
| Yes | 127 | 98.4 |
| No | 2 | 1.6 |
| Total | 129 | 100.0 |

Table 13a: External funding for the Walking Festival is not guaranteed for future years. Would you pay for each walk?

| | Number | Percent |
|-------|---------------|----------------|
| Yes | 129 | 94.9 |
| No | 7 | 5.1 |
| Total | 136 | 100.0 |

Table 13b: If yes, what do you think is an acceptable charge?

| | Number | Percent |
|--------------|---------------|----------------|
| £1 | 1 | 0.9 |
| £2 | 5 | 4.6 |
| £2-5 | 26 | 19.3 |
| £5 | 63 | 57.8 |
| £10 | 14 | 12.8 |
| £10 and over | 5 | 4.6 |
| Total | 109 | 100 |

Table 14: Which types of walks would you be interested in for the future?

| | Number | Percent |
|-------------------|---------------|----------------|
| East Devon Way | 63 | 33.2 |
| Special Interest | 86 | 45.2 |
| Under 5 miles | 50 | 26.3 |
| 5-8 miles | 89 | 46.8 |
| 9 miles and over | 49 | 25.7 |
| Total respondents | 190 | - |

Table 15: How would you rate the Walking Festival 2024?

| | Number | Percent |
|--------|---------------|----------------|
| 5 Star | 118 | 84.3 |
| 4 Star | 22 | 15.7 |
| 3 Star | 0 | 0.0 |
| 2 Star | 0 | 0.0 |
| 1 Star | 0 | 0.0 |
| Total | 140 | 100.0 |

Table 16: Comments made about the walking Festival and suggestions for walks you would like to see included. *

| | Number | Percent |
|-------|---------------|----------------|
| Yes | 51 | 36.7 |
| No | 139 | 63.3 |
| Total | 190 | 100.0 |

*The Comments are shown in Appendix 1

Appendix 1: Comments on the Overall Walking Festival

| Walk | Comment | Rating |
|------|---|--------|
| 5 | More trails like East Devon Way | 5 |
| 1 | Thoroughly enjoyed – will come again | 5 |
| 1 | Thank you so much to Eve for a great walk | 5 |
| 1 | Lovely biscuits and volunteers | 5 |
| 1 | Great | 5 |
| 2 | Charge for walks would help cashflow – most other festivals do make a small charge | 5 |
| 2 | Delightful for a visitor, excellently led and guided, good pace | 5 |
| 3 | Very good – smiley face! | 5 |
| 3 | Credit to Devon – well done | 5 |
| 4 | I learnt a lot about the landscape, the challenges of the future. Should be more of these! | 5 |
| 6 | Classification of walks e.g. 1 boot to 4 boots or easy, moderate, difficult, strenuous | 5 |
| 14 | Would like to take part in a slightly longer walk – say 10-12 miles. Thank you to all for the organisation and enthusiasm. Smiley face | 5 |
| 17 | Enjoyed today more than Exmouth | 5 |
| 21 | I did the Mon-Fri EDW. The leaders were excellent, especially Rosemary, who set a good pace throughout and greatly contributed to my overall enjoyment of the week. I do hope you will put it in next year's programme. Jeanette, Jules and Alan were also very helpful and supportive. | 5 |
| 21 | Some SWCP sections. Well organised festival with great guides. Perhaps a contact number for someone if you're unable to make a walk could be included in the brochure | 5 |
| 21 | South West Coast Path | 5 |
| 7 | When booking, I think it would be useful if the booking clerk mentions that there is a waiting list and to let people know they need to cancel if not participating. | 5 |
| 9 | Many thanks | 4 |
| 13 | There wasn't enough marketing or publicity beforehand for the Festival. Perhaps liaise with local hotels/guest houses for walking week deals | 4 |
| 6 | Have different ability graded walk14s (regarding pace) | 4 |
| 14 | Local walks from Sidmouth | 4 |
| 14 | Walks from Sidmouth so we wouldn't need to drive to the start | 4 |
| 5 | Change part of Exmouth end avoiding roads | 4 |
| 21 | The guides were excellent | 4 |
| 6 | Walks with points of interest/fab views are best!! | |
| 14 | This is my first walk this festival. Looking forward to my other two | |
| 5 | Transport is great | |
| 21 | Would be interested in walks on the coast path | |

Appendix 2: Comments on Individual Walks

Walks 5, 9, 13, 17, 21: East Devon Way

| Comments | Rating |
|---|--------|
| Thoroughly enjoyed it | 5 |
| Superb views, challenging but rewarding | 5 |
| Thank you for all the organisation | 5 |
| Thank you for organising such a good walk | 5 |
| Idyllic, beautiful walk, well led, enjoyed it enormously | 5 |
| Great walk | 5 |
| Thoroughly enjoyed the walk and the view from Musbury Castle | 5 |
| Thank you, we enjoyed the variety of walks and our leaders' company | 5 |
| Good walk, great coach drives | 5 |
| Good views from Musbury Castle, good route all week | 5 |
| Varied, good leaders, some unavoidable traffic | 4 |
| Quite fast, would have enjoyed stopping more to look at views and to check the route | 4 |
| Really enjoyable, varied landscape | 4 |
| Don't like main roads | 3 |
| Demanding in places, lovely views. Would be good to have time to linger in Lyme for refreshments. | |

Walk 1: Gardens Around Sidmouth

| Comments | Rating |
|---|--------|
| The stand in leader did an excellent job. Note I spent time looking round shops/lunch etc. So I spent money in the town before walk | 5 |
| Thanks Eve | 5 |
| A very enjoyable afternoon. Great guide! | 5 |
| Very much enjoyed interesting facts about lovely places | 5 |
| Lovely group, great to be outdoors. Explored areas I never knew about. | 5 |
| Very enjoyable, loved discussing the plants | 5 |
| Lovely walk | 5 |
| Has been great fun discovering Sidmouth | 4 |
| Unfortunate not to have planned walk leader but sub did great job considering short notice | 3 |

Walk 2: Seaton Down to Branscombe Mouth

| Comments | Rating |
|--|--------|
| Well organised as ever | 5 |
| Great weather | 5 |
| Excellent - challenging | 5 |
| Excellent | 5 |
| FAB, well organised, good briefing, nice pace | 5 |
| Lovely | 5 |
| Excellent walk leader, middle and back markers. Very friendly and welcoming. Great scenery | 5 |

Walk 3 : Exmouth to Lymptone

| Comments | Rating |
|--|--------|
| Lots of interesting hidden places and paths | 5 |
| Excellent walk, loved Lymptone. Superbly hosted by Eve and the team | 5 |
| Very well organised | 5 |
| Lovely company | |
| Great experience – Eve was informative and fun – a good morning seeing local villages and the surrounding area. Thank you. | 5 |
| Great walk – friendly and well organised | 5 |
| Very interesting. | |
| Interesting. Good brisk pace. Enthusiastic guide. Credit to Ramblers. | 4 |

Walk 4: Sidbury Castle

| Comments | Rating |
|---|--------|
| Well organised | 5 |
| Very informative – would recommend this visit | 5 |
| We were fortunate to have expert help from Laura B (archaeology) and Chris W (NL) | 5 |
| Very good | 5 |
| Very interesting especially with ex AONB chap's input | 5 |
| Excellent, informative, interesting and educational | 5 |
| Appreciate the special interest walk with expert knowledge provided by guides. | 4 |

Walk 6: Lyme Regis to Seaton Linear

| Comments | Rating |
|--|--------|
| Fantastic – it's a walk I have wanted to do for a long time | 5 |
| Too many walkers in single file, difficult to have a conversation with each other – but interesting route | 5 |
| Excellent walk – well led | 5 |
| Good when it's dry – a bit too slow for me | 4 |
| Good pace | 4 |
| It met my expectations | 4 |
| OK for me but too challenging for two others in my group – they stopped in Lyme Regis after useful/appropriate guidance from Back Marker | 3 |

Walk 7: Darts Farm/Cotswold Walk

| Comments | Rating |
|---|--------|
| Excellent guides – very informative | 5 |
| A pleasant walk around Topsham with river and estuary views | 4 |

Walk 8: Norman Lockyer Observatory

| Comments | Rating |
|--|--------|
| Excellent guide – very knowledgeable. Would have liked to have gone into the Observatory as we're away for the Science Festival and Open Day (and we're local) | 5 |
| Great combination of information and scenery | 5 |
| Would have been nice if we could have gone into the Observatory | 5 |
| Very interesting talk at the NL Observatory and walk | 5 |
| Very informative leader. Lovely weather. Exceptional, interesting site | 5 |
| Very interesting commentary. Lovely grounds and walk. Certainly will visit the Observatory in future events | 5 |

Walk 10: Six Farms in the Harcombe Valley

| Comments | Rating |
|---|--------|
| Very enjoyable – excellent guide | 5 |
| Most enjoyable, lovely scenery and great company | 5 |
| This is my first organised walk – thoroughly enjoyable | 5 |
| Lovely views, good climb, great countryside | 5 |
| Off road and away from traffic. Good exercise and great views | 4 |
| Beautiful countryside | 4 |
| Wonderful views to Dartmoor | 4 |
| Not as challenging, but very enjoyable | |

Walk 11: Commons Walk from Knowle

| Comments | Rating |
|--|--------|
| Eve, the leader was super, very friendly | 5 |
| Excellent leader | 5 |
| Excellent guide, Eve. Gorgeous weather and scenery | 5 |
| Very pleasant walk – helped by the weather | 5 |
| Superb weather | 5 |
| Lovely, lovely weather. Very friendly leader | 5 |
| Lovely leader and helpers | 5 |
| Breathtakingly beautiful. Very special – have travelled far but nowhere so beautiful | 5 |
| Lovely guides, beautiful walk, friendly company | 5 |
| Good variety of terrains and views. The Commandos were an added bonus right on cue after we had been hearing how it is a training area | 5 |
| Beautiful and broke new ground even if we know the area of East Devon | 5 |

Walk 12: Colyton Town History Tour

| Comments | Rating |
|--|--------|
| I found it interesting and well organised. Brian gave us an insight into present day life in Colyton as well as colourful descriptions of its history. More of this type of tour in the next Festival please | 5 |
| Enjoyable, thank you | 5 |
| Brian, the guide, was excellent | 5 |
| Very interesting | 4 |
| Interesting, left with thirst for more | 4 |
| Very interesting | 4 |
| Very interesting | |

Walk 14: Joney's Cross Circular

| Comments | Rating |
|---|--------|
| Very pleasant and well organised walk | 5 |
| Loved the walk, company and the weather – well organised | 5 |
| Appreciated the information given at various points on walk. Beautiful countryside | 5 |
| Enjoyed the commentary | 5 |
| Wonderful scenery, informative and friendly guides. Loved the river stop for lunch. | 5 |
| Good pace, pleasant company, lovely route | 5 |
| Beautiful route, friendly leaders, good company and snippets of local knowledge | |

| | |
|---|---|
| Very good leader, lovely footpaths and very lucky with the weather. | 5 |
| Well led | 5 |
| Interesting to see east of the B3178 and west of the river Otter | 5 |
| Lovely walk and leaders. Nothing to improve on. | 5 |
| Lovely route, pleasant pace. Local information provided by leaders. | 5 |

Walk 16: Pebblebed Heath Walk

| Comments | Rating |
|---|--------|
| Lots of interesting information, good pace | 5 |
| Very informative from very friendly articulate guide | 5 |
| Excellent and knowledgeable guide | 5 |
| An interesting and enjoyable walk | 5 |
| Great to see Ramblers working with other groups like Pebble Heath Trust | 5 |
| Not knowing the area yet this was very informative and interesting | 4 |

Walk 18: Otterton Peninsula

| Comments | Rating |
|---|--------|
| Varied scenery – stunning. Lots of interesting information given as we walked. Thank you. | 5 |
| Wonderful views, exceptional. Good pace, not too challenging friendly and informative guides. | 5 |
| Friendly and knowledgeable walk leader and mid/back markers. Lovely weather | 5 |
| Lovely views. Good to walk along the coast and inland | 5 |

Walk 20: Lower Otter Restoration Project

| Comments | Rating |
|---|--------|
| Interesting, knowledgeable leader | 5 |
| Very informative – a bonus to see an osprey and fish monitoring | 5 |
| Well guided, insightful | 5 |
| Brill guide – so enjoyable | 5 |
| Really interesting, knowledgeable guide | 5 |
| Excellent guided tour around the Restoration Project | 5 |
| Excellent walk | 5 |

Walk 22: Killerton House

| Comments | Rating |
|--|--------|
| Another wonderful route. Thank you Graham and Eve | 5 |
| A lovely walk, good leaders | 5 |
| Wonderful scenery. Interesting information given at various points on walk | 5 |
| Very enjoyable walk | 5 |
| Well led. Good culture contents | 5 |

Walk 23: Trinity Hill

| Comments | Rating |
|--|--------|
| Yes. The weather was better than forecast! | 5 |
| Varied scenery, steep in places | 4 |

Walk 24: Flora and Fauna Walk East Budleigh

| Comments | Rating |
|--|---------------|
| It stayed dry! | 4 |
| Interesting information, pleasant afternoon | 4 |
| A lovely informative walk | 5 |
| Excellent, very informative | 5 |
| It was most informative and the leaders were helpful and interesting | 5 |
| Interesting and informative – so much we don't know about. Very enjoyable, thank you | 5 |
| Very, very interesting and informative – learnt a lot | 5 |
| Not as much information as expected but evidently saw a couple of stonechats | 3 |

Section 3: If this is your FINAL walk of the Walking Festival

10. How many walks have you taken part in during the festival?

11. As a result of the festival will you walk more often?

Yes No-Already a regular walker No

12. If you do not live in East Devon, would you visit again to explore further?

Would you take part in the Walking Festival again? Yes No 13.

14. External funding for the Walking Festival is not guaranteed for future years.

Would you be prepared to pay for each walk? Yes No

If yes, what do you think is an acceptable charge? £.....

15. Which types of walk would you be interested in for the future?

East Devon Way Special Interest

Under 5 miles 5-8 miles 9 miles and over

16. Overall, how do you rate the Walking Festival 2024?

★★★★★ ★★★★ ★★★ ★★ ★

Section 4

Please add below any further comments about the Walking Festival or suggestions for walks you would like to see included.

PLEASE GIVE YOUR FORM TO THE WALK LEADER

THANK YOU

Sidmouth Town Council Tourism Funding Request – Bringing New Orleans to the Streets of Sidmouth

The Sidmouth Jazz and Blues Festival are requesting funding support from the Sidmouth Town Council Tourism committee for the following.

Creating vibrancy, colour, fun, accessibility, inclusion, wellbeing and attracting new visitors to the beautiful town of Sidmouth between Friday 23 to Monday 26 May 2025.

All activities are free to residents and non – residents attracting footfall to the

We are seeking the financial support of £5,000 to facilitate and deliver the following activities.

- A New Orleans Mardi Gras atmosphere along church street Sidmouth down to the Market Place Sidmouth.
- Road closure to be put in place at certain times during the days between Saturday 24 to Monday 26 May.
- Street dressing with bunting and flags installed at locations to create colour.
- Window graphics in shop windows within the town... coloured trumpets to demonstrate participation.
- Free street music performances Jazz/Blues and New Orleans marching band.
- Street signage that can be used long – term in an annual basis.
- The festival will heavily promote and market the free street music via social media channels, general awareness, and local and regional press.
- The festival will encourage musicians of all abilities and ages to play the street pianos and will be promoted as ‘Play Me I’m yours’.
- We will also arrange for various musicians that are performing during the festival to play pianos at certain times during the festival.
- We will work with a local transport company to assist the festival with the collection, delivery, and storage of the pianos.
- We will put a call out across the area for upright pianos to be donated to the festival free of charge.

Please note that we wish to dress the streets in advance of the festival from at least 1 week in advance of the festival from circa 12 May to create awareness and anticipation of the festival.

This will also create opportunities to maximise PR and publicity, photography and video footage that can be used and shared to help promote Sidmouth longer - term.

Project Objectives & Key Drivers

- To attract additional footfall to the town throughout the festival from across the region and from further afield.
- To drive additional, spend from visitors within the retail shops located within the town.
- To provide accessibility, fun, joy, and wellbeing from within the Sidmouth community and the wider region.
- Working with the Sidmouth School of Art to paint street pianos thus creating engagement and participation with students.
- To stimulate involvement and support with Sidmouth retail outlets, cafes, restaurants, and general shops to get behind the vibrancy that the festival will provide.