



SIDMOUTH TOWN COUNCIL

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16 September 2026

To: All Members of the **Tourism, Economy, Arts and Culture Committee**
(Cllrs: Edward Willis Fleming, Ian Barlow, Francetta Bridle, Jo Dodds, Paul Dodds, Chris Lockyear, John Loudoun, Hilary Nelson, Rachel Perram, 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, Arts and Culture Committee Wednesday 23 September 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, Arts and Culture Committee meeting held on Wednesday, 17 June 2026 | 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 are no items which the Clerk recommends should be dealt with in this way.
- 6 **Tourism & Promotion Finance Report** 7-12
To receive the Tourism & Promotion Finance Report & 'Visit Sidmouth' sales merchandise for May 2026-July 2026.
To delegate authority to the Chair and Vice Chair of the Committee, together with the member for finance to review probable requirements for the year 2027/8.
- 7 **Tourist Information Centre Summary of Activities** 13
To receive a summary update from the manager of the Tourist Information Centre
- 8 **South West Visitor Economy Data Report** Report attached to email
To note the Q2 2026 Report of the South West Visitor Economy Hub.
- 9 **Strategic Tourism Development (STD)**
To receive an update from the Chair as necessary, to include Highways updates and projects.
- 10 **Festival Updates**
To receive an update from the Chair on the following:
Sidmouth Folk Festival
Sidmouth Jazz & Blues Festival
Sidmouth Regatta
Sidmouth Health and Wellbeing Week
Sidmouth and East Devon Walking Festival
Sidmouth's Festival of Flags
- 11 **Tourism & Promotion Contract Report** Report attached to email
A written update of recent promotional activity and Ignyte's work with Sidmouth Town Council by Tina Veater.
- 12 **Review of Tourism Promotion Contract**
To appoint a sub-group to review the current Tourism Promotion Contract, including the provision of a town website and social media, and to report back to December's meeting with potential options for review.

- | | | |
|----|---|---|
| 13 | <p>Proposed redevelopment of Kings Down Tail Caravan and Camping Park</p> <p>To consider the potential impact of the proposed redevelopment of Kings Down Tail Caravan and Camping Park Salcombe Regis (26/0665/MFUL) on tourism and the local economy in Sidmouth, and to provide the Committee's views to the Planning Committee. The proposal includes the installation of 59 bases for static caravans with decking, together with a spa/gym and reception and associated works. Members are asked to consider the potential positive and negative implications of the proposed change in the nature of the holiday accommodation, including its effect on Sidmouth's tourism offer, visitor profile, length and type of stays, and potential economic benefits to local businesses.</p> | <p>Plans:
14-17
Design &
Access
Statement
attached
to email</p> |
| 14 | <p>Matters Raised by Invited Representatives</p> <p>To consider any other items or matters to be raised by representatives.</p> | |

**Minutes of a Meeting of Sidmouth Town Council's
Tourism, Economy, Arts and Culture Committee
held in the Council Chamber, Woolcombe House, Sidmouth
on Wednesday 17 June 2026 at 6.30pm**

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

Invited Reps: Tim Shardlow (TIC Manager)
Ian Gregory (Chamber of Commerce)
Freddie Ziegler (Salcombe Brewery)
Tina Veater (Ignyte)
Kerrera Kingman (Ignyte)

Apologies : John Loudoun
John Nicholson

The meeting started at 6.30pm and finished at 8.55pm

PART 'A'

48 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Wednesday 25 March 2026 were signed and approved as a true and accurate record.

49 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Rachel Perram	6	Personal	Stayed in the meeting for the duration of item discussion	Daughter works at the Salcombe Brewery Tap House
Ian Barlow	12	Personal	Stayed in the meeting for the duration of item discussion	Is a Trustee of Sidmouth School of Art

50 Matters of urgency and report

There were no matters of urgency reported.

51 Salcombe Brewery Introduction

Freddie Ziegler of Salcombe Brewery gave an overview of the Brewery and newly opened Salcombe Tap House in the town. He reported that the first month of trading had been very positive since opening. He explained that the brewery was keen to become an active part of the local community and would be pleased to support future festivals and community initiatives. In response to the increased demand anticipated during the Folk Festival, the brewery had also arranged for an additional four toilet facilities.

RESOLVED: That the Salcombe Brewery presentation be noted.

52 Tourism & Promotion Finance Report

The Vice Chair presented the Tourism & Promotion Finance Report for the period February to April 2026. The report showed an underspend of £16,903 for the 2025/26 financial year, which had been transferred to the Tourism Promotion Earmarked Reserve (EMR). It was noted that there would likely be significant spend in the current financial year meaning that the EMR would be used correctly and as intended.

RESOLVED: That the Finance report be noted.

53 Tourist Information Centre Summary of Activities

Members received an update from the Tourist Information Centre Manager, Tim Shardlow. It was reported that the Centre had recorded approximately 4,000 visitors since April, with footfall remaining broadly in line with the corresponding period in 2025.

RESOLVED: That the report be noted.

54 Visit Sidmouth Website

Tina Veater of Ignyte presented a new content curation concept for the Visit Sidmouth website. Members reviewed the proposed design concepts, which had been developed to refresh the website following almost seven years of operation. The redesign aimed to provide a more modern user experience, improve functionality across mobile devices, and better engage a younger target audience.

The Chair also introduced a proposed 'Big 5' feature, under which Ignyte would interview and film 12 well-known Sidmouth residents, each sharing their five favourite things to do in Sidmouth. One video would be released each month, providing fresh, locally inspired content to promote the town and encourage repeat visits to the website.

RESOLVED:

1) That the proposed website design concepts be approved and Ignyte be authorised to proceed with the development of the new designs.

2) That Ignyte liaise with the Chair of the Committee to agree a shortlist of local residents to be interviewed for the monthly 'Big 5' feature.

55 Strategic Tourism Development Sub Group (STDSG)

The Chair gave an update to Members on the meetings to date of the sub group of the Resources Working Group. This included proposals to utilise Section 106 (S106) funding to support future projects, including the Esplanade crossing.

RESOLVED: That the Strategic Tourism Development Sub Group (STDSG) report be noted.

56 South West Water

Councillor Lockyear reported to Members on the progress of the South West Water project at the Ham. He reported that the project had met its key milestones, with the new storage tank

due to be fully operational by the end of the month. The Ham would also be cleared in time for the Folk Festival.

Members were advised that the final phase of the project would commence in the autumn, after which Sidmouth would become one of only two towns in the area to benefit from a fully modernised wastewater system. The improvements were expected to have a positive impact on bathing water quality. Members welcomed the progress made, describing it as a positive news story and discussed how the successful completion of the project could be communicated to the public.

Members also discussed continued support for local Citizen Scientists already working with the Council's Environment Committee to provide ongoing testing kits through the Summer season.

RESOLVED that:

- 1) The report be noted.
- 2) Councillor Lockyear be congratulated on the use of his expertise, commitment and dedication to the project, which had been instrumental in securing South West Water's agreement to undertake the improvement works.
- 3) The Council continue to support local Citizen Scientists to do regular independent water quality testing throughout the summer bathing season.
- 4) Councillor Lockyear work with South West Water to prepare a joint press release outlining the sewage infrastructure improvements that have taken place in Sidmouth. The press release should also confirm that Citizen Scientists will continue to undertake independent water quality testing throughout the bathing season and share the results with the Environment Agency. The local Citizen Scientists may also publish the results for the public as they consider appropriate.

57 Festival Updates

Members received an update from Councillor Bridle on the proposed Health and Wellbeing Festival. It was reported that the festival would take place from 12 to 19 September 2026 and had received a positive response from Sidmouth hotels and a range of local health and wellbeing providers wishing to participate. Members were invited to consider a request for £1,500 in funding to support the delivery of the festival including a social media campaign.

Members were asked to consider a request from the Sidmouth School of Art ,the organisers of the Sidmouth Festival of Flags, for funding of £1,400 towards this year's festival. The funding would be used to purchase fabric for new bunting and undertake repairs to a number of flags in advance of the festival, which was due to commence on 14 July 2026.

RESOLVED that:

- 1) The Committee agreed to the request for funding of £1,500 for the health and Wellbeing Festival.
- 2) That the Committee award £800 to the Festival of the Flags to assist with the installation and removal of the flags. It was also agreed that the organisers be advised to submit future funding requests for the annual festival through the Council's annual grants application process.

58 Signage and Banners Project

The Chair updated Members on discussions with Devon County Council regarding the installation of banners on street lighting columns in Sidmouth. Members were advised that the proposed mounting system would not be approved in principle, as it did not meet the County Council's requirements for wind loading. Any future proposal would need to use an

approved mounting system and be supported by structural assessments of the lighting columns. Members noted that a formal application would be required should the Town Council wish to pursue the installation of banners.

RESOLVED that:

- 1) The report be noted.
- 2) The Chair contact Councillor Denise Bickley to help organise a meeting with an appropriate officer from Devon County Council to progress the project.

59 EDDC Street Traders' Licences

Members revisited the discussion on restrictions on street trading and the existing pedestrianised areas of Old Fore Street, New Street, Market Place and Church Street. During the discussion, Members expressed the view that, should Street Traders' Licences be introduced, the Town Council should have greater control over the types of traders permitted to operate and the hours during which trading takes place.

RESOLVED: That the Town Clerk contacts the relevant authorities to assist in developing a map identifying the areas where traders would be permitted to operate.

60 Tourism & Promotion Contract Report

Members received an update from Tina Veater from Ignyte detailing the ongoing tourism promotion and recent social media activity.

RESOLVED: That the report be noted.

61 Matters Raised by Invited Representatives

Ian Gregory would provide an update to the Chair after the Chamber had next met.

Chair of the Tourism, Economy, Arts and Culture
Committee

Sidmouth Tourist Information Centre - Income and Expenditure Report

Month 2 - May 2026

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	5,527	46,700	41,173
Cleaning & Office Mtce	157	700	543
Business Rates	1,393	3,370	1,977
Photocopier	88	350	262
Stationery	0	150	150
Telephone	365	500	135
Postage & Packing	6	200	194
Sundries, Provisions, Equipment	12	350	338
Bank/Credit Card/Shopify Charges	355	2,500	2,145
Purchase of Stamps	0	200	200
Purchase of Publications	81	2,200	2,119
Purchase of Goods/Souvenirs	0	200	200
	£7,984	£57,420	£49,436
<u>Income</u>			
Sale of Stamps	39	500	461
Sale of Publications	342	4,000	3,658
Sale of Souvenirs	53	750	697
Sale of VAT Merchandise	48	800	752
Sale of Children's Merchandise	4	50	46
Commission - Sidmouth Folk Festival	256	5,000	4,744
Commission - Jazz & Blues Festival	0	500	500
Sundry Income & Commissions	98	600	502
STC Funding	5,220	45,220	40,000
	£6,060	£57,420	£51,360
Total Expenditure	£7,984	£57,420	£49,436
Total Income	£6,060	£57,420	£51,360
Net Expenditure over Income	£1,924	£0	-£1,924

Current/Deposit Bank Accounts £14,659

Sidmouth Tourist Information Centre - Income and Expenditure Report

Month 3 - June 2026

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	10,311	46,700	36,389
Cleaning & Office Mtce	157	700	543
Business Rates	1,393	3,370	1,977
Photocopier	88	350	262
Stationery	9	150	141
Telephone	365	500	135
Postage & Packing	6	200	194
Sundries, Provisions, Equipment	25	350	325
Bank/Credit Card/Shopify Charges	462	2,500	2,038
Purchase of Stamps	0	200	200
Purchase of Publications	424	2,200	1,776
Purchase of Goods/Souvenirs	0	200	200
	£13,240	£57,420	£44,180
<u>Income</u>			
Sale of Stamps	65	500	435
Sale of Publications	733	4,000	3,267
Sale of Souvenirs	164	750	586
Sale of VAT Merchandise	93	800	707
Sale of Children's Merchandise	12	50	38
Commission - Sidmouth Folk Festival	587	5,000	4,413
Commission - Jazz & Blues Festival	546	500	-46
Sundry Income & Commissions	238	600	362
STC Funding	15,220	45,220	30,000
	£17,658	£57,420	£39,762
Total Expenditure	£13,240	£57,420	£44,180
Total Income	£17,658	£57,420	£39,762
Net Expenditure over Income	-£4,418	£0	£4,418

Current/Deposit Bank Accounts

£14,913

Sidmouth Tourist Information Centre - Income and Expenditure Report

Month 4 - July 2026

	Actual Year to Date	Current Annual Budget	Budget Balance
<u>Expenditure</u>			
Salaries	15,545	46,700	31,155
Cleaning & Office Mtce	157	700	543
Business Rates	1,393	3,370	1,977
Photocopier	88	350	262
Stationery	9	150	141
Telephone	524	500	-24
Postage & Packing	6	200	194
Sundries, Provisions, Equipment	25	350	325
Bank/Credit Card/Shopify Charges	606	2,500	1,894
Purchase of Stamps	0	200	200
Purchase of Publications	424	2,200	1,776
Purchase of Goods/Souvenirs	0	200	200
	£18,777	£57,420	£38,643
<u>Income</u>			
Sale of Stamps	95	500	405
Sale of Publications	993	4,000	3,007
Sale of Souvenirs	196	750	554
Sale of VAT Merchandise	183	800	617
Sale of Children's Merchandise	12	50	38
Commission - Sidmouth Folk Festival	587	5,000	4,413
Commission - Jazz & Blues Festival	546	500	-46
Sundry Income & Commissions	935	600	-335
STC Funding	20,220	45,220	25,000
	£23,767	£57,420	£33,653
Total Expenditure	£18,777	£57,420	£38,643
Total Income	£23,767	£57,420	£33,653
Net Expenditure over Income	-£4,990	£0	£4,990

Current/Deposit Bank Accounts

£18,069

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		6,294	10,252									£20,396	£4,975	410%	
Social Media Advertising													£0	£2,000	0%	
Video Production													£0	£2,000	0%	
Visit Sidmouth Merchandise													£0	£0		
Town Map		2,024	6,416										£8,440	£6,600	128%	
Promotional Material: Ad Spend, Signs, Editorial													£0	£1,000	0%	
Training & Events				800									£800	£750	107%	
Visitor Survey/Evidence Base Research													£0	£1,500	0%	
Tourism Branding	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	0	£29,636	59%	
Net Council Budget	3,850	2,024	12,710	11,052	0	0	0	0	0	0	0	0	£29,636	£50,000	59%	
Budget remaining														-£20,364		
															Under/over spend will transfer to/from EMR at Year End	
Earmarked Reserve carried forward														£35,560		
Ignyte Sales Income		-564											-£564	-£15,000	4%	
Tourism Information Centre 2026/2027																
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	2,921	4,784	5,234									£15,545	£46,700	33%	
Other Expenditure	2,003	373	107	303									£2,786	£8,120	34%	
Purchase of stock	0	81	343	0									£424	£2,600	16%	
Sales Visit Sidmouth merch	-30	-22	-53	-90									-£195	-£850	23%	
Sales stamps, publications, etc	-188	-344	-668	-1,019									-£2,219	-£5,850	38%	
Commission on ticket sales	0	-256	-877	0								✔	-£1,133	-£5,500	21%	
STC Funding	0	-5,220	-10,000	-5,000		✔	✔	✔	✔	✔	✔	✔	-£20,220	-£45,220	45%	
Total	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	0	-£5,012	£0	

Visit Sidmouth Merchandise - Sales 2026-27

Product - Sales	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2026-27 Sales to date	2026-27 Sales Income	Total 2022 -23 Sales	Total 2023 -24 Sales	Total 2024 -25 Sales	Total 2025 -26 Sales
Coffee Cup													0	£0.00	12	9	4	11
Vacuum Flask				1									1	£12.50	11	2	5	4
Plastic drinks bottle				1									1	£6.87	9	6	7	6
Jute bags			4										4	£25.00	40	18	32	32
<i>Price change July 2024</i>																		
Umbrella	1			1									2	£25.00	2	5	7	3
Adults cap	1	1	1	3									6	£60.00	14	20	14	22
Polo Shirts			1										1	£20.00	8	9	10	13
Tea Towels	3	1		7									11	£77.99			16	41
Children's cap		1											1	£8.00	6	2	2	12
Children's T-Shirts													0	£0.00		3	1	8
	5	3	6	13	0	0	0	0	0	0	0	0	27	£235.36	102	74	98	152

**SIDMOUTH INFORMATION CENTRE
REPORT TO TOURISM AND ECONOMY COMMITTEE 23rd SEPTEMBER 2026
SUMMARY OF ACTIVITIES AND DEVELOPMENTS JULY-SEPTEMBER 2026**

As expected, the Summer months have been full of activity with extra seasonal interest generated by events including the Folk Festival, Air Day /Regatta, Walking Festival, Classic Car Show, Manor Pavilion play season, Town Band concerts, Cricket matches and Art installations. Many of these attractions are featured in a new range of lettercards we have commissioned for sale and our footfall of 9466 for the period (including 478 overseas visitors) is a 5% increase compared with last year.

Our Visitors book reflects appreciation of Sidmouth's qualities and our services. We are surprised by so many who had not previously visited Sidmouth and are pleased to hear their delight at the experience which we hope they will share with others.

Sales of Folk Festival tickets over £50,000 remains the major source of commission, despite very late delivery of programmes. We are aware that many season tickets are sold online well in advance of any announcement of the artists appearing, showing the continuing visitor loyalty for this event. Hot dry weather contributed to enjoyment of events, especially outdoor venues and more recent rain has enabled recovery of our gardens and open spaces. Use of The Ham by the Festival and Regatta weekend was enabled by SW Water keeping to work schedule and installing temporary rubber matting and we look forward to see the returfing progress. We have found visitors accepting the difficulties regarding Jacob's Ladder and the Undercliff walkway with understanding.

Although the mixture of weather at Bank Holiday weekend disrupted the Air Day and Regatta programmes our stand on the Esplanade with information, merchandise and selling tickets for the Council's Prize Draw was extremely busy. Another "outreach" event was the Chamber of Commerce's Classic Car Show where our stand was well located and popular. This year our gazebo was welcome shade rather than protection from wind and rain!

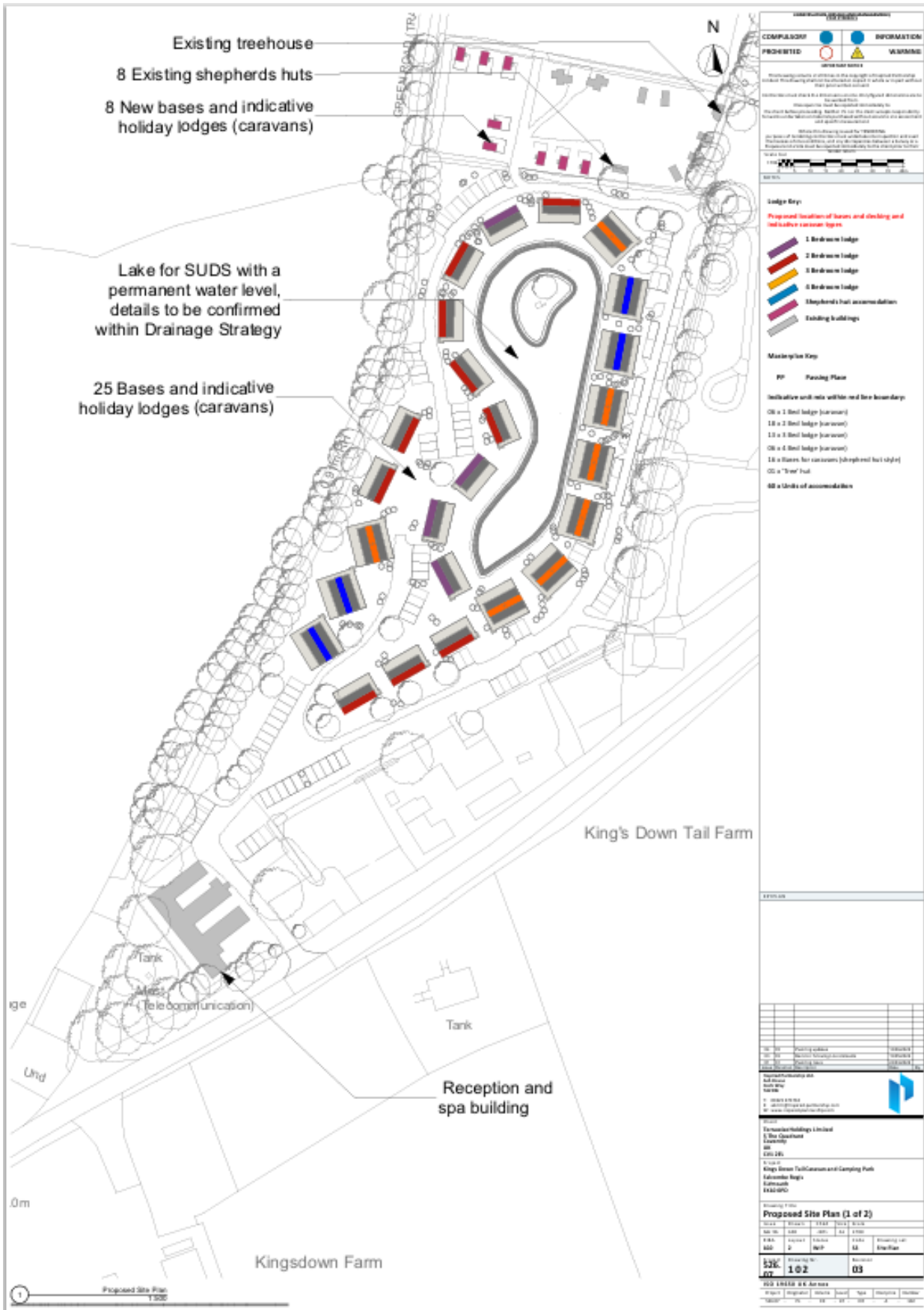
We are now in the course of Sidmouth Walking Festival, managing the bookings for 25 events with over 400 places reserved so far. This Summer was also notable for the Solar Eclipse which generated more visitor interest than the Observatory could accommodate. Fortunately, it was a fine and clear evening for viewing.

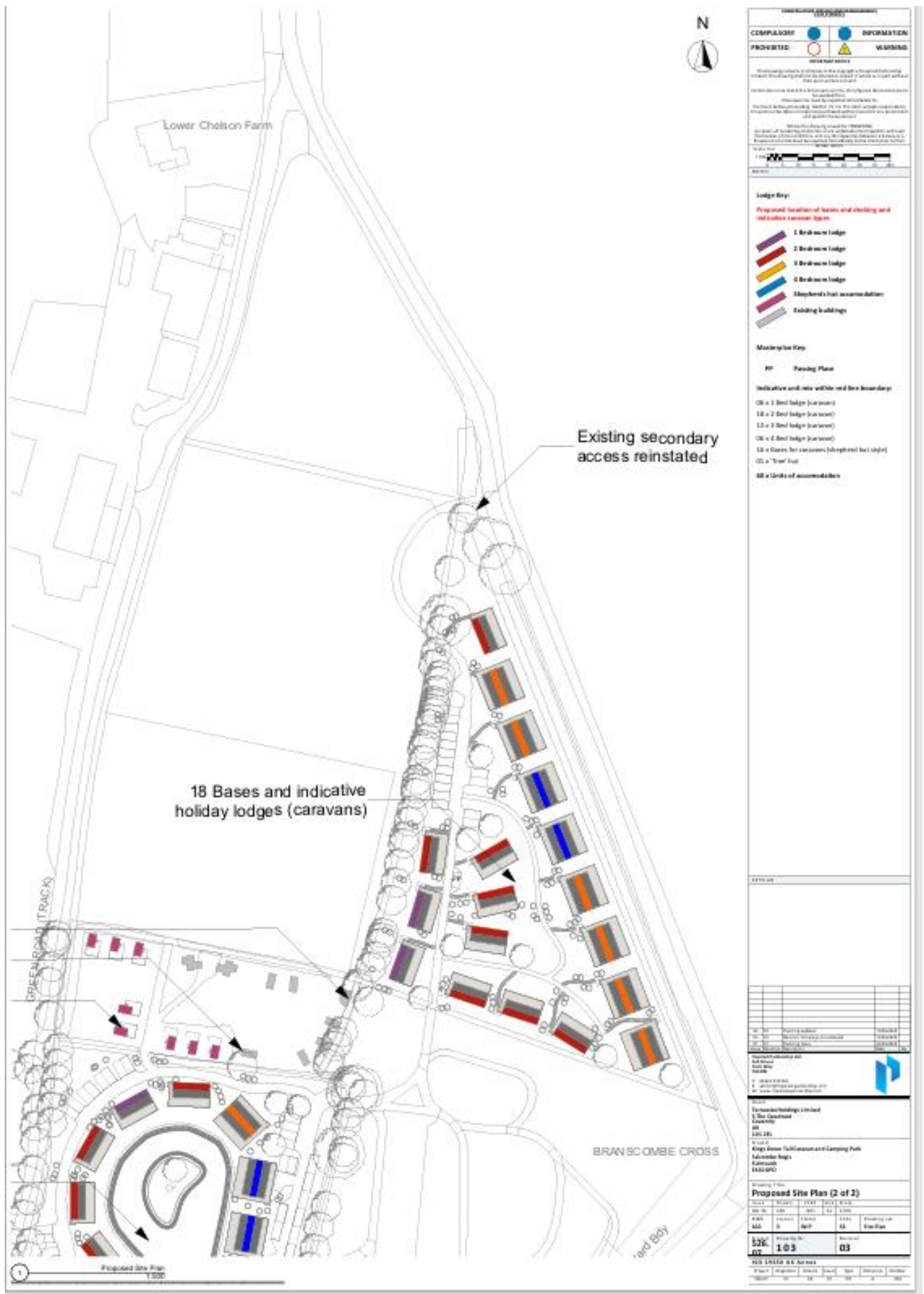
Looking ahead we will be supporting publicity for Sidmouth Carnival, Science Festival in October and other local business run-up to the Festive season. We hope the Market Hall building will prove a valuable and prominent display space for future uses. While there is some uncertainty on proposals for re-organisation of local government tiers and implementation of a Visitor Levy/" Tourist Tax" our team remains enthusiastic to promote Sidmouth's distinctive assets to visitors and residents.

Our office opening reduces to 6 days per week from the end of September, by which time we hope to receive delivery of the long-awaited and much-requested East Devon bus timetables!

Tim Shardlow

Information Centre Manager 13/9/2026





[illegible]

[illegible]