



# SIDMOUTH TOWN COUNCIL

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4 December 2025

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

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 December 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
1 <b>Apologies</b> To receive any apologies for absence.	
2 <b>Minutes</b> To confirm the minutes of the meeting of the Tourism & Economy Committee meeting held on Wednesday 10 September 2025.	3 - 5
3 <b>Declarations of Interest</b> 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.
- 6 **Engagement Lead at South West Economy Hub**  
Alex Spalding to speak to Members and Invited Representatives about the South-West Economy Hub.
- 7 **Tourist Information Centre Summary of Activities** Report attached  
To receive a summary update from the manager of the Tourist Information Centre
- 8 **Tourism & Promotion Finance Report** 6-10  
To receive the Tourism & Promotion Finance Report & 'Visit Sidmouth' sales merchandise for Aug-Oct 2025.
- 9 **Tourism & Promotion Contract Report** Report attached  
A written update of recent promotional activity and Ignyte's work with Sidmouth Town Council by Tina Veater will be supplied.
- 10 **The Festival Coast Signage**  
To consider 'The Festival Coast' signage and banners and where they will be sited within the town.
- 11 **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 10 September 2025 at 6.30pm**

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

Invited Reps: Tim Shardlow - TIC Manager  
Ian Gregory – Sidmouth Chamber of Commerce, left at 7:30PM (item 9)  
Tina Veater - Ignyte Ltd (Visit Sidmouth Tourism Promotion)  
Louise Cole & Coco Hodgkinson - Sidmouth Coastal Community Hub

Apologies : Lorraine Brown, John Nicholson, Paul Dodds and Tina Veater – Ignyte Ltd

The meeting started at 6.30pm and finished at 8.30pm

**PART 'A'**

**16 Minutes**

The Minutes of the Tourism & Economy Committee meeting held on Wednesday 11 June were signed and approved as a true and accurate record.

**17 Declarations of Interest**

There were no Declarations of Interest received for items on this agenda.

**18 Matters of Urgency and Report**

There were no matters of urgency.

**19 Matters Raised by Invited Representatives**

Ian Gregory of Sidmouth Chamber of Commerce had to leave the meeting at 7:30PM. Therefore, Item 12 was brought forward on the agenda.

Members noted that:

- The Chamber had canvassed their membership regarding the 'Community – Loos to use' initiative previously discussed. The overall response had been poor and the majority of responses had not been in favour of the initiative. The Chair suggested that the Chamber and the Council should work closely together, to develop cohesion and increase engagement from the Chamber's Membership on community initiatives.
- The Chamber would be supporting 'Late Night Shopping' this year on 22 November in conjunction with the annual Christmas Lights Switch On event. Cllr Barlow suggested a further 'Late Night Shopping' date in December and asked if the Chamber could support this.
- The Chair asked Ian Gregory if he could persuade all members of the Chamber to light their windows with the same style and type of white lights, as they do in Topsham to promote the idea of Christmas as a 'Festival of Light'.
- The Chamber were looking forward to the Sidmouth Classic Car Show scheduled on 20 September.

**RESOLVED** That:

- a) The Chair and Ian Gregory would liaise on a regular basis.
- b) Ian Gregory would ask the Chamber to consider supporting an additional 'Late Night Shopping' date in December.
- c) Ian Gregory would ask Members of the Chamber to help promote Christmas as a 'Festival of Light' by decorating their windows with the same style and type of white lights for the season.

**20 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.

**21 Tourism & Promotion Finance Report**

The Chair presented the Tourism & Promotion Finance report for the period April to June 2025. Cllr Lockyear commented on Ignyte's sales revenue being down. Cllr Nelson explained that revenue normally increases from September onwards. The original contract was initiated in September so more subscription renewals take place around this time of year.

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

**22 Tourism & Promotion Contract Update**

Tina Veater of Ignyte was not able to attend the meeting. Tina had distributed her report in advance to Members and Invited Representatives.

Cllr Barlow commented that the 'Visit Sidmouth' website was now five years old and should be refreshed. Frustration was voiced as to the useability of the website. It has become difficult to find local information on the site and in some cases, content appeared to have been created without knowledge of local geography.

**RESOLVED** that:

- a) The Tourism and Contract update be noted.
- b) The 'Visit Sidmouth' website to be reviewed as part of the new contract negotiation.

**23 Tourism & Promotion Contract Renegotiation**

The Chair updated Members on the current contract between Sidmouth Town Council and Ignyte that expires in January 2026 and requested that delegated authority to be given to the Town Clerk, in consultation with the Chair and Vice Chair of the Tourism and Economy Committee to negotiate a new contract.

**RESOLVED:** That delegated authority would be given to the Town Clerk, in consultation with the Chair and Vice Chair of the Tourism and Economy Committee to negotiate a new contract with Ignyte or another provider.

**24 Festivals**

- The Chair updated Members on the 'Festival Coast' promotion concept. The concept would not only promote Sidmouth but surrounding coastal and country towns too. Sidmouth had a busy calendar of festivals throughout the year, but the town would benefit from promoting other towns' events attracting more visitors to the area.
- It was also reported that the recent Regatta weekend had been a great success with special thanks given to Cllr Barlow, Town Clerk Christopher Holland and Town Council Officer Di Byrne for helping towards making it such an achievement.
- Cllr Walker reported that promotion of the 'Festival of Gardens' required some work and that he had been working with 'Visit Devon' to make it easier for garden owners to list their gardens.
- Cllr Walker further reported that the 'Walking Festival' was growing in popularity and that 2/3<sup>rd</sup> of bookings were from local residents. He stressed that more could be done to market this festival to attract visitors from outside the area. A meeting was scheduled on 7 October with East Devon Tourism to discuss ways to market the festival.
- The Chair indicated that he was keen for Sidmouth to have its own Pride Day.
- Cllr Lockyear reported that the Science Festival was taking place from 10-19 October.

**RESOLVED** that:

- a) The reports and updates on Festivals be noted.
- b) Discussions regarding the 'Festival Coast' concept and branding would continue.
- c) Sidmouth Pride Day suggestion would be progressed and discussed at the next meeting.

**25 Town Signage**

Members considered alternative means of enabling the advertising of public events and festivals in ways that would not adversely affect the conservation area.

**RESOLVED:** That it be noted that alternative means and locations for advertising of events and festivals needed further discussion. The Tourism and Economy Committee would select a small group of Members to move the objective forward.

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CHAIR OF THE TOURISM & ECONOMY WORKING GROUP

## Sidmouth Tourist Information Centre - Income and Expenditure Report Month 5 - August 2025

	Actual Year to Date	Current Annual Budget	Budget Balance
<b><u>Expenditure</u></b>			
Salaries	20,211	45,300	25,089
Cleaning & Office Mtce	0	700	700
Business Rates	1,646	3,200	1,554
Photocopier	183	300	117
Stationery	0	100	100
Telephone	218	500	282
Postage & Packing	0	200	200
Sundries, Provisions, Equipment	454	300	-154
Bank/Credit Card/Shopify Charges	633	2,000	1,367
Purchase of Stamps	0	200	200
Purchase of Publications	851	1,900	1,049
Purchase of Goods/Souvenirs	29	200	171
	<b>£24,225</b>	<b>£54,900</b>	<b>£30,675</b>
<b><u>Income</u></b>			
Sale of Stamps	185	500	315
Sale of Publications	1,839	3,500	1,661
Sale of Souvenirs	356	750	394
Sale of VAT Merchandise	369	600	231
Sale of Children's Merchandise	81	50	-31
Commission - Sidmouth Folk Festival	2,607	5,000	2,393
Commission - Jazz & Blues Festival	755	0	-755
Sundry Income & Commissions	338	500	162
STC Funding	25,000	44,000	19,000
	<b>£31,531</b>	<b>£54,900</b>	<b>£23,369</b>
<b>Total Expenditure</b>	<b>£24,225</b>	<b>£54,900</b>	<b>£30,675</b>
<b>Total Income</b>	<b>£31,531</b>	<b>£54,900</b>	<b>£23,369</b>
<b>Net Expenditure over Income</b>	<b>-£7,306</b>	<b>£0</b>	<b>£7,306</b>
 <b>Current/Deposit Bank Accounts</b>	 £11,761		

## Sidmouth Tourist Information Centre - Income and Expenditure Report

### Month 6 - September 2025

	Actual Year to Date	Current Annual Budget	Budget Balance
<b><u>Expenditure</u></b>			
Salaries	25,121	45,300	20,179
Cleaning & Office Mtce	6	700	694
Business Rates	1,646	3,200	1,554
Photocopier	183	300	117
Stationery	11	100	89
Telephone	218	500	282
Postage & Packing	3	200	197
Sundries, Provisions, Equipment	454	300	-154
Bank/Credit Card/Shopify Charges	703	2,000	1,297
Purchase of Stamps	0	200	200
Purchase of Publications	1,156	1,900	744
Purchase of Goods/Souvenirs	29	200	171
	<b>£29,530</b>	<b>£54,900</b>	<b>£25,370</b>

### **Income**

Sale of Stamps	271	500	229
Sale of Publications	2,379	3,500	1,121
Sale of Souvenirs	461	750	289
Sale of VAT Merchandise	609	600	-9
Sale of Children's Merchandise	89	50	-39
Commission - Sidmouth Folk Festival	2,762	5,000	2,238
Commission - Jazz & Blues Festival	755	0	-755
Sundry Income & Commissions	543	500	-43
STC Funding	25,000	44,000	19,000
	<b>£32,870</b>	<b>£54,900</b>	<b>£22,030</b>

<b>Total Expenditure</b>	<b>£29,530</b>	<b>£54,900</b>	<b>£25,370</b>
<b>Total Income</b>	<b>£32,870</b>	<b>£54,900</b>	<b>£22,030</b>
<b>Net Expenditure over Income</b>	<b>-£3,340</b>	<b>£0</b>	<b>£3,340</b>

**Current/Deposit Bank Accounts** £6,292

## Sidmouth Tourist Information Centre - Income and Expenditure Report Month 7 - October 2025

	Actual Year to Date	Current Annual Budget	Budget Balance
<b><u>Expenditure</u></b>			
Salaries	29,399	45,300	15,901
Cleaning & Office Mtce	6	700	694
Business Rates	3,293	3,200	-93
Photocopier	183	300	117
Stationery	11	100	89
Telephone	745	500	-245
Postage & Packing	3	200	197
Sundries, Provisions, Equipment	454	300	-154
Bank/Credit Card/Shopify Charges	755	2,000	1,245
Purchase of Stamps	0	200	200
Purchase of Publications	1,645	1,900	255
Purchase of Goods/Souvenirs	134	200	66
	<b>£36,628</b>	<b>£54,900</b>	<b>£18,272</b>
<b><u>Income</u></b>			
Sale of Stamps	302	500	198
Sale of Publications	2,770	3,500	730
Sale of Souvenirs	503	750	247
Sale of VAT Merchandise	659	600	-59
Sale of Children's Merchandise	105	50	-55
Commission - Sidmouth Folk Festival	2,762	5,000	2,238
Commission - Jazz & Blues Festival	755	0	-755
Sundry Income & Commissions	672	500	-172
STC Funding	35,000	44,000	9,000
	<b>£43,529</b>	<b>£54,900</b>	<b>£11,371</b>
<b>Total Expenditure</b>	<b>£36,628</b>	<b>£54,900</b>	<b>£18,272</b>
<b>Total Income</b>	<b>£43,529</b>	<b>£54,900</b>	<b>£11,371</b>
<b>Net Expenditure over Income</b>	<b>-£6,901</b>	<b>£0</b>	<b>£6,901</b>
 <b>Current/Deposit Bank Accounts</b>	 <b>£8,987</b>		

## 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		4		2						9	£63.72	12	9	4
Vacuum Flask					4								4	£50.00	11	2	5
Plastic drinks bottle				1	5								6	£41.22	9	6	7
Jute bags		1	2	1	10	14	3						31	£168.02	40	18	32
<i>Price change July 2024</i>																	
Umbrella					2	1							3	£37.50	2	5	7
Adults cap		6	2	2	5	6	1						22	£220.00	14	20	14
Polo Shirts			1	1	10	1							13	£260.00	8	9	10
Tea Towels	3	3	6	3	17	6	1						39	£260.13			16
Children's cap	2	2	4		2		2						12	£96.00	6	2	2
Children's T-Shirts			1		3								4	£60.00		3	1
	<b>7</b>	<b>12</b>	<b>17</b>	<b>8</b>	<b>62</b>	<b>28</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>143</b>	<b>£1,256.59</b>	<b>102</b>	<b>74</b>	<b>98</b>

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	£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					4	£10.50	£15.00	£15.00	£797.45	£60.00	
			<b>102</b>	<b>102</b>	<b>74</b>	<b>98</b>	<b>376</b>				<b>£6,215.44</b>	<b>£3,335.82</b>	

**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							£12,562	£24,975	50%	
Ignyte Sales Income	-758.63	-901	-1,269	-259	-514	-2,550							-£6,252	-£15,000	42%	
Visit Sidmouth Website Development costs/updates		330	175		655	732							£1,318	£5,025	26%	
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		90							£617	£2,000	31%	
Training & Events													£0	£1,500	0%	
Visitor Survey/Evidence Base Research	190												£190	£500	38%	
<b>Net Council Budget</b>	-537	-901	5,055	2,312	-514	4,762	159	0	0	0	0	0	£10,335	£35,000	30%	
<b>Budget remaining</b>																-£24,665
<b>Earmarked Reserve brought forward</b>																£21,864
<b>Earmarked Reserve carried forward</b>																£21,864
<b>Ignyte Sales Income</b>	-759	-901	-1,269	-259	-514	-2,550	0	0	0	0	0	0	-£6,252	-£15,000	42%	
<b>Tourism Information Centre 2025/2026</b>													<b>Spend</b>	<b>2025-26</b>		
<b>Item</b>	<b>Apr-25</b>	<b>May-25</b>	<b>Jun-25</b>	<b>Jul-25</b>	<b>Aug-25</b>	<b>Sep-25</b>	<b>Oct-25</b>	<b>Nov-25</b>	<b>Dec-25</b>	<b>Jan-26</b>	<b>Feb-26</b>	<b>Mar-26</b>	<b>to date</b>	<b>Budget</b>		
TIC Salaries	2,511	3,556	4,081	4,600	5,463	4,910	4,278						£29,398	£45,300	65%	
Other Expenditure	1,755	398	171	406	403	90	2,226						£5,449	£6,200	88%	
Purchase of stock		331	29	374	146	305	594						£1,779	£2,100	85%	
Sales Visit Sidmouth merch	-50	-102	-147	74	-69	-240	-66						-£600	-£700	86%	
Sales stamps, publications, etc	-257	-369	-504	-816	-895	-936	-593						-£4,370	-£6,500	67%	
Commission on ticket sales		-1,401	-686	-508	-767	-155							-£3,517	-£6,300	56%	
STC Funding			-15,000	-5,000	-5,000		-10,000						-£35,000	-£44,000	80%	
<b>Total</b>	<b>3,959</b>	<b>2,412</b>	<b>-12,056</b>	<b>-870</b>	<b>-719</b>	<b>3,974</b>	<b>-3,561</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-£6,861</b>	<b>-£3,900</b>		

\*£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