



SIDMOUTH TOWN COUNCIL

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11 June 2026

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 17 June 2026 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 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	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	Salcombe Brewery Introduction To receive a short overview of the brewery's aims and thoughts for the future in the town.	
7	Tourism & Promotion Finance Report To receive the Tourism & Promotion Finance Report & 'Visit Sidmouth' sales merchandise for Feb 2026-April 2026.	6-10
8	Tourist Information Centre Summary of Activities To receive a summary update from the manager of the Tourist Information Centre	11
9	Visit Sidmouth Website To review the curation and implementation of a refreshed website incorporating the idea of a 'Big 5' attractions for visitors.	
10	Strategic Tourism Development (STD) To receive an update from the Chair as necessary.	
11	South West Water Works To consider communications resulting from the completion of works by South West Water on the Ham and the effect on bathing water quality and impact on tourism.	
12	Festival Updates a) To receive an update from Councillor Bridle on a proposed Wellbeing Festival initiative and to consider a request for funding of £1500. b) Festival of the Flags – to consider a request for funding from the organisers. To receive an update from the Chair and Vice Chair.	Proposal attached to distribution email
13	Signage and Banners Project To receive an update from the Chair.	
14	EDDC Street Traders' Licences To revisit a discussion on street trading and reinforcing the existing pedestrianisation of Old Fore St, New St, Market Place and Church Street.	
15	Tourism & Promotion Contract Report A written update of recent promotional activity and Ignyte's work with Sidmouth Town Council by Tina Veater.	Report attached to distribution email
16	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 25 March 2026 at 6.30pm**

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

Invited Reps: Tim Shardlow (TIC Manager)
Ian Gregory (Chamber of Commerce)

Apologies : Francetta Bridle
Jo Dodds
John Loudoun
John Nicholson

The meeting started at 6.30pm and finished at 9.00pm

PART 'A'

35 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Wednesday 10 December 2025 were signed and approved as a true and accurate record.

36 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Ian Barlow	10	Personal	Stayed in the meeting for the duration of item discussion	Trustee: Sidmouth School of Art

37 Matters of urgency and report

The Chair sought an urgent decision on the provision of interchangeable festival flags ahead of the near summer season. Members agreed that such banners could support the promotion of local and neighbouring town festivals.

It was proposed that, subject to approval from Devon County Council Highways and Streetlighting, six interchangeable flag posts be installed along Station Road on existing lampposts to advertise forthcoming events. The cost of each post, including installation, would be £295.

Members also considered the potential for additional flags within the town centre, particularly in locations currently used for Christmas lighting.

RESOLVED:

- 1) That approval be given for the installation of six interchangeable flag posts at a cost of £295 per post, including installation, subject to approval of the positioning by Devon County Council.
- 2) That the Chair contact Cllr Denise Bickley regarding the flags and their positioning; and

- 3) That Devon County Council be contacted to seek the necessary permissions, as the lampposts were under their ownership.

38 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

39 Tourism & Promotion Finance Report

The Vice Chair presented the Tourism & Promotion Finance report & 'Visit Sidmouth' merchandise sales figures for Nov 2025-Jan 2026. The budget was showing a significant underspend of around £3k.

RESOLVED: That the Finance and Finance report was noted

40 Tourism and Promotion Budget 2026-2027

The Vice Chair reported on the budget, noting that several costs had been reduced and that an earmarked reserve of approximately £25,000 remained. It was further suggested that engagement take place with neighbouring towns to encourage support for a cross-promotional approach.

In addition, the Vice Chair referred to the potential to make greater use of archived footage and materials from previous Sidmouth festivals and events to help generate interest in the 2026 programme. The possible reactivation of the Tourism Advisory Group (TAG), in collaboration with the Chamber of Commerce, was also raised for consideration.

RESOLVED:

- 1) That the Sidmouth Tourism and Promotion budget be noted and approved.
- 2) That the Chair of Council write to Tina Veater from Ignyte to suggest using recordings and content of Sidmouth Festivals/events from previous Years to promote interest for our up-and-coming festivals for 2026.
- 3) That the Chair contact the Chair of Chamber of Commerce to reactivate the Tourism Advisory Group (TAG) group.

41 Tourist Information Centre Summary of Activities

Members received an update from the Tourist Information Centre Manager, Tim Shardlow. It was reported that a number of local attractions were reopening in preparation for the Easter holiday period and that ticket sales for festivals and events were progressing well.

It was further noted that plans were being formulated to install new festival signage at all four main entrances to Sidmouth.

RESOLVED: That the report be noted.

42 Strategic Tourism Development (STD) and 'The Fishermen's Sheds & The Ham' TAFF

Members considered a recommendation from the Town Clerk to merge the Strategic Tourism Development (STD) group and 'The Fishermen's Sheds & The Ham' TAFF, in light of the overlap between the two sub-groups. The Chair provided an update on the proposal to bring the two groups together under a single Strategic Tourism Development (STD) Committee structure.

During discussion, Members acknowledged the similarities in scope and objectives of the two groups and considered the potential benefits of a more streamlined and coordinated approach.

RESOLVED:

- 1) That the merge of 'The Fisherman's Sheds and The Ham' TAFF be approved.
- 2) That Cllr Lockyear continued to Chair the merged Working Group.

43 UK Town of Culture 2028 competition

The Vice Chair reported on the submission of Sidmouth to the first round of the national UK Town of Culture 2028 competition, highlighting the town’s strengths in arts, culture, music, heritage and community. It was noted that the bid was considered to be robust, had generated considerable excitement within the town, and had received a positive response to date.

Members discussed the breadth of the Committee’s current work and considered whether a change of name would better reflect its expanded remit, including its involvement in arts and cultural initiatives.

RESOLVED:

- 1) That the report be noted
- 2) That the proposal to change the name of the Committee to Tourism, Economy, Arts and Culture Committee.

44 Festival Updates

Members received an update on behalf of Cllr Bridle regarding the Health and Wellbeing Festival initiative. It was reported that the festival would take place from 12–19 September 2026 and that there had been a positive response from Sidmouth hotels to participate. A further progress report was received from Cllr Walker in respect of the Walking Festival 2026.

RESOLVED:

- 1) That the Committee noted the report from Cllr Walker and thanked him for his work towards the festival.
- 2) That the Committee thanked Cllr Bridle for her work and organisation in relation to the Health and Wellbeing Festival to be held in September.

45 Tourism & Promotion Contract Report

Members received an update of recent promotional activity and Ignyte’s work with Sidmouth Town Council by Tina Veater.

RESOLVED: That the report was noted.

46 Matters Raised by Invited Representatives

Ian Gregory, on behalf of the Chamber of Commerce, provided an update on plans to relaunch the Chamber, including the introduction of a newsletter and an increased programme of networking events. It was reported that the Chamber would support the Sidmouth Christmas lights switch-on, including the provision of street entertainment.

Members were also advised of a planned drive to increase membership and the development of a survey to gather feedback on local events.

47 PART ‘B’

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.

Ignyte Contract Re-negotiation

The renewal of the contract with Ignyte was discussed.

RESOLVED: That the contract be renewed for a period of 1 Year initially in line with Members wishes.

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CHAIR OF THE TOURISM & ECONOMY COMMITTEE

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 11 - February 2026**

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	44,109	45,300	1,191
Cleaning & Office Mtce	134	700	566
Business Rates	3,293	3,200	-93
Photocopier	350	300	-50
Stationery	27	100	73
Telephone	1,093	500	-593
Postage & Packing	3	200	197
Sundries, Provisions, Equipment	454	300	-154
Bank/Credit Card/Shopify Charges	1,208	2,000	792
Purchase of Stamps	0	200	200
Purchase of Publications	2,428	1,900	-528
Purchase of Goods/Souvenirs	182	200	18
	£53,281	£54,900	£1,619

Income

Sale of Stamps	388	500	112
Sale of Publications	3,151	3,500	349
Sale of Souvenirs	594	750	156
Sale of VAT Merchandise	686	600	-86
Sale of Children's Merchandise	165	50	-115
Commission - Sidmouth Folk Festival	3,522	5,000	1,478
Commission - Jazz & Blues Festival	378	0	-378
Sundry Income & Commissions	1,363	500	-863
STC Funding	44,000	44,000	0
	£54,248	£54,900	£652

Total Expenditure	£53,281	£54,900	£1,619
Total Income	£54,248	£54,900	£652
Net Expenditure over Income	-£967	£0	£967

Current/Deposit Bank Accounts £11,359

Sidmouth Tourist Information Centre - Income and Expenditure Report

Month 12 - March 2026

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	50,090	45,300	-4,790
Cleaning & Office Mtce	144	700	556
Business Rates	3,293	3,200	-93
Photocopier	350	300	-50
Stationery	53	100	47
Telephone	1,093	500	-593
Postage & Packing	12	200	188
Sundries, Provisions, Equipment	495	300	-195
Bank/Credit Card/Shopify Charges	1,322	2,000	678
Purchase of Stamps	0	200	200
Purchase of Publications	2,390	1,900	-490
Purchase of Goods/Souvenirs	182	200	18
	£59,424	£54,900	-£4,524
<u>Income</u>			
Sale of Stamps	409	500	91
Sale of Publications	3,303	3,500	197
Sale of Souvenirs	628	750	122
Sale of VAT Merchandise	693	600	-93
Sale of Children's Merchandise	165	50	-115
Commission - Sidmouth Folk Festival	4,532	5,000	468
Commission - Jazz & Blues Festival	378	0	-378
Sundry Income & Commissions	1,369	500	-869
STC Funding	44,000	44,000	0
	£55,478	£54,900	-£578
Total Expenditure	£59,424	£54,900	-£4,524
Total Income	£55,478	£54,900	-£578
Net Expenditure over Income	£3,946	£0	-£3,946

Current/Deposit Bank Accounts

£17,382

Sidmouth Tourist Information Centre - Income and Expenditure Report

Month 1 - April 2026

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	2,606	46,700	44,094
Cleaning & Office Mtce	0	700	700
Business Rates	1,393	3,370	1,977
Photocopier	0	350	350
Stationery	0	150	150
Telephone	365	500	135
Postage & Packing	0	200	200
Sundries, Provisions, Equipment	0	350	350
Bank/Credit Card/Shopify Charges	245	2,500	2,255
Purchase of Stamps	0	200	200
Purchase of Publications	0	2,200	2,200
Purchase of Goods/Souvenirs	0	200	200
	£4,609	£57,420	£52,811
<u>Income</u>			
Sale of Stamps	14	500	486
Sale of Publications	113	4,000	3,887
Sale of Souvenirs	27	750	723
Sale of VAT Merchandise	30	800	770
Sale of Children's Merchandise	0	50	50
Commission - Sidmouth Folk Festival	0	5,000	5,000
Commission - Jazz & Blues Festival	0	500	500
Sundry Income & Commissions	34	600	566
STC Funding	0	45,220	45,220
	£218	£57,420	£57,202
Total Expenditure	£4,609	£57,420	£52,811
Total Income	£218	£57,420	£57,202
Net Expenditure over Income	£4,391	£0	-£4,391

Current/Deposit Bank Accounts £17,686

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			5,994			5,994	£23,977	£24,975	96%
Visit Sidmouth Website Development costs/updates		330	175		605	698	284	520					£2,612	£5,025	52%
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		516	892	90							£1,530	£2,000	77%
Training & Events				1,803						85			£1,888	£1,500	126%
Visitor Survey/Evidence Base Research	190									1,000			£1,190	£500	238%
Net Council Budget	190	362	6,169	4,219	1,497	6,782	284	520	5,994	1,085	0	5,994	£33,097	£50,000	66%
Budget remaining															£16,903

Earmarked Reserve carried forward 24/25
£21,864

Ignyte Sales Income		-1,269	-259	-541	-2,550			-4,336	-561	-2,959	-1,282	-2,909	-£16,666	-£15,000	111%
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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	5,463	4,910	4,278	3,014	3,012	2,795	2,897	2,990	£44,106	£45,300	97%
Other Expenditure	1,755	398	171	406	403	90	2,226	141	63	465	443	191	£6,752	£6,200	109%
Purchase of stock		331	29	374	146	305	594	225	310	188	108	-38	£2,572	£2,100	122%
Sales Visit Sidmouth merch	-50	-102	-147	74	-69	-240	-66	-67	-14		-6	-7	-£694	-£700	99%
Sales stamps, publications, etc	-257	-369	-504	-816	-895	-936	-593	-426	-231	-106	-206	-179	-£5,518	-£6,500	85%
Commission on ticket sales		-1,401	-686	-508	-767	-155				-323	-1,075	-1,010	-£5,925	-£6,300	94%
STC Funding	-10,000		-5,000	-5,000	-5,000		-10,000		-4,000		-5,000		-£44,000	-£44,000	100%
Total	-6,041	2,412	-2,056	-870	-719	3,974	-3,561	2,887	-860	3,019	-2,839	1,947	-£2,707	-£3,900	

Tourism Promotion Budget & Spend 2026/2027

														Spend	2026-27	%
Item	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	to date	Budget	Spent	
Ignyte Service Agreement													£0	£25,175	0%	
Visit Sidmouth Website Software Development costs/updates	3,850												£3,850	£4,975	77%	
Social Media Advertising													£0	£2,000	0%	
Video Production													£0	£2,000	0%	
Visit Sidmouth Merchandise													£0	£0		
Town Map													£0	£6,600	0%	
Promotional Material: Ad Spend, Signs, Editorial													£0	£1,000	0%	
Training & Events													£0	£750	0%	
Visitor Survey/Evidence Base Research													£0	£1,500	0%	
Tourism Branding													£0	£6,000	0%	
Net Council Budget	3,850	0	0	0	0	0	0	0	0	0	0	0	£3,850	£50,000	8%	
Budget remaining															-£46,150	
Earmarked Reserve carried forward 24-26															£35,560	

Ignyte Sales Income

														Spend	2026-27	%
Item	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	to date	Budget		
TIC Salaries	2,606												£2,606	£46,700	6%	
Other Expenditure	2,003												£2,003	£8,120	25%	
Purchase of stock	0												£0	£2,600	0%	
Sales Visit Sidmouth merch	-30												-£30	-£850	4%	
Sales stamps, publications, etc	-188												-£188	-£5,850	3%	
Commission on ticket sales													£0	-£5,500	0%	
STC Funding													£0	-£45,220	0%	
Total	4,391	0	0	0	0	0	0	0	0	0	0	0	£4,391	£0		

SIDMOUTH INFORMATION CENTRE

REPORT TO TOURISM & ECONOMY COMMITTEE

SUMMARY OF ACTIVITIES AND DEVELOPMENTS APRIL-JUNE 2026

On 22 May we started full Summer season opening, Monday-Saturday 10-5pm, Sundays 10-4pm with a footfall since April over 4000 continuing very similar to 2025.

The addition of Tony Wilson to our seasonal staff pool is proving popular, with additional compliments in our visitor book on the premises and services provided.

May was a particularly busy month for our promotion and involvement in events, including Sidmouth Arboretum's "Meet the Trees" event, SeaFest, the 5th Jazz & Blues Festival, Devon County Show, resumption of Stuart Lines cruises from Sidmouth, beach lifeguard services and Connaught Gardens band concerts.

I was pleased to share a platform with our Chair, Vice Chair and Alex Spalding of SW Visitor Economy Hub at the Chamber of Commerce meeting in May with the opportunity to explain what we do, why and how. To my relief, this was the day we received delivery of the 2026 Town Map and distribution is proceeding.

Ticket sales for the Council's Regatta Air Day prize draw started well during the Jazz Festival and will continue at the TIC until August. Further signs of Summer are the return of our Giant Deckchair (with many photo-opportunities) and access matting on Clifton beach, increasing bookings and awareness of the Walking Festival in September and supplies of a new all-Devon map timetable which helps visitors based in Sidmouth explore a wide area without use of private cars.

This month has started with a very well attended East Devon Tourism Network meeting at Rockfish and Salcombe tap house, promoting aspects of Wellness and Accessibility as important factors in visitor choice and the opportunities they present. We hope to see additional visitors using Sidmouth as their accommodation base for short or longer stays in June attracted by their interests in, e.g. the Manor Pavilion Summer Play season, Lyme Regis Fossil Festival and Budleigh Music Festival.

Our major commission revenue has been from ticket sales for Sidmouth's two music festival events now well established on our calendar. 2026 Folk Festival advance ticket sales so far are £36000, which is about two weeks behind last year's comparable figure. I attribute this to the delay in issue of the Taster Programme and release of the second phase of event tickets, which we hope will balance up before July. This year's Jazz & Blues Festival concessionary tickets for EX10 residents produced £6550 sales, a considerable increase on 2025. Although we had no opportunity of selling tickets for SeaFest it is a very popular event with diverse entertainment, celebrations of our environment and local creative work. Informal feedback gained from visitors and residents indicate these events are all of an optimum scale for quality, value and manageability in the venues concerned.

Inevitably we are receiving enquiries about the site works on The Ham and access restrictions around Jacob's Ladder and Connaught Gardens. It is helpful that S.W. Water and EDDC are issuing regular updates on progress and explaining some ongoing problems. This enables us to steer enquiries in a positive way with advice on alternatives and reassurances where appropriate.

It is always pleasing to read positive publicity in the local Press and Sidmouth Herald on May 15 printed a full-page letter of appreciation titled "Our half-Century love affair with this special seaside happy place" with praise for many local businesses and the town in general. Additional celebrity endorsement has come from Jeremy Vine recently promoting his new novel with a local setting "Turn the Dial for Death".

While Sidmouth's established qualities and amenities are enjoyed by many returning visitors, each year we meet those experiencing it for the first time with delight. We can also hope for future opportunities such as use of the Market Hall building and a prospective "mobile" sauna at Port Royal.

Tim Shardlow - Information Centre Manager 9/6/2026