



SIDMOUTH TOWN COUNCIL

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3 September 2025

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

Invited Representatives: Sidmouth Chamber of Commerce, Sidmouth Coastal Community Hub
For Information: Other Members of the Council, Town Clerk

Dear Sir/Madam,

Meeting of the Tourism & Economy Committee Wednesday 10 September 2025 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

Page/s

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|---|---|-------|
| 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 Wednesday 11 June 2025. | 3 - 6 |
| 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 is one item which the Clerk recommends should be dealt with in this way.

6 **Tourist Information Centre Summary of Activities**

To receive a summary update from the manager of the Tourist Information Centre

7 **Tourism & Promotion Finance Report**

7-10

To receive the Tourism & Promotion Finance Report & 'Visit Sidmouth' sales merchandise for May-July 2025.

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.

9 **Tourism & Promotion Contract Renegotiation**

To note that the term of the current contract between Sidmouth Town Council and Ignyte expires in January 2026 and to give delegated authority to the Town Clerk, in consultation with the Chair and Vice Chair of the Tourism & Economy Committee to renegotiate the contract.

10 **Festivals**

10.1 To receive an update from the Chair on the "Festival Coast" promotion.

10.2 To receive an interim report on Sidmouth Regatta 2025.

10.3 To receive a report from Cllr Kevin Walker on the "Festival of Gardens" concept.

10.4 To receive a report from Cllr Kevin Walker on the Sidmouth Walking Festival.

10.5 To consider promotional and developmental opportunities for additional festivals in the Sid Valley

11 **Town Signage**

To consider alternative means of permitting the advertising of public events and festivals in ways that would not adversely affect the conservation area.

This is required following the decision of the Planning Committee on 16 July 2025, then approved by Full Council on 4 August 2025, that the Planning Committee responds to EDDC indicating that they are not in favour of the display of any signs and banners on the seafront railings or Three-Cornered Plot.

12 **Matters Raised by Invited Representatives**

To consider any other items or matters to be raised by representatives.

**Minutes of a Meeting of Sidmouth Town Council's
Tourism and Economy Committee
held in the Council Chamber, Woolcombe House, Sidmouth
on Wednesday 11 June 2025 at 6.30 pm**

Councillors present: Edward Willis Fleming (Chair)
Ian Barlow
Paul Dodds
Jo Dodds
Hilary Nelson (Vice Chair)
Kevin Walker
Chris Lockyear
John Loudon
Bernie Davies

Invited Reps: Tim Shardlow - TIC Manager
Ian Gregory – Sidmouth Chamber of Commerce
Tina Veater - Ignyte Ltd (Visit Sidmouth Tourism Promotion)
Louise Cole & Coco Hodgkinson - Sidmouth Coastal Community Hub

Apologies : Lorraine Brown, Rachel Perram, Francetta Bridle & John Nicholson

The meeting started at 6.30pm and finished at 8.45pm

PART 'A'

1 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Wednesday 19 March were signed and approved as a true and accurate record.

2 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Ian Barlow	15	Personal	Left the meeting for the duration of item discussion	Trustee: Sidmouth School of Art

3 Matters of Urgency and Report

There were no matters of urgency.

4 Tourism & Promotion Advisory Group Update

Councillor Edward Willis Fleming welcomed as new Chair of Tourism & Economy Committee.

5 Tourism Information Centre Summary of Activities

Tim Shardlow, Tourist Information Centre Manager, gave an update of TIC activities and reported that:

- The Giant Deck Chair and Beach Matting were in place for the season, and it was noted that the matting for wheelchair users was on the beach as intended.
- Sidmouth In Bloom were selling tickets for 'Passports to Gardens' via the TIC. 8 gardens would be open for visitors from June 28-29, 2025.
- Sidmouth Carnival Programme was available at the TIC for a donation

RESOLVED: That:

- a) The Sidmouth Information Centre report be noted.
- b) A letter of thanks be sent to the Management Team at Streetscene for their help and support for delivering and installing the Deck Chair and Beach Matting.

6 Tourism & Promotion Finance Report

The Chair presented the Tourism & Promotion Finance report for the period to March-April 2025. To help raise additional revenue for TIC, it was suggested that the Town Council request Festival Organisers to route ticket sales through the TIC.

It was suggested that festivals could donate VIP tickets for prizes in competitions in order to create publicity for those events.

RESOLVED: That:

- a) The Tourism & Promotion Finance report be noted.
- b) Consideration to be given to the Committee's suggestions regarding Festival tickets at the next Tourism Action Group (TAG) meeting.

7 Tourism & Promotion Contract Update

- Tina Veater of Ignyte, presented the Visit Sidmouth promotional contract summary report. She commented that May Half-term had been positive for the town. Many Accommodation providers had good occupancy rates. Last minute booking was still a trend, alongside requests for discounts and deals.
- The revised marketing approach to split the existing package into separate available services was working well – 3 new members had joined as a result.
- The 'Visit Sidmouth' team are working with EDDC on an East Devon Micro site. Tina reported that Sidmouth had a prime position on the site. The team were working with EDDC regarding additional budget for the tourist shoulder season.
- Tina raised concerns regarding the Town Council tourism 'Visit Sidmouth' and the Town Council resident's 'Live Sidmouth' webcam webpages were effectively competing with other on Google searches. Google's latest algorithm seemed to have given priority to .gov.uk sites taking traffic away from the 'Visit Sidmouth' website.

RESOLVED: That:

- a) The Tourism & Promotion contract update report be noted.
- b) The Town Clerk to be asked to investigate the popular webcam links provided for both residents and visitors.

8 Community – Loos to use

Councillor Davis presented a case study on Community loo provision in Penzance. This was a council funded scheme in partnership with local businesses. The scheme worked very well and the possibility of implementing a similar scheme in Sidmouth was discussed.

RESOLVED: That Councillor Davis and the Chamber of Commerce would meet again to discuss taking the idea to local businesses. Councillor Dodds volunteered to be involved and was happy to engage with local businesses to gauge interest.

Councillor Davis would also distribute her presentation and Penzance pamphlet to Members.

9 Sidmouth Regatta

Members were asked to consider the purchase of additional card readers, in readiness for Sidmouth Regatta Airshow fund raising. The readers could also be used for other future town events.

RESOLVED: That:

- a) Officers should research Wi-Fi solutions such as Starlink and ask the PA providers for their input in to increased connectivity.
- b) Members agreed in principle to the purchase of additional card readers and ancillary equipment up to the sum of £1,500 (to be funded from T&E promotion budget).

10 Sidmouth Mobility Scooter Grand Prix

The Chair asked members to consider a new event to add to the Sunday programme over the Regatta weekend.

A Sidmouth Mobility Scooter Grand Prix could showcase Sidmouth as a town with a 'Sense of Humour', attract national media coverage and attention. It was suggested that a local charity could organise and run the event with assistance from STC if needed.

RESOLVED: That providing adequate insurance is in place, members were in favour and will look at developing the idea of a Mobility Scooter Grand Prix further for the future.

11 Jazz and Blues Festival 2025

A written report had been received from Ian Bowden on this year's Jazz and Blues festival.

RESOLVED: That the Jazz and Blues report on the recent success of the event be noted.

12 Sea Fest 2025

The Chair and members took the opportunity to congratulate Louise Cole for the special recognition award she had received from East Devon District Council for her outstanding contribution to arts & culture.

Louise and Coco of Sidmouth Coastal Community Hub (SCCH) gave a presentation on the success of this year's Sea Fest. Despite the change in venue and the challenges they faced, the event had been an outstanding success.

The Chair asked that both Louise and Coco be congratulated and thanked for all their hard work, bringing Sea Fest to Sidmouth and for creating such a vibrant atmosphere to the town.

RESOLVED: That:

- a) The Sea Fest report and success of the event be noted.
- b) Louise Cole to share photos of the event with 'Visit Sidmouth' for promotional purposes.

13 Sidmouth Festival of Flags

Members were asked to consider a request for funding from Sidmouth Coastal Community Hub in partnership with Sidmouth School of Art. Funding was required to help support Sidmouth Flag Festival display which will place from 14 July to 15 September 2025. Members expressed their support for the event and the impact it had on the town.

RESOLVED: That the sum of £1,250 be made available towards the event.

14 Sidmouth & East Devon Walking Festival

Councillor Walker provided an update on the Sidmouth and East Devon Walking Festival. He extended his gratitude to the Committee for their support in helping to keep the festival going, after some uncertainty last year.

In turn, the Committee thanked Councillor walker for his dedication towards and support of the festival. A new brochure is available through the TIC and was distributed to members.

RESOLVED: That the Walking Festival update be noted.

15 Matters Raised by Invited Representatives

Ian Gregory of the Chamber of Commerce gave a brief report of the Chamber's activities also highlighting a recent feature interview with 'The Telegraph' about Sidmouth.

RESOLVED: That the report from Sidmouth Chamber of Commerce be noted and closer collaboration between the Chamber of Commerce and Sidmouth Town Council be encouraged.

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CHAIR OF THE TOURISM & ECONOMY WORKING GROUP

Sidmouth Tourist Information Centre - Income and Expenditure Report Month 2 - May 2025

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	6,067	45,300	39,233
Cleaning & Office Mtce	0	700	700
Business Rates	1,646	3,200	1,554
Photocopier	89	300	211
Stationery	0	100	100
Telephone	109	500	391
Postage & Packing	0	200	200
Sundries, Provisions, Equipment	207	300	93
Bank/Credit Card/Shopify Charges	102	2,000	1,898
Purchase of Stamps	0	200	200
Purchase of Publications	331	1,900	1,569
Purchase of Goods/Souvenirs	0	200	200
	£8,551	£54,900	£46,349
<u>Income</u>			
Sale of Stamps	25	500	475
Sale of Publications	414	3,500	3,086
Sale of Souvenirs	103	750	647
Sale of VAT Merchandise	128	600	472
Sale of Children's Merchandise	34	50	16
Commission - Sidmouth Folk Festival	646	5,000	4,354
Commission - Jazz & Blues Festival	755	0	-755
Sundry Income & Commissions	72	500	428
STC Funding	0	44,000	44,000
	£2,178	£54,900	£52,722
Total Expenditure	£8,551	£54,900	£46,349
Total Income	£2,178	£54,900	£52,722
Net Expenditure over Income	£6,373	£0	-£6,373

Current/Deposit Bank Accounts £12,764

Sidmouth Tourist Information Centre - Income and Expenditure Report Month 3 - June 2025

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	10,148	45,300	35,152
Cleaning & Office Mtce	0	700	700
Business Rates	1,646	3,200	1,554
Photocopier	89	300	211
Stationery	0	100	100
Telephone	109	500	391
Postage & Packing	0	200	200
Sundries, Provisions, Equipment	207	300	93
Bank/Credit Card/Shopify Charges	273	2,000	1,727
Purchase of Stamps	0	200	200
Purchase of Publications	331	1,900	1,569
Purchase of Goods/Souvenirs	29	200	171
	£12,832	£54,900	£42,068

Income

Sale of Stamps	74	500	426
Sale of Publications	794	3,500	2,706
Sale of Souvenirs	175	750	575
Sale of VAT Merchandise	214	600	386
Sale of Children's Merchandise	81	50	-31
Commission - Sidmouth Folk Festival	1,332	5,000	3,668
Commission - Jazz & Blues Festival	755	0	-755
Sundry Income & Commissions	89	500	411
STC Funding	15,000	44,000	29,000
	£18,515	£54,900	£36,385

Total Expenditure	£12,832	£54,900	£42,068
Total Income	£18,515	£54,900	£36,385
Net Expenditure over Income	-£5,683	£0	£5,683

Current/Deposit Bank Accounts £13,579

Month 4 - July 2025

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	14,748	45,300	30,552
Cleaning & Office Mtce	0	700	700
Business Rates	1,646	3,200	1,554
Photocopier	89	300	211
Stationery	0	100	100
Telephone	218	500	282
Postage & Packing	0	200	200
Sundries, Provisions, Equipment	349	300	-49
Bank/Credit Card/Shopify Charges	429	2,000	1,571
Purchase of Stamps	0	200	200
Purchase of Publications	705	1,900	1,195
Purchase of Goods/Souvenirs	29	200	171
	£18,213	£54,900	£36,687
<u>Income</u>			
Sale of Stamps	128	500	372
Sale of Publications	1,314	3,500	2,186
Sale of Souvenirs	225	750	525
Sale of VAT Merchandise	300	600	300
Sale of Children's Merchandise	81	50	-31
Commission - Sidmouth Folk Festival	1,840	5,000	3,160
Commission - Jazz & Blues Festival	755	0	-755
Sundry Income & Commissions	121	500	379
STC Funding	20,000	44,000	24,000
	£24,765	£54,900	£30,135
Total Expenditure	£18,213	£54,900	£36,687
Total Income	£24,765	£54,900	£30,135
Net Expenditure over Income	-£6,552	£0	£6,552

Current/Deposit Bank Accounts £18,069

Visit Sidmouth Merchandise - Sales 2025-26																	
Product - Sales	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2025-26 Sales to date	2025-26 Sales Income	Total 2022-23 Sales	Total 2023-24 Sales	Total 2024- 25 Sales
Coffee Cup	2		1										3	£21.24	12	9	4
Vacuum Flask													0	£0.00	11	2	5
Plastic drinks bottle				1									1	£6.87	9	6	7
Jute bags		1	2	1									4	£21.68	40	18	32
<i>Price change July 2024</i>																	
Umbrella													0	£0.00	2	5	7
Adults cap		6	2	2									10	£100.00	14	20	14
Polo Shirts			1	1									2	£40.00	8	9	10
Tea Towels	3	3	6	3									15	£100.05			16
Children's cap	2	2	4										8	£64.00	6	2	2
Children's T-Shirts			1										1	£15.00		3	1
														£0.00			
	7	12	17	8	0	0	0	0	0	0	0	0	44	£368.84	102	74	98

Product Information	Stock bfwd to 2024-25	Break Even Units	2021-22 Sales	2022-23 Sales	2023-24 Sales	2024-25 Sales	TOTAL Sales to date	Net Cost per unit	RRP (incl VAT)	Net Sales Price	Total Net Cost incl setup charges	TOTAL Net Income to date
Coffee Cup	58	60	12	12	9	4	37	£3.80	£8.50	£7.08	£424.95	£261.96
Vacuum Flask	56	72	18	11	2	5	36	£9.00	£15.00	£12.50	£900.00	£450.00
Plastic drinks bottle	62	64	14	9	6	7	36	£4.00	£8.25	£6.87	£440.95	£247.32
Jute bags	74	69	31	40	18	32	121	£3.40	£6.50	£5.42	£375.00	£655.82
<i>Price change July 2024</i>						0	0	£3.20	£7.50	£6.25	£365.45	£0.00
Umbrella	75	69	6	2	5	7	20	£9.00	£15.00	£12.50	£864.00	£250.00
Adults cap	27	62	18	14	20	14	66	£5.50	£12.00	£10.00	£621.50	£660.00
Polo Shirts	33	35		8	9	10	27	£11.00	£24.00	£20.00	£700.00	£540.00
Tea Towels	72	57				16	16	£4.03	£8.00	£6.67	£379.64	£106.72
Children's cap	82	43	3	6	2	2	13	£2.50	£8.00	£8.00	£346.50	£104.00
Children's T-Shirts	67	53			3	1	4	£10.50	£15.00	£15.00	£797.45	£60.00
			102	102	74	98	376				£6,215.44	£3,335.82

Tourism Promotion Budget & Spend 2025/2026															
													Spend	2025-26	%
Item	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	to date	Budget	Spent
Ignyte Service Agreement			5,994										£5,994	£24,975	24%
Ignyte Sales Income	-758.63	-901	-1,269	-259									-£3,187	-£15,000	21%
Visit Sidmouth Website Development costs/updates			330	175									£505	£5,025	10%
Social Media Advertising													£0	£2,000	0%
Video Production				1900									£1,900	£6,000	32%
Visit Sidmouth Merchandise													£0	£1,000	0%
Town Map													£0	£7,000	0%
Promotional Material:Ad Spend, Signs, Editorial	32			496									£527	£2,000	26%
Training & Events													£0	£1,500	0%
Visitor Survey/Evidence Base Research	190												£190	£500	38%
Net Council Budget	-537	-901	5,055	2,312	0	0	0	0	0	0	0	0	£5,929	£35,000	17%
Budget remaining														-£29,071	
Earmarked Reserve brought forward														£21,864	
<i>*Under/overspend will transfer to/from EMR at Year End</i>															
Tourism Information Centre 2025/2026													Spend	2025-26	
Item	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	to date	Budget	
TIC Salaries	2,511	3,556	4,081	4,600									£14,747	£45,300	33%
Other Expenditure	1,755	729	171	780									£3,435	£6,200	55%
Purchase of stock			29										£29	£2,100	1%
Sales Visit Sidmouth merch	-50	-102	-147	74									-£225	-£700	32%
Sales stamps, publications, etc	-257	-369	-504	-816									-£1,946	-£6,500	30%
Commission on ticket sales		-1,401	-686	-508									-£2,595	-£6,300	41%
STC Funding			-15,000	-5,000									-£20,000	-£44,000	45%
Total	3,959	2,412	-12,056	-870	0	0	0	0	0	0	0	0	-£6,555	-£3,900	

*£6803 to date to be transferred from EMR at the end of the year.
£1250 - Festival of the Flags, £5000 – Jazz and Blues Festiva & £553 – Sum up machines