



# SIDMOUTH TOWN COUNCIL

WOOLCOMBE HOUSE  
WOOLCOMBE LANE  
SIDMOUTH  
DEVON  
EX10 9BB

Telephone: 01395 512424

Email: [towncouncil@sidmouth.gov.uk](mailto:towncouncil@sidmouth.gov.uk)

Website: [www.sidmouth.gov.uk](http://www.sidmouth.gov.uk)

VAT Reg. No. 142 3103 24

3 June 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 11 June 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 **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 19 March 2025. 3 - 5
- 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	<b>Matters of Urgency and Report</b> 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)	Page/s
5	<b>Exclusion of the Public</b> 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	<b>Tourism &amp; Promotion Advisory Group Update</b> To receive a summary update from the Chair of the Tourism & Promotion Advisory Group, Councillor Edward Willis Fleming, on the TAG's recent work.	
7	<b>Tourist Information Centre Summary of Activities</b> To receive a summary update from the manager of the Tourist Information Centre	
8	<b>Tourism &amp; Promotion Finance Report</b> To receive the Tourism & Promotion Finance Report & 'Visit Sidmouth' sales merchandise for March & April 2025.	6 - 9
9	<b>Tourism &amp; Promotion Contract Report</b> A written update of recent promotional activity and Ignyte's work with Sidmouth Town Council by Tina Veater will be supplied.	Report to follow
10	<b>Community – Loos to use</b> Cllr Bernie Davis to present on the current provision of Community toilets.	
11	<b>Sidmouth Regatta</b> Proposal to buy 7 new card readers to be used at this year's Regatta for donations and which can be used for other events – approximately £79 per unit.	
12	<b>Mobility Scooter Grand Prix</b> To initiate a discussion to promote this new event to run in tandem with the Sidmouth Regatta.	
13	<b>Jazz and Blues Festival 2025</b> To receive a written report from Ian Bowden on the event.	Report to follow
14	<b>Sea fest 2025</b> To receive a report on Sea Fest 2025 from Louise Cole	
15	<b>Sidmouth Festival of Flags</b> To consider a request from Sidmouth Coastal Community Hub in partnership with Sidmouth School of Art for funding to help support the Sidmouth Flag Festival display which will take place from 14 July until 15 September.	10-12
16	<b>Matter To Note: Sidmouth &amp; East Devon Walking Festival 2025</b> To note the update received from Cllr Walker regarding the 2025 Sidmouth Walking Festival.	13
17	<b>Matters Raised by Invited Representatives</b> 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 19 March 2025 at 6.30 pm**

Councillors present: Ian Barlow (from minute 41 onwards)  
Lorraine Brown  
Paul Dodds  
Hilary Nelson (Chair)  
John Nicholson  
Kevin Walker  
Edward Willis Fleming (Vice Chair)

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

Apologies : Francetta Bridle, Chris Lockyear, John Loudoun, Rachel Perram

The meeting started at 6.30pm and finished at 7.55pm

## **PART 'A'**

### **32 Minutes**

The Minutes of the Tourism & Economy Committee meeting held on Wednesday 11 December 2024 were signed and approved as a true and accurate record.

### **33 Declarations of Interest**

There were no declarations of interest.

### **34 Exclusion of the Public**

**RESOLVED:** that the classification given to the documents to be submitted to the Council be confirmed, and that the reports relating to exempt information, be dealt with under Part B.

### **35 Tourism & Promotion Advisory Group Update**

Councillor Nelson updated members on the work carried out by the Tourism Advisory Group (**TAG**) and reported that the group had discussed a new publicity campaign centred around making some new video shorts. Research showed that shorter promotional films of around 30 seconds were likely to be viewed more often and by more people. These would be based around different areas of interest and targeted for different landing pages on the Visit Sidmouth website and also aimed at the Christmas campaign marketing later in the year. The TAG will explore options for a rejuvenated “winter lights” offering in conjunction with local businesses and the Chamber of Commerce.

Members were asked to consider a revised marketing approach from Ignyte which would split the map, website and other parts of the existing package into separately available services making the selling of advertising to businesses more flexible and attractive.

The idea of an ‘Unsung Heroes’ award was also discussed which would aim to honour individuals or groups that contribute to the Sid Valley over and above what is expected of them particularly with volunteering in mind. Members felt that this would be an excellent way of thanking those involved and also helping promote volunteering and the many different groups within the area.

**RESOLVED:** That

1) the Tourism Advisory Group report be noted.

2) the revised marketing approach allowing the selling of different Visit Sidmouth advertising elements separately, be supported and approved.

**RECOMMENDED:** That Council support the idea of an ‘Unsung Heroes’ award to be investigated further by the Chair of the Tourism and Economy Committee, Chair of Council and Town Clerk.

### **36 Tourism Information Centre Summary of Activities**

Tim Shardlow, Tourist Information Centre Manager presented his previously circulated report. He added, that the footfall into the centre and town was increasing as the calendar moved into spring and that ticket sales for the Jazz and Blues Festival had been very healthy. Folk Festival Ticket sales were likely to increase with the announcement of more acts and events.

**RESOLVED:** That the Sidmouth Information Centre report be noted.

### **37 Tourism & Promotion Contract Update**

Tina Veater of Ignyte, presented the Visit Sidmouth promotional contract summary report. She commented that the outlook for UK tourism was more positive for 2025 with increases in both domestic and international visitors expected. Last minute booking was still a trend which was hard to deal with for many businesses however.

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

### **38 Tourism & Promotion Finance Report**

The Chair presented the Tourism & Promotion Finance report for the period to February 2025.

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

### **39 Tourism & Economy Budget 2025/26**

The Chair asked Members to approve the Tourism & Economy Budget for 2025/26 as circulated with the agenda.

**RESOLVED:** That the Tourism & Economy Budget for 2025/26 be approved.

### **40 Task and Finish Forum (TAFF) – Trading on the Ham**

Members agreed to form a TAFF to examine commercial use of the Ham which included potential concessions such as the selling of ice cream and the use of the Fishermen’s Shed area.

**RESOLVED:** That a TAFF be formed to examine the use of the Ham with regard to a review of trading arrangements, potential business concessions and ongoing support for the Fishermen’s shed area. Membership to be: Cllr Barlow (EDDC Member), Cllr Brown (STC Ward Member), Cllr Nelson (Chair of Tourism and Economy), Cllr Nicholson, Cllr Perram and Cllr Willis Fleming (Vice Chair of Tourism and Economy)

**41 Market Place Building**

The Chair asked members to support the Council registering its concern to East Devon District Council over the state of the Market Place Building. It was considered that the prominent and attractive building should be the centrepiece of the town but was instead dirty, run down and presenting a very poor image for residents and visitors.

**RECOMMENDED:** That the Council registers its deep concerns over the condition and appearance of the East Devon District Council owned Market Place Building and works with the District Council to improve the Market Place area.

**42 Sidmouth & East Devon Walking Festival**

Councillor Kevin Walker presented a report into the activities of the Sidmouth and East Devon Walking Festival which he was assisting as it adjusted to changes in membership and organisation. Councillor Walker thanked the STC TIC team for their support in helping the festival grow and develop. Members agreed that the update which outlined that the festival was going still ahead and that the future was bright was excellent news.

**RESOLVED:** That:

- 1) The Walking Festival report be noted.
- 2) That The Walking Festival Committee, TIC Team and Cllr Walker be thanked for their support of the festival.

**43 Matters Raised by Invited Representatives**

David Cook of the Chamber of Commerce gave a brief report of the Chamber's activities and recent business advice sessions.

**RESOLVED:** That the report from Sidmouth Chamber of Commerce be noted.

**44 Exclusion of the Public and Press**

**RESOLVED:** That under the Public Bodies (Admission to Meetings) Act 1960 the public (including the press) be excluded from the meeting due to the confidential nature of its contents.

**PART 'B'**

**45 Grant Application**

Members were asked to consider a Grant application made to the Council which fell outside the criteria for a Council Community Grant award. It was felt that the relatively small sum involved and large return to be gained in publicity meant that a funding sum from the Tourism Promotion budget was appropriate.

**RESOLVED:** That a sum of £250 be made available from the Tourism Promotion 2024/25 budget to TPL Films Ltd to support the launch of a new Music and Documentary Film Festival commencing in August 2025.

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CHAIR OF THE TOURISM & ECONOMY WORKING GROUP

# **Sidmouth Tourist Information Centre - Income and Expenditure Report** **Month 12 - March 2025**

	Actual Year to Date	Current Annual Budget	Budget Balance
<b><u>Expenditure</u></b>			
Salaries	43,272	38,000	-5,272
Cleaning & Office Mtce	255	500	245
Business Rates	2,939	2,800	-139
Photocopier	330	100	-230
Stationery	105	100	-5
Telephone	408	500	92
Postage & Packing	127	200	73
Sundries, Provisions, Equipment	88	300	212
Bank/Credit Card/Shopify Charges	1,483	1,700	217
Purchase of Stamps	113	200	87
Purchase of Publications	3,152	1,700	-1,452
Purchase of Goods/Souvenirs	566	200	-366
	<b>£52,838</b>	<b>£46,300</b>	<b>-£6,538</b>
<b><u>Income</u></b>			
Sale of Stamps	565	1,000	435
Sale of Publications	3,484	4,000	516
Sale of Souvenirs	627	1,000	373
Sale of VAT Merchandise	869	600	-269
Sale of Children's Merchandise	31	100	69
Commission - Sidmouth Folk Festival	5,077	6,000	923
Commission - Jazz & Blues Festival	0	300	300
Sundry Income & Commissions	631	500	-131
STC Funding	32,800	32,800	0
	<b>£44,084</b>	<b>£46,300</b>	<b>£2,216</b>
<b>Total Expenditure</b>	<b>£52,838</b>	<b>£46,300</b>	<b>-£6,538</b>
<b>Total Income</b>	<b>£44,084</b>	<b>£46,300</b>	<b>£2,216</b>
<b>Net Expenditure over Income</b>	<b>£8,754</b>	<b>£0</b>	<b>-£8,754</b>

**Current/Deposit Bank Accounts**

**£13,753**

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	9
Vacuum Flask			1		1	1						2	5	£62.50	18	11	2
Plastic drinks bottle		1		1	2	1				1		1	7	£48.09	14	9	6
Jute bags	1	2	3	8	2	5	3	1	2	2	3		6	£32.52	31	40	18
<i>Price change July 2024</i>													26	£162.50			
Umbrella			1	1		3					1	1	7	£87.50	6	2	5
Adults cap		1		1	3	6	1					2	14	£140.00	18	14	20
Polo Shirts		2			2	5						1	10	£200.00		8	9
Tea Towels							2	8	5	1			16	£106.72			
Children's cap					1							1	2	£16.00	3	6	2
Children's T-Shirts		1											1	£15.00			3
	1	7	5	12	14	21	6	9	7	4	4	8	98	£899.15	102	102	74

## Sidmouth Tourist Information Centre - Income and Expenditure Report

### Month 1 - April 2025

	Actual Year to Date	Current Annual Budget	Budget Balance
<b><u>Expenditure</u></b>			
Salaries	2,511	45,300	42,789
Cleaning & Office Mtce	0	700	700
Business Rates	1,646	3,200	1,554
Photocopier	0	300	300
Stationery	0	100	100
Telephone	109	500	391
Postage & Packing	0	200	200
Sundries, Provisions, Equipment	0	300	300
Bank/Credit Card/Shopify Charges	0	2,000	2,000
Purchase of Stamps	0	200	200
Purchase of Publications	0	1,900	1,900
Purchase of Goods/Souvenirs	0	200	200
	<b>£4,266</b>	<b>£54,900</b>	<b>£50,634</b>
<b><u>Income</u></b>			
Sale of Stamps	7	500	493
Sale of Publications	178	3,500	3,322
Sale of Souvenirs	24	750	726
Sale of VAT Merchandise	41	600	559
Sale of Children's Merchandise	16	50	34
Commission - Sidmouth Folk Festival	0	5,000	5,000
Commission - Jazz & Blues Festival	0	0	0
Sundry Income & Commissions	40	500	460
STC Funding	0	44,000	44,000
	<b>£307</b>	<b>£54,900</b>	<b>£54,593</b>
<b>Total Expenditure</b>	<b>£4,266</b>	<b>£54,900</b>	<b>£50,634</b>
<b>Total Income</b>	<b>£307</b>	<b>£54,900</b>	<b>£54,593</b>
<b>Net Expenditure over Income</b>	<b>£3,959</b>	<b>£0</b>	<b>-£3,959</b>

**Current/Deposit Bank Accounts** £17,397



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												2	£14.16	12	9	4
Vacuum Flask													0	0	11	2	5
Plastic drinks bottle															9	6	7
Jute bags															40	18	32
Price change July 2024																	
Umbrella															2	5	7
Adults cap															14	20	14
Polo Shirts															8	9	10
Tea Towels	3												3	£20.01			16
Children's cap	2												2	£16.00	6	2	2
Children's T-Shirts																	
	7	0	0	0	0	0	0	0	0	0	0	0	0	£50.17	102	74	98

## SIDMOUTH SCHOOL OF ART

### Sidmouth Festival of Flags 2025 – Project Proposal and Funding Request June 2025

Sidmouth School of Art working with Sidmouth Coastal Community Hub's Sidmouth Makes Art Project launched the first Sidmouth Festival of Flags project in 2024 – view [here](#) for more information about the project and the full list of community groups involved Sidmouth Festival of Flags | Sidmouth School Of Art.

Following the success of the first year of the festival with 32 community groups taking part and positive feedback from the community and visitors, we would like to continue the project for Sidmouth in 2025.

Participant feedback was extremely positive with comments around how the project connected different groups with each other that they didn't know existed and the sense of civic pride that being part of a town wide project instilled. We also received lots of feedback that the process had enhanced wellbeing through exploring the meaning of each group, the creativity it ignited and sense of shared purpose.

There were many positive comments on social media about how vibrant the town looked with the flags on display including this one from a visitor

“Love this so much. A dazzling blast of creativity, diversity and acceptance that we all need right now. Well done Sidmouth School of Art for getting it so very right yet again. Power to the people who make stuff and care”.

View our film reel of the Sidmouth Festival Of Flags 2024

Year 2 will display the original set of flags and increase the number of community groups participating. Additional groups will include for example Sidmouth International School, Sidmouth Bowls Club, Sidmouth Model Railway Club and SVS (Memory Cafe/Twyford House) and Sidmouth Town Council and others.

We are asking Sidmouth Town Council permission to use the catenary wires running through the town centre for Sidmouth Festival of Flags – A Celebration of the Community of Sidmouth, for display through the town from 14th July to 15th September 2025.

This creative community project focuses on building new creative skills and confidence, placemaking through community cooperation with a shared aims i.e. community cohesion, sense of civic pride and belonging.

### Project Purpose and Aims

The project aims to showcase the array of civil society groups that are part of Sidmouth's strong supportive social fabric.

The banners created will be exhibited to value and celebrate the work created by the community and provide another reason to visit, supporting the town to keep working to revitalise the highstreet, create interest and engagement for Sidmouth and increase visitor footfall.

The project would be supported by a marketing campaign to promote the festival and the town and to celebrate the community collaboration.

### The Process

We will offer support to individual groups who may be less confident through our team of artist facilitators who have a background in textiles, fabrics, creative design and sewing.

### Quality and Curatorial Control

The following design and participation principles will ensure that this is effectively managed:

- Designs highlight what your group/organisation does (identity and belonging)
- Designs are unique and new (i.e. not existing flag designs or logos)
- Designs are positive and celebratory (civic pride and sense of place)
- Designs will reflect the design guidance for example simple, non-text based, use of effective colour palette/dark/light colours, use of symbols/shapes that communicate what the group represents
- Designs will be made using rip-stop nylon (hot air balloon fabric) which is designed for air flow and weatherproof, is available in many vibrant colours, will ensure a coherence of overall design quality of the exhibition

### Content Controls:

- Designs must fit the dimension specifications with the recommended allowance for fixings (this will be provided by SCCH/SSA)
- Designs which are offensive or political will not be acceptable as would not be in line with the project aims or design brief
- The curation and placement of the banners when exhibited will be the role of the lead organisation to optimise colour balance and range of designs

Sidmouth School of Art are requesting funding support to cover the costs of the project as follows:

Cherry Picker hire and service to put up flags: £375

Cherry Picker hire and service to take down flags: £375

Venue hire: £75

Fabric – rip stop nylon, Cotton, Pins, Eyelets: £225

Marketing: £200

Total: £1250

We look forward to hearing from you and in the meantime if there is any other information about the project that might help the Council in making their decision, please let us know.

Thank you, Louise Cole on behalf of Sidmouth School of Art.



## **Sidmouth & East Devon Walking Festival 13 - 19th Sept 2025**

The core team of 4 volunteers have now produced a full programme for this year's festival offering of over 30 varied, mostly free, guided walks including, for the first time, 6 circular walks based on different parts of the East Devon Way. The very popular specialist walks now include a stroll around Sidmouth's churches, a boat trip, a tramway ride, and specially arranged guided tours of the Donkey Sanctuary, Cadhay House & Gardens, & Exeter's historic Quayside.

The full programme is now available from East Devon Tourist Information Centres and most accommodation providers & pubs. This year, for the first time, potential visitors can download the full programme in advance from all publicity material thanks to Julie at Ignite who has provided her expert advice regarding QR codes. The aim is to increase the proportion of walkers from outside Devon from last years 30%.

The stand at Seafest proved very popular this year and more previous committee members are now coming forward to help. I am now more confident that a team exists that will enable the festival to continue. Their expertise in providing a successful programme of walks is invaluable, however, to maximise the potential impact on visitor numbers more help with marketing and promotion will be needed. The team at Sidmouth TIC have been particularly helpful in promoting the event and taking advance bookings. This and the continued support of Ignite should ensure that this festival makes an important contribution to the local tourism economy in future years.

Cllr Kevin Walker

June 2025