

**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
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 Salcombe 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 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.

59 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.

60 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 contact the relevant authorities to assist in developing a map identifying the areas where traders would be permitted to operate.

61 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.

62 Matters Raised by Invited Representatives

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

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CHAIR OF THE TOURISM & ECONOMY COMMITTEE