

## **Agenda for Arts and Culture Forum Wednesday, 26th November, 2025, 10.00 am**

### **Members of Arts and Culture Forum**

R Doorbar, O Davey, P Fernley, N Hookway, V Johns, Sneller,  
I Barlow, S Gazzard, C Buchan, P Faithfull, M Hall, S Jackson,  
J Price and L Wakefield

**Venue:** Online

**Contact:** Alethea Thompson;

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(or group number 01395 517546)

Tuesday, 18 November 2025



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**[www.eastdevon.gov.uk](http://www.eastdevon.gov.uk)**

### **Meeting of the Arts and Culture Forum**

- 1 Public speaking

Information on [public speaking is available online](#)

- 2 Minutes of the previous meeting (Pages 3 - 7)

- 3 Apologies

- 4 Declarations of interest

Guidance is available online to Councillors and co-opted members on making [declarations of interest](#)

- 5 Arts Council England presentation (Pages 8 - 16)

- 6 Villages in Action presentation (Pages 17 - 22)

- 7 Museums Development South West presentation (Pages 23 - 29)

- 8 Screen Devon presentation (Pages 30 - 42)

- 9 East Devon Cultural Strategy progress and budget request (Pages 43 - 61)

- 10 Thelma Hulbert Gallery update (Pages 62 - 66)

Under the Openness of Local Government Bodies Regulations 2014, any members of the public are now allowed to take photographs, film and audio record the proceedings and report on all public meetings (including on social media). No prior notification is needed but it would be helpful if you could let the democratic services team know you plan to film or record so that any necessary arrangements can be made to provide reasonable facilities for you to report on meetings. This permission does not extend to private meetings or parts of

meetings which are not open to the public. You should take all recording and photography equipment with you if a public meeting moves into a session which is not open to the public.

If you are recording the meeting, you are asked to act in a reasonable manner and not disrupt the conduct of meetings for example by using intrusive lighting, flash photography or asking people to repeat statements for the benefit of the recording. You may not make an oral commentary during the meeting. The Chairman has the power to control public recording and/or reporting so it does not disrupt the meeting.

Members of the public exercising their right to speak during Public Question Time will be recorded.

[Decision making and equalities](#)

**For a copy of this agenda in large print, please contact the Democratic Services Team on 01395 517546**

**EAST DEVON DISTRICT COUNCIL****Minutes of the meeting of Arts and Culture Forum held at Online via the Zoom app on 16 April 2025****Attendance list at end of document**

The meeting started at 10.00 am and ended at 12.20 pm

**21 Public speaking**

There were no members of the public registered to speak.

**22 Minutes of the previous meeting**

The minutes of the meeting held on 6 November 2024 were agreed.

**23 Declarations of interest**

5. Year 3 Cultural Programme.

Councillor Ian Barlow, Affects Non-registerable Interest, Director of Sidmouth School of Art.

5. Year 3 Cultural Programme.

Councillor Vicky Johns, Affects Non-registerable Interest, Works for an arts based charity in Sidmouth.

**24 Year 3 Cultural Programme**

The Cultural Producer's presentation and report provided a summary of the third year of the UK Shared Prosperity Fund (UK SPF) Cultural Programme, from April 2024 to March 2025. This three-year funded programme was helping to both support the delivery of East Devon's Cultural Strategy 2022-2031 as well as deliver funding into the district's diverse and distinctive creative communities and help to support their activities and events. The three-year cultural programme was now complete, and a fourth year had been agreed in principle, with total funding of £37,985 toward Creative East Devon Fund (£20,985), ACED network (£2,000), Screen Devon (£10,000) and Villages in Action (£5,000).

The total year three budget allocation for the Cultural Programme in 2024/25 was £52,000. During this year it predominantly focussed on two activities: the continued support for and development of the Arts and Culture East Devon (ACED) network through meetings and training, and continued delivery of the Creative East Devon Fund grant scheme. Funding was also designated to support the new initiative Screen Devon. Other activities during 2024/25 included grants for museums and the cultural tourism map. It was noted that funding for a continued Cultural Programme beyond March 2026 remained uncertain.

The Cultural Producer was thanked for her comprehensive report and presentation and members agreed that she was pivotal in delivering the work of the Cultural Strategy.

**RESOLVED:** that the Arts and Culture Forum endorses the report and the successful delivery of the third year of the UK Shared Prosperity Fun Cultural Programme.

## 25 **Villages in Action**

The Forum received a presentation from Mair George, Creative Director, Villages in Action detailing the work of Villages in Action (VIA) and how this related to the East Devon Cultural Strategy. The presentation outlined the success of VIA and the 56 performances that had taken place in East Devon, including box office income, audience and participant attendees, community fundraising and the number of paid artists. Funding had also been received from Heritage Lottery and Arts Council England.

Activities for 2025-26 were the recruitment of the East Devon network lead, which the uplift received from EDDC had enabled, a summer performance programme and From Devon with Love (First Steps Touring) bursary.

The Forum discussed the importance on collaborations with other organisations, as well as the accessibility of the venues. Cultural activity was a huge benefit to people's health and wellbeing and should be available to all. It was noted that 21% of people had been able to walk to the events. The importance of promoters was highlighted as VIA relied on volunteers within communities.

The Creative Director was thanked for her interesting presentation, the excellent community networking that took place and also for including the EDDC logo on the VIA website. It was suggested that VIA could use the EDDC Residents Newsletter for publicity of their events.

## 26 **South West Museums Development**

Representatives from South West Museums Development (MDSW) had given their apologies for the meeting, but the Forum noted the report contained within the agenda papers detailing the work of MDSW and how this related to the East Devon Cultural Strategy.

## 27 **Screen Devon**

The Arts and Culture Forum received a presentation from Claire Horrocks, Manager of Screen Devon, who had been in post since January 2025.

Screen Devon had been working hard to establish themselves and to make Devon more film friendly. They had been working on logging infrastructure, understanding workforce capacity, identifying skills gaps and informing a new programme of skill development. Screen Devon intended to track the economic impact from screen productions in the region, as well as nurture and support Devon's creative industries and identify where there were gaps. By aligning cultural strategies across the county local authorities could work towards shared goals and ensure they did not miss opportunities to collaborate, benefit and grow, putting Devon on the map and building a strategy to become recognised as a world class destination.

Screen Devon collaborated with Exmouth Film Festival to deliver a pop-up industry event. The session included an industry guest speaker, information on Screen Devon and its role in the region, and networking. Seven enterprises and five organisations from within East Devon were supported.



The presentation outlined post event outreach and targets for 2025-26. These included Screen Devon acting as a simple one-stop point of contact to make life easy for visiting productions and providing a process for simple Devon-wide permits. Screen Devon would help to broker new locations and manage a private directory.

The Forum agreed that collaborations were extremely important and that the more all involved worked together the better. There would be economic benefits from the ripple effect of screen tourism. Screen Devon was a significant initiative bringing investment into the area. It was noted that recent filming in Beer brought £700,000 to the local economy and approximately 40% of this figure would have gone directly to East Devon businesses.

The Screen Devon Manager thanked EDDC for its continued support and investment and committed to hosting another event with an East Devon based provider. On behalf of the Forum the Chair thanked the Manager of Screen Devon for her presentation and congratulated her on year one.

## 28 **Manor Pavilion Theatre**

The Arts and Culture Forum received a presentation from the Manor Pavilion Theatre Manager on the previous and forthcoming twelve months at the Manor Pavilion Theatre.

The presentation included information on theatre usage, where customers were coming from, and the Sidmouth Summer Play Festival. Ticket sales and bar sales had seen a year-on-year increase until covid. This post covid recovery trend had continued, despite the theatre closure in January and February 2024 for building work. It was noted that art investment contributed up to £4 to the local economy for every £1 spent by a local authority.

The Big Survey was conducted in December 2024, with 656 people completing the anonymous survey. The results revealed a friendliness score of 9.4 out of 10, and respondents highly likely to recommend the theatre to a friend. The survey confirmed that the right types of performances were being put on and justified having a summer play festival, with it being the most popular fixture and having the most mentions and being the most attended. It also revealed what people's favourite shows were and what they would like to see more of. Constructive criticism highlighted the need for more online advertising and a greater social media presence, more matinees requested, and local transport infrastructure impacting attendance.

Looking to the future the Manor Pavilion Theatre would take the feedback from the Big Survey to help it grow and improve. The Play Season would continue and be developed. There would be new comedy nights and more contemporary drama, as requested by the public. Long standing relationships with local societies would continue and youth theatre would be supported.

It was noted that refurbishment of the theatre would take place in early 2026, with redecoration of the auditorium, a new carpet and the seating being replaced. A capital budget of £260,000 had been provided by EDDC.

On behalf of the Forum the Chair thanked the Manor Pavilion Theatre Manager for his presentation. The Forum agreed that the Theatre was a fantastic asset to East Devon and were pleased to see the venue go from strength to strength. The Manager and his team were congratulated for the remarkable covid recovery.

## 29 **East Devon events update**

The StreetScene Events Officer introduced herself and explained that the events team (two officers) managed the hiring out of StreetScene and car parks land to those who want to put on events across the district. In addition to this they:

- Hosted a maximum of six weddings on EDDC land at Connaught Gardens, Sidmouth, where they acted as venue manager.
- Granted filming and photography permissions.
- Administered fitness licences.
- Provided administration for the Safety Advisory Group.
- Managed the Sidmouth Folk Festival Seafront Traders.
- Provided support to town and parish councils.

The Events Officer outlined the numbers of days and events that had taken place over the last few years, with the majority taking place in Exmouth. A wide variety of events were approved, from regular town band performances to larger scale festivals. 2025 was fully booked for weddings, with only one slot available in 2026. The team were extremely busy, but it was hard to predict the number of future events as only six weeks' notice was required for low level events. If it was not possible to hold an event on Council land organisers would be signposted to other locations within East Devon in order to support the district-wide economy.

The events officers were part of the national Local Authority Event Organisers Group, which allowed for benchmarking and collaborative working with other events officers across the country.

It was noted that the Events Strategy and Policy, approved in March 2021 needed updating to reflect the Cultural Strategy and the Tourism Strategy.

In response to questions from members the Events Officer explained how event safety was assessed and the measures that were taken to support event organisers. She was thanked by members of the Forum for the fantastic job the team were doing.

### **Attendance List**

#### **EDDC Councillors present:**

O Davey  
P Fernley  
N Hookway  
V Johns

#### **Town Representatives**

R Doorbar, Budleigh Salterton Town Council  
C Buchan, Cranbrook Town Council  
I Barlow, Sidmouth Town Council

**Officers in attendance:**

Charles Plowden, Assistant Director Countryside and Leisure  
Graham Whitlock, Theatre and Arts Centre Manager (Manor Pavilion Theatre)  
Sarah Jenkins, Democratic Services Officer  
Alethea Thompson, Democratic Services Officer  
Caitlin Davey, Events Officer  
Sarah Elghady, Cultural Producer

**Also Present**

Mair George, Villages in Action  
Claire Horrocks, Screen Devon  
Jack Price, Axminster Town Council

**Apologies:**

J Brown, Honiton Town Council  
J Farrow, Axminster Town Council  
P Faithfull  
Jo Cairns, South West Museums Development  
Vic Harding, South West Museums Development

Chair .....

Date: .....

# Arts Council England



# About Arts Council England

- WE ARE THE NATIONAL DEVELOPMENT AGENCY FOR CREATIVITY AND CULTURE
- Nine offices, headquartered in Manchester
- £843 million total income for 2024/25
- Arm's-length body accountable to the Department for Digital, Culture, Media & Sport (DCMS)
- Distributor of National Lottery funds



# Our strategy – Let's Create



# Our ten year strategy – Let's Create

- The vision: by 2030, England will be a place where everyone has a chance to unlock their own creativity, and have access to a wide range of high quality cultural experiences.
- It's built around three outcomes...Creative People, Cultural Communities, and a Creative and Cultural Country
- ...and four Investment Principles: Ambition & Quality, Inclusion & Relevance, Dynamism and Environmental Responsibility





- 
- Our work in the south west: advocacy, investment, development





## What we do - investment

- We invested £74 million in arts and culture in south west England in 2024/25:
  - The National Portfolio – about **£36.6 million**
  - Arts Council National Lottery Project Grants – about **£12.4 million** a year
  - Music Education Hubs – about **£12.9 million**
  - Strategic Funds (includes, for example, Developing Your Creative Practice, Elevate, Capital etc) – £11 million in this particular year, but **can vary enormously**

## What we do - development

- We offer expertise, advice and strategic interventions
- The SW team holds 22 artform and thematic specialisms, from dance to philanthropy, from international work to creative health.
- To support development in the cultural sector we offer a range of funding pots.



## What we do - advocacy

- Intrinsic value
- Economy
- Health
- Education



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# Any questions?

- <https://www.artscouncil.org.uk>

06/16



Rifco Arts: Britain's Got Bhangra  
Photo © David Fisher

**Arts and Culture Forum**

# **Villages in Action**

**East Devon  
November 2025**



**Mair George - Creative Director**  
**mair@villagesinaction.co.uk**



# PRESENT: Performance programme



age 18

Audiences: 254  
Artists engaged: 7  
Volunteers: 18  
Volunteer hours: 63



## CULTIVATE: Participation programme



Participants: 105  
Volunteers: 17  
Volunteer hours: 38



Hosts/partners: B! Health & Fitness Honiton, Sid Valley Memory Cafe, Honiton Memory Cafe, Domiciliary Care, Trip Befriending Group



“

# Audience & partner feedback

*Very original, and interactive with the audience and very funny*

Some of our friends are not in a good place at the moment on their journey through dementia, today I saw them arrive with the weight of the world on their shoulders then as the musicians played the faces lifted, the shoulders relaxed and they became completely focussed in the moment. It was joyous to witness and to see folk leaving chatting away with smiles on their faces and a spring in their steps.

I am always bowled over by the magical atmosphere that happens when we bring young people together with those living with dementia; today the performers had the rapt attention of everyone in the room and it was obvious to us all that they were having a ball too so win win all the way around!

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Thank you for arranging it all for us  
surprising sides to people I know in the village

It was fun and fast paced and involved a lot of audience participation which worked really well in our small community setting.

*the pub makes a great venue for small shows and it is good to connect with people at the bar*

*I am so great full (sic) for Villages in Action, and the people they bring to our village. It's great to have the activity, and to do something different, regardless, it's always good to see neighbours and friends!*

”



# [Agri] Culture Network Gathering

Axminster



Attendees: Lemon Plaice, The Tiffin Box, Exmouth Altogether, Membury, Farway, Yarcombe, Axminster community reps, Jam on Top Theatre Co, Honiton Millennium Green, Blackdown Support Group, The Cow and Bean, freelance artists and local promoters

# Coming up...

to book go to [villagesinaction.co.uk](https://villagesinaction.co.uk)



Noone is Listening (A Ghost Story) by Vic Llewellyn

Sun 23 November, 7.30pm | Stockland Village Hall  
Thurs 27 November, 7.30pm | Manor Pavilion Sidmouth



Winter Fanfare by Bournemouth  
Symphony Orchestra

Thurs 4 Dec, 7.30pm  
The Minster, Axminster

# Museum support 2024/25

## East Devon

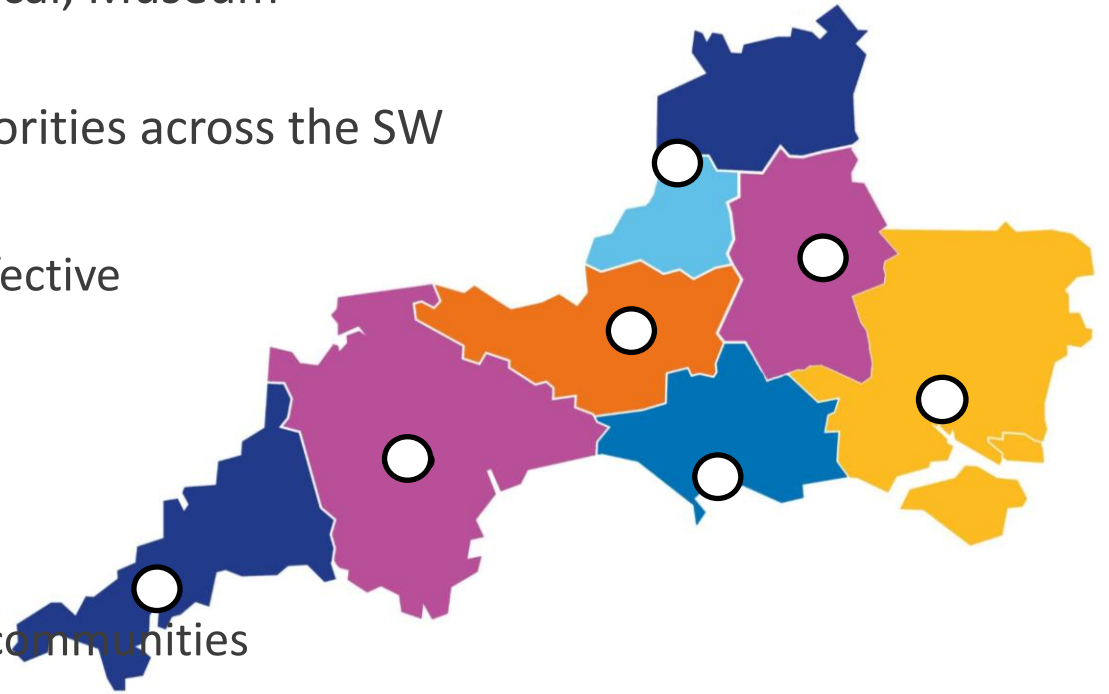
**Joanna Cairns, Devon Museum Development Officer**  
August 2025

# Local Museum Development Officer network

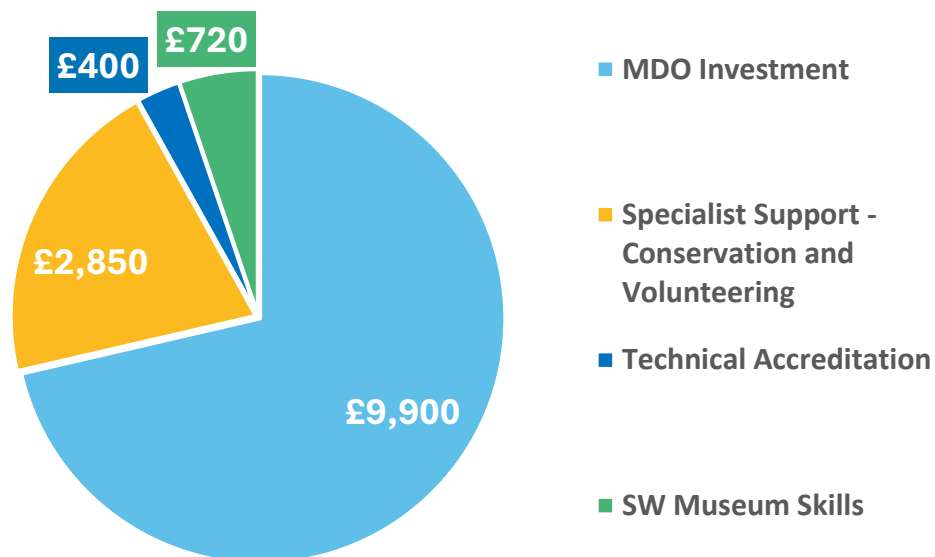
- Each year **£360,000** is invested in a network of nine local, Museum Development Officers (MDO)
- **47% of this** investment is secured from 18 Local Authorities across the SW

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Local, place-based MDOs are essential for the delivery of effective sector development providing:

- Responsive 1-2-1 development support
- Facilitate access to specialist technical support
- Understand the role of museums play within their local communities
- Trusted relationship – providing continuity
- Connect, network and collaborate
- Vital and informed advocate



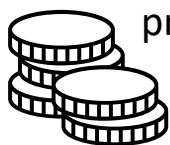
# 2024/25 Investment – East Devon



**£13,870 investment - 247% return on EDDC's investment**

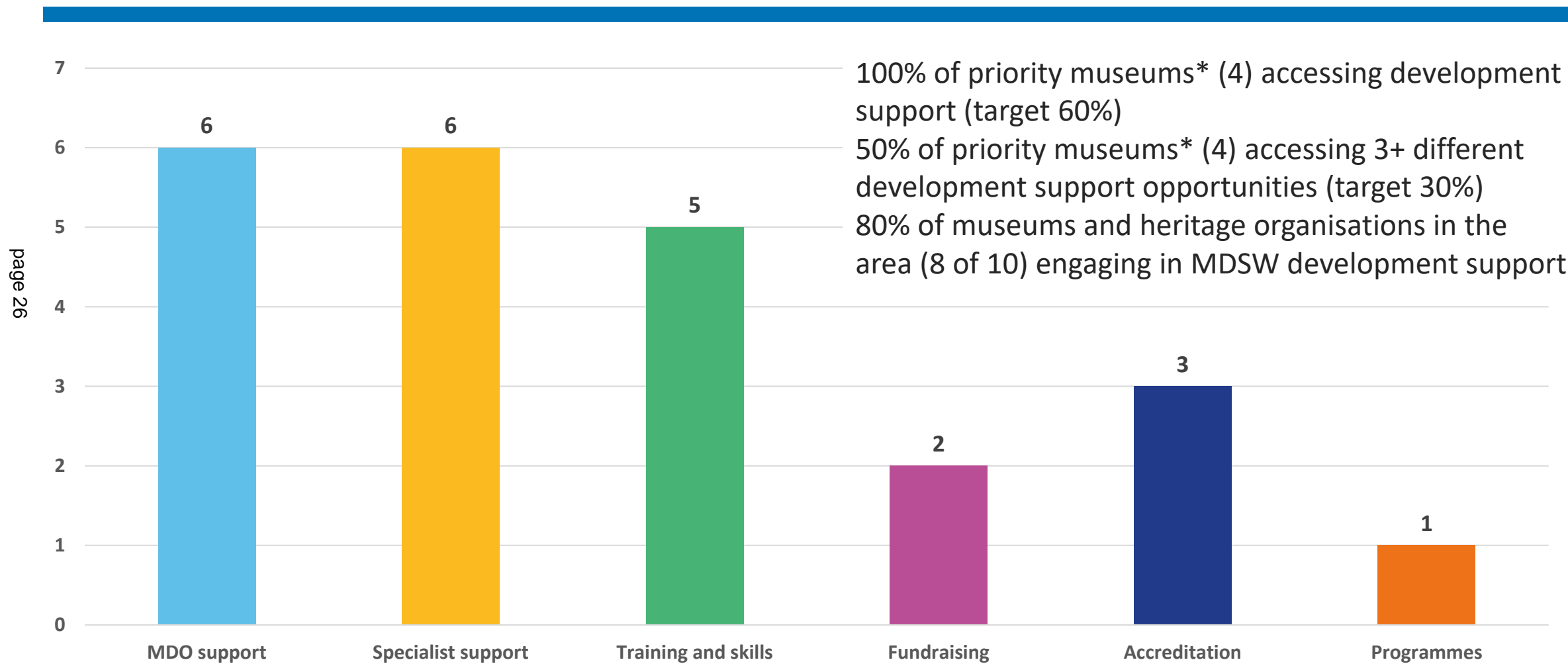
- **£9,900** invested in local MDO support
- **£2,850** specialist and technical services in conservation, collection care and volunteer development including ongoing support to Exmouth in Volunteering Fit for the Future programme
- **£400** access to Technical Accreditation advice by **3** museum organisations
- **£720** training with **12** delegates from **5** museums

Additionally for 25-26 £2,000 investment in Exmouth Museum and Axe Valley Heritage Museum participating in '**Reducing the Risks: Hazards in Collections**' programme funded by National Lottery Heritage Fund





# Reach and depth of engagement by museums – East Devon



Number of museums engaging in development support, grants and projects delivered by MDSW in East Devon

# Delivery in 2025/26 so far....



- Axe Valley Heritage Museum and Exmouth Museum participation in **NLHF funded Reducing the Risks - Hazards in Collections**
- Axminster Heritage Centre participation in our **Organisational Health Check Programme**
- **MDSW Collaborative Capacity Builder Grant Funding** is enabling three museums (Axe Valley Heritage Museum, Exmouth Museum and Whimble Heritage Centre) to take part in a **Volunteer Leaders Wellbeing Day** at Dartington Hall
- Ongoing support for Exmouth Museum to strengthen their governance by **converting to a CIO**



## Capacity Builder

Develop professional skills and build confidence with this grant.

[Read more >](#)



# Annex 1. Museums in East Devon



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Museum name	Accreditation no	Accreditation status	Governance type
A La Ronde	1962	Full Accreditation	National Trust
Allhallows Museum*	798	Full Accreditation	Independent
Axe Valley Heritage Museum (Seaton)	0	Non-Accredited	Independent
Axminster Heritage Centre*	2373	Full Accreditation	Independent
Exmouth Museum	0	Non-Accredited	Independent
Fairlynch Museum and Arts Centre*	855	Full Accreditation	Independent
Killerton House	1969	Full Accreditation	National Trust
Ottery St Mary Heritage Museum	0	Non-Accredited	Independent
Sidmouth Museum *	854	Full Accreditation	Independent
Whimble Heritage Centre	0	Non-Accredited	Independent

*\*Priority Museums : Museums that are Accredited or Working Towards Accreditation.*

*Non-priority museums are non-Accredited, non-National or National organisations e.g. National Trust, English Heritage museums in the Area*



# Thank you

[southwestmuseums.org.uk](http://southwestmuseums.org.uk)



**SCREEN**  
**DEVON**

# IMPACT REPORT 2025-2026

# TABLE OF CONTENTS

- 1 Welcome
- 2 Introduction
- 3 Priorities & Headlines
- 4 Building Foundations
- 5 Productions Welcomed
- 6 2025 events
- 7 Crew In Detail
- 8 Strategic Partnership & Industry Connections

# WELCOME

**It is my great privilege to introduce Screen Devon's first Impact Report. Established at the start of 2025 as Devon's official Screen Agency, we were founded with a clear mission: to champion Devon's vibrant screen industry and serve as the first point of contact for the world's storytellers in film looking for amazing locations.**

From the very beginning, our commitment has been to a truly film friendly approach, supporting productions of all scales across our spectacular region.

I am delighted to report that our first year has been one of exceptional progress and tangible achievement. We have successfully positioned Devon as a premier filming destination, attracting significant productions by the likes of Robert Eggars, Georgia Oakley and HBO that have delivered a major boost to our local economy.

Our work goes beyond mere location scouting; we are actively showcasing the diverse landscapes and dynamic cities that make this region so unique to a global audience.

None of this would be possible without our greatest asset: the dedicated, dynamic team we have appointed. Their friendly, open, and professional approach has been instrumental in building the strong, trusting relationships that are the bedrock of our success and our board of directors and their many skills and knowledge they bring to Screen Devon.

This report details the strong foundations and partnerships we have laid, foundations from which we will build an exciting future. Our work is about more than just facilitating film shoots; it is about creating lasting value for Devon by boosting the local economy, providing employment for local talent, and ensuring that filmmakers from our region can build a fulfilling and prosperous future right here at home.

This is just the beginning. We invite you to explore this report to see how Screen Devon is not just supporting the screen industry but actively shaping a brighter economic and creative future for Devon.



**Jonas Hawkins**  
**Chair of Screen Devon**

# INTRODUCTION

## 2025-26 MARKED A TRANSFORMATIVE YEAR FOR THE REGION



Devon has a rich screen heritage and a proud history of welcoming major film and television productions, with renowned filmmakers such as Spielberg and Powell & Pressburger choosing to shoot here.

The screen industry is deeply embedded across the region:

**Plymouth** is home to The South West Film and Television Archive (SWFTA) now at The Box and the Market Hall boasts one of the UK's only immersive domes. **Exeter** has been developing regional talent with its annual Film Commission scheme and the Bill Douglas Cinema Museum's foremost collection on cinema and moving image history in Britain; **East Devon** celebrates the Exmouth Film Festival; and **Torbay** is home to one of the UK's most significant historic cinemas, currently under restoration.

The diverse landscapes of **Dartmoor**, **South Hams**, **West Devon**, **North Devon**, **Torridge** and **Teignbridge** have provided backdrops for acclaimed productions including *Malory Towers*, *War Horse* and now many more productions.

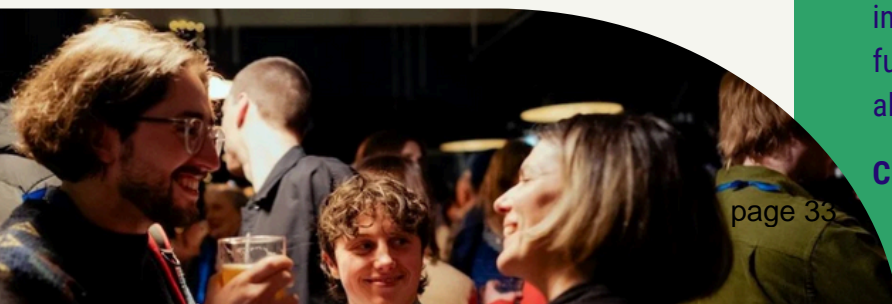
In its first year Screen Devon has positioned Devon as a production-ready destination for film and television. Screen Devon's key priorities have focused on strategic partnerships, production support, and unlocking Devon's rich landscapes. This has laid the foundation for a sustainable, connected, and competitive regional sector.

Our commitment to nurturing local talent and supporting the regional economy has led to a growing database of crew, suppliers, and locations, and a thriving community of engaged individuals and creatives.

A new filming strategy for the region has inspired activity such as establishing new film office services on behalf of Plymouth City Council; we have recognised the ambition of Mid Devon and Torridge through partnership events which champion new film friendly approaches. In East Devon we have connected with the creative talent through establishing training opportunities and one-to-one filmmaker support. In North Devon we have connected crew with productions.

As Devon's screen story continues to unfold, the region stands ready to embrace the next chapter, one defined by creativity, collaboration, and opportunity. By investing in people, place, and production, Screen Devon is not only building an industry, but shaping a legacy that will inspire future generations of filmmakers and audiences alike.

**Claire Horrocks, Manager of Screen Devon**



# OUR 2025 PRIORITIES

- 1 **Attract more productions to Devon** by promoting desirable filming destinations.
- 2 **Boost the local economy** by driving investment towards local crew and suppliers.
- 3 **Highlight Devon's potential as a film-friendly location**, improving processes and giving productions the confidence to come to Devon, invest in our offer.
- 4 Support & develop **local talent** and to bring fresh energy to the screen industries here.
- 5 To **track and report on the economic impact** of film and TV in Devon.
- 6 **Collaborate** with South West & national partners. We want to see Screen Culture grow in the region and unlock opportunities for our stakeholders to work, play and interact with.
- 7 **Promote sustainability** by developing clear, actionable policies and create a dedicated resource centre for productions while looking at our neighbours for inspiration

# HEADLINE IMPACT & OUTCOMES

Our work this year directly contributed to record-breaking levels of screen industry activity in Devon.

£9,000,000+  
PROJECTED PRODUCTION SPEND IN  
2025—26

1000 WEB VISITS/MONTH

254 FILMING  
DAYS

SOCIAL MEDIA REACH INCREASED  
BY OVER 3000% | JULY - NOV

13 LOCAL  
PRODUCTIONS  
SUPPORTED

13 EVENTS  
HOSTED/  
ATTENDED

# BUILDING THE FOUNDATIONS OF A FILM-READY DEVON



As Devon's regional screen agency, Screen Devon has implemented core film office services, opening potential for a streamlined and professional offer for incoming productions including:

- **Production Support**
- **Location Database & Scouting**
- **LA Film Office Network**
- **Supplier Directory**

Screen Devon has built an internal location database, centralising information on hundreds of private and public filming spaces. Working with private landowners and local businesses, we're unlocking new filming opportunities and strengthening Devon's film-friendly reputation.

A Production Fee Structure for Plymouth has been developed and awaits council approval, ensuring the region remains accessible while generating fair returns for local communities.

Screen Devon has forged new connections across Local Authority individuals with Film Office responsibilities by collaborative leadership, shared resources and regular meetings.

Major studios are now engaging with Screen Devon to explore Devon and Plymouth's potential for filming and production. This momentum presents a critical opportunity for Devon to solidify its position as a recognised Film Friendly County.

From scouting for major and international enquiries to production support, Screen Devon has applied strategic and significant engagement with leading studios, streamers and Production Companies:

- Lionsgate
- Sony
- Searchlight
- Netflix
- Amazon / MGM
- Marvel
- Playground Films
- BBC
- Warner Bros
- Disney
- HBO
- Universal
- BlackLight Drama
- Dreamworks Animation



***"A dreamy little beach town. I loved the harbour there...It's paradise. And everywhere's so frickin friendly"***

Jay Roach, The Roses, talking about Salcombe



# PRODUCTIONS WELCOMED

Screen Devon has welcomed a strong pipeline of high-end TV and film productions this year, bringing increased visibility, economic benefits, and creative opportunities to the region. Notable titles include Sense and Sensibility, Masters of the Universe, Werwulf, and a wide range of factual, commercial, and lifestyle programming. These productions highlight Devon's growing reputation as a versatile and production-friendly destination.

SENSE AND SENSIBILITY  
BROWN CAT\*  
MASTERS OF THE UNIVERSE  
MALORY TOWERS  
RED LADY\*  
WERWULF  
MORTIMER AND WHITEHOUSE GONE FISHING  
JOSIE'S TASTE OF THE WESTCOUNTRY  
ANTIQUES RIVIERA  
HOTEL INSPECTOR  
EARTHSHOT PRIZE  
ROLLS ROYCE PHANTOM 100<sup>TH</sup> ANNIVERSARY  
ARENA ITALIAN CAMPAIGN  
BERGERAC  
BEYOND PARADISE  
DIY SOS  
RUGBY 2025 WORLD CUP  
RED BULL UP THE MAST 2025

## 245 FILMING DAYS | 126 PREP DAYS | 44 STRIKE DAYS

PRODUCTION SPEND EST.

# £9,000,000+

↑ 260% increase on 2024–25

↑ 190% above projected 2025–26 forecast

*"The team at Screen Devon have been instrumental this year in supporting us throughout pre-production and production on Bergerac 2. From connecting us with the right local contacts and liaising with Highways for unit and tech parking, to assisting with negotiations with local councillors, they've been collaborative, professional and incredibly helpful. I wouldn't hesitate to work with them on any future local production."*

LOCATION MANAGER | BERGERAC 2





# 2025 EVENTS

Over the past year, Screen Devon has served as a consistent and visible ambassador for the county's screen sector, representing the region at key film, culture, industry, and government events. From major festivals and strategic launches to academic and creative industry forums, this presence has strengthened partnerships, raised Devon's profile, and connected local talent to national opportunities.

## INCLUDING:

TWO SHORT NIGHTS 2025  
 FILMING IN TORRIDGE | STRATEGY LAUNCH  
 ALL SET WEST LAUNCH  
 SALT PATH GALA | NEWQUAY  
 AI IN THE CREATIVE INDUSTRIES  
 UNIVERSITY OF PLYMOUTH INDUSTRY DAY  
 ENCOUNTERS FILM FESTIVAL  
 SCREEN ALLIANCE SOUTH WEST | LAUNCH  
 ARTS & CULTURE EAST DEVON FORUM  
 EAST DEVON TOURIST NETWORK  
 LOCAL GOVERNMENT REGIONAL COMMS NETWORK  
 DEVON CREATE GROWTH CONNECTIONS & COLLABORATIONS  
 SET JET 25  
 JO IN THE WATER WORLD PREMIERE + Q&A  
 MID DEVON FILMING STRATEGY LAUNCH  
 FOCUS 2025  
 DOCLAB  
 SEVERED SUN PREVIEW WITH DIRECTOR Q&A

19 EVENTS HOSTED/ATTENDED  
BY SCREEN DEVON



# CREW IN DETAIL

120

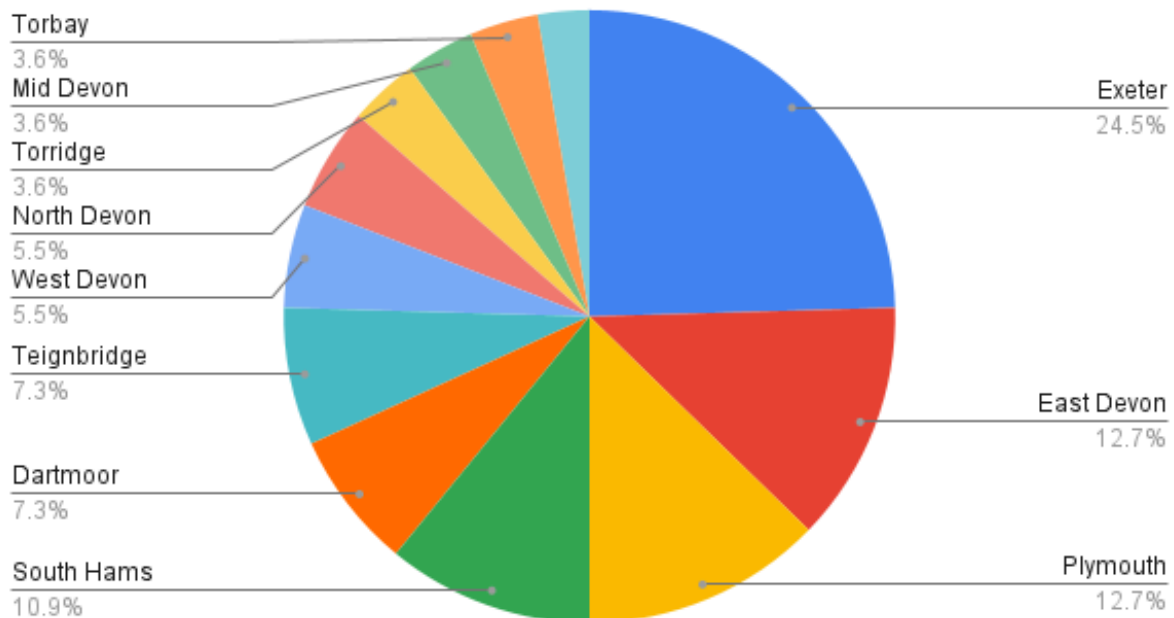
NOW  
REGISTERED

50

CREW OPPORTUNITIES  
SHARED

Screen Devon is now supporting local crew by providing direct guidance, promoting local talent to incoming productions, sharing opportunities, and acting as a key connection point between crew, productions, and regional partners. We want to ensure local professionals are visible, informed, and ready for work.

## CREW ACROSS DEVON



## SKILLS, TALENT & OPPORTUNITIES

2025–26 also saw new talent development initiatives and funding opportunities take shape:

- **BFI NETWORK** – Peninsula Producers Network & New Writers Network (With Screen Cornwall & Exeter Phoenix)
- **BFI PLACES** – Emerging talent scheme with Screen Cornwall
- **Devon County Council Youth Funding** – Early career support
- **University of Exeter Graduate Internship** – Industry entry point
- **Pathways to Culture Internship** – Ongoing skills development
- **University of Plymouth - Undergrad Industry Session**

These programmes strengthen the bridge between education, industry, and employment, ensuring Devon's emerging creatives can build sustainable screen careers right here in the region.



# STRATEGIC PARTNERSHIPS & INDUSTRY CONNECTIONS

## LOCAL INTEGRATION

Screen Devon's growth has been powered by collaboration. We've established relationships with key regional partners, including, but not limited to:

**Real Ideas Organisation | UNESCO City of Literature | TR2 | Fresh Air Studios | Different View | University of Plymouth | Devon & Cornwall Film | Royal Television Society | Rock Oyster Media | Fotonow | National Trust | South West Coast Path | Bill Douglas Cinema Museum | SWIF | LVEP | LGComms | Exeter Phoenix | Screen Cornwall | Visit Devon**

Together, these organisations form a growing creative network that supports Devon's production infrastructure, talent pipeline, and screen culture.

## NATIONAL LEVERAGE

We are proud to be part of the wider UK screen ecosystem through engagement with:

**Film Offices UK  
Screen Alliance South West  
Creative England  
BFI NETWORK  
Filming in England  
The Production Guild of Great Britain.**

These relationships give Screen Devon a strategic seat at the table – informing policy, sharing insight, and identifying South West talent gaps. This intelligence drives targeted interventions to boost local capacity and attract further investment to the region.

## FILMMAKER SUPPORT

**13 LOCAL FILMS  
RECEIVED DIRECT  
SUPPORT**

Through consistent support over the last 11 months, we **dedicated 30+ focused hours** directly to up lifting local filmmakers.

Time spent in deep, high-impact collaboration rather than surface-level engagement. Prioritising quality of support over volume, ensuring that each engagement moves filmmakers forward meaningfully.

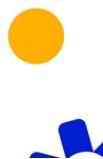


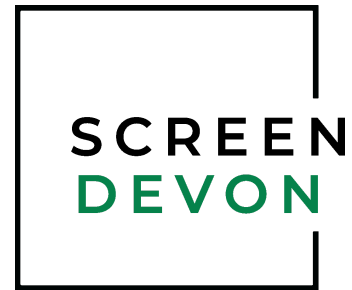


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## SCREEN DEVON FUNDING OPPORTUNITY

Devon's filming landscape is growing rapidly. According to data captured by Screen Devon we have already surpassed the target for 2025, with **3x feature films and 4x high-end TV productions** choosing Devon — exceeding projections.

Major studios such as **Lionsgate, Netflix, Universal, BBC, and Warner Bros** are now engaging with Screen Devon to explore our potential for filming and production. This momentum presents a critical opportunity for the county to consolidate its position as a recognised **Film Friendly Destination**.

## PROPOSED PARTNERSHIP (2026–27)

Screen Devon is seeking a **12 month funding commitment of £10,000 (2026 to 2027)** from each local authority.

Funding will:

- **Formalise Screen Devon's Screen Agency function**, ensuring continued professional management of enquiries, filmmaker engagement, and location support.
- **Develop the local crew pipeline** through training, outreach, and collaboration with education partners.
- **Enhance economic data capture and reporting**, tracking spend, jobs, and screen tourism impact.
- **Scale services sustainably** to meet rising national and international production demand.
- **Support Screen Devon** in achieving sustainable long-term results allowing us to work to an in-depth strategy, plan effectively and build on the new connections made during 2025, leading to more resilience and evolution.



## OUTCOMES - 1–2 YEARS

The majority of requested funding will support the skilled team responsible for delivering Screen Devon's core Film Office services. These roles are essential to achieving Screen Devon's intended outcomes.

Because our work is service-based, the most significant investment is in our people — The Manager and Film Officer. This ensures that funding directly supports high-quality, evidence-based delivery rather than administrative overheads.

With continued partnership and investment, Screen Devon will:

- Increase the number and scale of productions choosing Devon through a combination of quick response and reaching out.
  - Grow the local crew base through training and on-set opportunities.
  - Grow the Devon location and supplier database through targeted outreach.
  - Deliver a consistent stream of economic data and case studies evidencing film and TV's contribution to Devon's economy.
  - Build Devon's reputation nationally as a leading Film Friendly destination, aligned with the region's creative, cultural, and economic growth strategies.
  - Support the region's wider culture and skills development strategies as well as coordinate with Screen Tourism opportunities.
- 

## SUMMARY ASK

Screen Devon seeks a 12 months funding partnership with Devon's Local Authorities (£10,000 per year for 2026–27) to secure continuity, attract major productions, and deliver measurable economic and cultural benefits for the county.

Devon is on the cusp of becoming a nationally recognised production hub; modest investment now will secure a disproportionately high economic return. With global studios already knocking on the door, funding Screen Devon ensures that this demand is captured locally—translating directly into local spend, job creation, skills development, long-term screen tourism impact and a strengthened year-round creative economy.

Report to: Arts and Culture Forum

Date of Meeting 26/11/2025

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A



## Cultural Strategy Progress and Budget Request

### Report summary:

The report provides a summary of progress made on the East Devon Cultural Strategy and articulates a case for an internal budget to continue delivering cultural activity.

### Is the proposed decision in accordance with:

Budget Yes ☒ No ☐

Policy Framework Yes ☒ No ☐

### Recommendation:

That the Arts & Culture Forum:

- Support the request of an internal budget of £37,500 to continue the successful delivery on the Cultural Strategy in 2026/27 for consideration as part of the budget-setting process.

### Reason for recommendation:

The UK Shared Prosperity Fund (UKSPF) programme funded by central Government will end in March 2026, with no replacement likely to benefit East Devon. Without future funding, there is a high risk that the momentum which has been generated in the delivery of the [Cultural Strategy](#) will stall.

Officer: Sarah Elghady, Cultural Producer; tel 01395 517500. [Sarah.Elghady@eastdevon.gov.uk](mailto:Sarah.Elghady@eastdevon.gov.uk)

Portfolio(s) (check which apply):

- ☐ Assets and Economy
- ☐ Communications and Democracy
- ☐ Council, Corporate and External Engagement
- ☒ Culture, Leisure, Sport and Tourism
- ☐ Environment - Nature and Climate
- ☐ Environment - Operational
- ☐ Finance
- ☐ Place, Infrastructure and Strategic Planning
- ☐ Sustainable Homes and Communities

**Equalities impact** Low Impact

**Climate change** Low Impact

**Risk:** Low Risk;

Links to background information [Cultural Strategy](#) and [Tourism Strategy](#)

Link to [Council Plan](#)

Priorities (check which apply)

- ☒ A supported and engaged community
  - ☐ Carbon neutrality and ecological recovery
  - ☒ Resilient economy that supports local business
  - ☐ Financially secure and improving quality of services
- 

## Report in full

### 1 Cultural Strategy Progress

The East Devon Cultural Strategy (2022 – 2031) is made up of 31 potential work programmes. Four years (and almost half-way) into delivery of the strategy 6 of the 31 programmes have been completed, 23 have made good progress and just 2 are yet to be started, as outlined below.

For more details on the related activity of these programmes please see the appendix, to which the below numbering correlates.

#### Completed work programmes:

##### - Strengthen and support the ‘people-that-do’

1.1.1 Build post-Covid confidence and capacity for volunteers and community groups in our towns and parishes through training in governance, business planning, digital transformation, fundraising and reducing carbon impact, as well as training in core creative skills, such as producing live events, interpretation, collections management

1.2.1 Celebrate East Devon's volunteers through recognition and rewards

1.2.2 Explore the potential for promoting and diversifying volunteering opportunities through a central portal

##### - Cultural tourism

3.1.1 Linking with the new Tourism Strategy, develop a central ‘what’s on’ hub to inform both the tourism industry and consumers about the local cultural offer

3.1.2 Support new ‘product development’ in the tourism sector to attract visitors beyond the peak season by working with cultural partners to promote art classes, retreats, workshops, links with food, wellbeing, sustainability and nature

##### - Cultural leadership

7.1.3 Invest in a Cultural Producer to provide a central hub for our strategic values, advocacy, communications and development of the strategy, including coordination of the Cultural Compact and ACED network

#### In progress:

##### - Strengthen and support the ‘people-that-do’

1.1.2 Enhance the quality and appeal of collections, and the sustainability of local museums, through a programme of shared capital investment in display and interpretation

1.1.3 Explore the potential of a new network that supports more community asset transfers and sharing of policy support and good practice for village halls and other cultural venues, to ensure their place at the heart of our communities

##### - Protect and enhance the natural environment



2.1.1 Link with a range of nature, tourism and cultural organisations, and the University of Exeter, to audit/understand the current offer and develop an ambitious year-round programme, connecting culture and nature across the district

2.1.2 Work with local museums and South West Museums Development to engage in national conversations about the climate crisis and enable displays of natural science and biodiversity collections in East Devon's museums

2.1.3 Invest in initiatives which work closely with communities in creative, innovative ways to connect local people with nature and the challenges we face in preserving it, especially within communities not currently engaging. For example: Tidelines (Exmouth), Sidmouth Seafest, Thelma Hulbert Gallery's Creative Cabin (touring)

2.2.1 Use Julie's Bicycle, a recognised tool for monitoring cultural impact, to support EDDC-funded and independent festivals to monitor and improve their environmental performance, leading to a sustainable events guide

### **- Cultural tourism**

3.1.3 Invest in cultural visitor attractions that have potential to attract national visitors for a broad season (April-October) and across the district. This could centre around visual arts, via Thelma Hulbert Gallery, Killerton House and Ocean, along with galleries and public art

3.2.1 Work with independent promoters and local Destination Marketing Organisations, as well as the in-house events team, to maximise impact from notable events and festivals, with particular focus on those that take place in June/early July and September/October (i.e. beyond the peak tourism season)

### **- Creative enterprise and skills**

4.1.1 Explore the concept of a creative digital skills hub for films, TV and gaming – possibly linked to the Future Skills Centre run by Exeter College

4.1.2 Join Devon Local Cultural Education Partnership (LCEP) and/or explore the value in setting up a more localised LCEP to strengthen links between the cultural sector and schools / education providers

4.1.3 Coordinate a programme of paid creative apprenticeships across a range of East Devon cultural organisations, to provide pathways to employment and increase capacity of the local cultural sector

4.1.4 Establish a regular Youth Forum for young creatives and activists to help shape and influence the cultural offer

4.2.1 Run a pilot programme to enable artists and community groups to take meanwhile leases on empty shops, for use as studios, workshops and pop-up galleries

4.2.2 Invest in co-working, workshop and mixed use spaces to strengthen community infrastructure, especially in new developments, and take advantage of the shift away from commuting and towards local working

### **- New places for culture**

5.1.1 Link with the Exmouth place-making and masterplan to audit/understand current provision, local needs and opinions to shape a vision and delivery plan for culture in the town

5.1.2 Explore the potential of Exmouth Pavilion as a creative hub for young people

5.2.1 Work with local residents, Libraries Unlimited and other partners to ensure Cranbrook and other new housing developments have an appropriate, high quality cultural offer co-designed with local residents

5.2.2 Lever planning gain to embed new indoor and outdoor cultural spaces for culture in new developments

### **- Connectivity**

6.1.1 Continue building the ACED network via regular meetings, newsletters, information -sharing and socials

6.1.2 Convene a steering group to devise a business plan for ACED, reflecting on success to date and exploring how best to democratise its leadership and management, maximise effectiveness and build its role in supporting delivery of this Cultural Strategy

6.1.3 Establish new networks that link with ACED, to provide specialised communities of practice

#### **- Cultural leadership**

7.1.2 Integrate Cultural Strategy Objectives and Actions into wider Council plans, staff work schedules and resource planning to understand what resources are available and where gaps remain

#### **- Capture value**

8.1.1 Work with Arts Council England and other regional partners, such as Plymouth or Exeter to explore tools available for measuring impact across East Devon cultural organisations

#### **On hold/Not yet started:**

#### **- Cultural leadership**

7.1.1 Establish a Cultural Compact or other partnership to lead this strategy, including collaborative projects and shared funding bids

7.1.4 Assign a small budget to pay freelancers for their time in strategic leadership roles, such as the Cultural Compact

## **2 Budget Request**

This financial year (2025/2026) the Cultural Programme has been allocated £37,985 through the UKSPF, and to date has overachieved on targets and good value for money observed. Given the continued delivery of the Cultural Strategy and Tourism Strategy is a key corporate priority, there is a clear strategic case for providing a small rolling budget for both for this continued activity.

A [recent report](#) by the Great South West showed that creative industries in the South West are outpacing those in London. Helping to nurture this sector further could help the longer-term growth narrative of the region. An ongoing budget also contributes to LGR readiness, by maintaining strategic commitments and sector resilience during a time of uncertainty.

#### ***Cultural Budget Activity (Proposed, 2026/27)***

<b>Culture Budget Request</b>	<b>Proposed Activity 2026/27</b>	<b>Request for 26/27</b>
£37,500	Arts and Culture East Devon Network	£2,500
	Creative East Devon Fund	£20,000
	Villages in Action	£5,000
	Screen Devon	£10,000

This would be in addition to the existing internal Arts Development budget which was £14,000 (£10,000 for Villages in Action and £4,000 for Museums Development South West). We also wish to accommodate a minor uplift of support for Museums Development South West of 8.8% (£4,355) in 2026/27 and 4.6% (£4,530) in 2027/28.

This request sits alongside a tourism budget request in order to continue delivery on the tourism strategy; integral to cultural strategy delivery.

### ***Tourism Budget Activity (Proposed, 2026/27)***

<b>Tourism Budget Request</b>	<b>Proposed Activity 2026/27</b>	<b>Request for 26/27</b>
£30,000	East Devon Tourism Network	£10,000
	Festival & Events Support	£10,000
	Cultural Tourism Map Marketing	£5,000
	South West Visitor Economy Hub	£5,000

There are financial incentives for the council to promote growth in the cultural and tourism sectors. This is shown visually below:



Small rolling budgets for culture and tourism should be regarded as investments, to help secure additional income whilst protecting the existing revenues already generated.

### **3 Arts and Culture East Devon (ACED) Network**

Funding for next year will ensure we can continue to maintain the [ACED website](#) which hosts a directory of 222 creative organisations and individuals in East Devon and provides a central platform to engage, promote and talk about arts and culture across the region. It will also ensure we can continue to coordinate ACED Network meetings three times a year, inviting industry leaders to share best practice and funding opportunities. These are always well attended (our last meeting in October 2025 at Exeter Science Park had 39 attendees) and are crucial in terms of promoting connectivity for creatives in a rural area to foster collaborations.

Through the UK SPF Cultural Programme budget, between January 2023 and March 2025, 153 cultural organisations and 528 volunteering opportunities were supported, and 217 ACED members attended training courses.

## 4 Creative East Devon Fund (CEDF)

The instigation of a formal grant process (scored by Officers against creative engagement, link to the Cultural Strategy, deliverability, value for money, and public benefit) has created a robust mechanism to process funding requests from cultural organisations. The design of CEDF has meant delivering the goals of the East Devon Cultural Strategy is shared across multiple partners – who feel a shared ownership in the benefits of the strategy.

To date 41 organisations have been awarded grants through the CEDF, engaging over 7,000 people, supporting 28 local events, and creating 11 freelance roles in the arts and culture sector. Projects awarded funding in the current round 3 have yet to report on their outcomes and so these figures are due to increase - a list of recipients can be found on the [ACED website](#).

Overall, the CEDF grants have had a hugely positive impact that is widespread in both the aims achieved, the locations and types of beneficiaries reached. It proved an effective and low-cost way of supporting cultural organisations and delivering the themes of the Cultural Strategy.

## 5 Villages in Action (ViA)

For over two decades ViA has worked alongside East Devon communities to grow opportunities for our residents to host a whole range of excellent creative work – across dance, theatre, music, circus, spoken word, poetry, visual arts and more.

ViA is seeking a cultural top up of £5,000 on the existing annual contribution of £10,000 (totalling a £15,000 contribution for 26/27, the same as this financial year) to continue the East Devon Lead role. Wendy Van Der Plank has been in this part-time role since May 2025, leading on supporting a new cohort of volunteer promoters, increasing the level of bespoke training for local event promoters and increasing impact and resilience of the ViA network.

This new role has enabled new partnerships with venues, organisations and potential promoters in East Devon. New links have been made with: Gittisham Village Hall, Mariner's Hall in Beer, Exmouth Arts and East Devon National Landscapes. Conversations are ongoing, and ViA anticipate that events will be co-hosted by these new partners next year. Through this role ViA have secured a Bournemouth Symphony Orchestra performance in a new venue: St Mary the Virgin, The Minster, Axminster in December. ViA are also expanding their Daytime Seniors activity. Conversations are also advancing with Manor Pavilion Sidmouth about co-programming some exciting work over the next 12 months, having discovered a shared passion to support younger generations of theatre technicians to stay rooted in the local area.

## 6 Screen Devon

Supporting Screen Devon will be a key part of increasing income received from filming on council assets. We have seen a [significant increase](#) in large productions in East Devon over the last few months.

Estimated production spend data in East Devon District is limited, although figures from Screen Devon for two recent quarters is outlined below. These are attributed to a Bollywood production (2024/25) followed by a Feature film at Beer Quarry Caves (2025/26):

### 2024/25 (Q3)

- Feature Film – Medium Budget > £10m+ - **£759,000** (inc. prep/strike dates)

### 2025/26 (Q1)

- Feature Film – High Budget > £60m+ - **£3,132,250** (inc. prep/strike dates)

## Case Study – Bollywood Film: House Full 5, Beer & Sidmouth, October 2024

The events team charged £35,000 for filming in Beer and £11,151 for hire of the Sidmouth car park and EDDC Officer time spent. After expenses, including vehicle hire and further staffing expenses the total clear profit for EDDC from the filming was £23,093.82.

Screen Devon provided us with a breakdown of expenditure from the production company that totalled £687,112.74 spent at local Devon based businesses with an estimated 40% (approx. £275,000) of the total spend going directly to East Devon based companies, specifically hotels and restaurants.

There is a clear economic case to continue investment in cultural and tourism related activity. With these small investments, we can not only protect the income we already generate but help to grow these sectors further.

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**Financial implications:**

The recommendation is for this funding request to be presented to members as part of the budget setting process, this will be decision for members to consider alongside the necessary reduction in spending to balance the exiting identified budget gap for 2026/27. (JS/131125)

**Legal implications:**

The legal implications are included within the report (ALW/02553/131125)

## EDDC Cultural Strategy Delivery

04.11.2025

### Theme 1

#### Strengthen and support the 'people-that-do'

Support the unique, community-led cultural organisations whose efforts enhance the high quality of life and wellbeing in East Devon's towns and villages

Actions	Potential work programmes	Timescale	Progress	Activity
1.1 Invest in and strengthen our many thriving, often volunteer-run cultural venues and programmes across East Devon	1.1.1 Build post-Covid confidence and capacity for volunteers and community groups in our towns and parishes through training in governance, business planning, digital transformation, fundraising and reducing carbon impact, as well as training in core creative skills, such as producing live events, interpretation, collections management	Short/Medium	Completed	Bespoke arts training delivered in 2023-25: Fundraising x2, Marketing x6, Volunteer Recruitment and Retention, Carbon Literacy, Collections Management, Governance, Public Speaking, Bid Writing, Mentoring x2, Producing Live Events, Accreditation for Museums & Care of Photography, Social Media Advertising, Corporate Sponsorship, Individual Giving, Digital Accessibility, Natural History Collections Display. Continue to share free training opps. in the ACED newsletter for example promoting East Devon VCSE and Digital Culture Network. Community Action Group (CAG) project also supports local community groups, providing advice on volunteer recruitment and retention, governance, digital transformation and event organisation.
	1.1.2 Enhance the quality and appeal of collections, and the sustainability of local museums, through a programme of shared capital investment in display and interpretation	Medium	In Progress	Budleigh Museum awarded £4,860 for LED lights through CLTF in 2023. Whimble Museum awarded £869 for display improvements through Creative East Devon Fund (CEDF) in 2023. Currently no funding available for significant capital investment. Digital equipment grant supported x6 Museums in Feb 2025. Decarbonisation survey carried out for Thelma Hulbert Gallery (THG) in 2024. Axminster Heritage Centre awarded £2043 for new WW2 exhibition in 2025 through CEDF in 2025.



	1.1.3 Explore the potential of a new network that supports more community asset transfers and sharing of policy support and good practice for village halls and other cultural venues, to ensure their place at the heart of our communities	Medium	In progress	EDDC has a community asset transfer procedure in place and this may be something to explore in the context of LGR.
1.2 Support and champion volunteering	1.2.1 Celebrate East Devon's volunteers through recognition and rewards	Short	Completed	District wide ACED Volunteer Award set up in 2024 and continued in 2025. This will become an annual recognition award (x10 glass awards have been commissioned through UK SPF to present up to 2033). Wild East Devon run thank you events for volunteers 3 times a year. 2 volunteer training sessions delivered in volunteer week 2024. National Landscapes has the Ambassador network with annual Ackland Award.
	1.2.2 Explore the potential for promoting and diversifying volunteering opportunities through a central portal, such as Volunteer Makers	Medium	Completed	Completed in July 2023, through new ACED website. Currently 88 cultural organisations listing volunteering opportunities in the cultural sector.

## Theme 2

### Protect and enhance the natural environment

Establish East Devon as an innovator and regional beacon of culture-led environmental protection, enhancement and activism

Actions	Potential work programmes	Timescale	Progress	Comments
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2.1 Develop a year-round programme that celebrates and connects people with East Devon's natural environment and inspires them to protect and enhance it – potentially in collaboration with South Somerset	2.1.1 Link with a range of nature, tourism and cultural organisations, and the University of Exeter, to audit/understand the current offer and develop an ambitious year-round programme, connecting culture and nature across the district	Short/Medium	In Progress	THG currently running Climate Conversations programme & Carbon Literacy Training. CAG held part of their skills share at the THG. THG supported EDNL on commissioning an artist for 'Nature Calling Project' in 2025. Wild East Devon host various nature events. ACED Climate Change Champion presented at ACED meeting in 2024 and continues to be actively engaged in this area. Letter of support for Friends of the Exe written from ACED for NLHF bid in Jan 2025. EDNL: River Axe, Rivers Run Through Us project. Axminster Guildhall awarded £43,000 in Carbon Action Fund and £20,000 in CLTF to decarbonise and improve performance space. The Beehive awarded £20,000 for LEDs in CLTF. The tourism strategy has an active nature strand which is developing more walking trails and linked biking trails, potentially with cultural venues. Creative East Devon Fund (CEDF) supporting 8 projects linked to sustainability. Alignment with the the EDDC climate change strategy is a key criteria for scoring CEDF bids (see 2.1.3).
	2.1.2 Work with local museums and South West Museums Development to engage in national conversations about the climate crisis and enable displays of natural science and biodiversity collections in East Devon's museums	Medium	In progress	Arts Council bid submitted in 2024 with Exmouth Museum, Fairlynch and Seaton Museum on biodiversity project with local schools was unfortunately unsuccessful due to high competition. Expert from RAMM delivered Natural History Display Training to 4 coastal ED museums in Feb 2025. £20,011 awarded to Whimble History Society through Carbon Action Fund. £4,680 awarded to Fairlynch Museum through CLTF. THG is delivering carbon action training.

	2.1.3 Invest in initiatives which work closely with communities in creative, innovative ways to connect local people with nature and the challenges we face in preserving it, especially within communities not currently engaging. For example: Tidelines (Exmouth), Sidmouth Seafest, Thelma Hulbert Gallery's Creative Cabin (touring)	Short	In Progress	Invested in vehicle to transport Creative Cabin in 2023 to over 16 events engaging over 100 young people through UK SPF, including Sidmouth Seafest. Multiple projects funded through Creative East Devon Fund inc: Tidelines, Overwintering (£3,000) & Rocks to Reef (£3,000), Sidmouth School of Art, Winter Lights Festival: Save Our Seas (£3,000) & Confluence (£2969), Chhaya Collective & Plastic Free Exmouth (£2,990), Exmouth Town Council, Magpies Festival of Thrift (£2,000), Budleigh Lit. Festival (£1680), The Beehive upcoming climate change exhibition: We are all People of Power (£1450). EDDC Green Infrastructure Project Manager is also working closely with Poltimore, National Trust and Cranbrook in this area.
2.2 Improve the environmental practices of the district's cultural festivals to establish them as leaders in sustainable event management	2.2.1 Use Julie's Bicycle, a recognised tool for monitoring cultural impact, to support EDDC-funded and independent festivals to monitor and improve their environmental performance, leading to a sustainable events guide	Short/Medium	In Progress	£10K grant from Green Team for decarbonisation pilot with Exmouth Festival. South West Energy and Environmental Group have created bespoke carbon calculator, 5% carbon reduction confirmed for 2024 and continue to implement this going forward. Toolkit now available on ACD website and learnings shared at ACED Network meeting, Arts & Culture Forum & Tourism Network Meeting. Sustainability questions are on EDDC event application forms and an EDDC sustainability guide is shared with all organisers.

### Theme 3

#### Cultural tourism

Establish new cultural products, partnerships and promotional activity to mutually benefit and grow the creative and visitor economies

Actions	Potential work programmes	Timescale	Progress	Comments
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3.1 Test new collaborations to pilot new products that can support growth in sustainable cultural tourism	3.1.1 Linking with the new Tourism Strategy, develop a central 'what's on' hub to inform both the tourism industry and consumers about the local cultural offer	Short	Completed	East Devon Excellence hosts a What's On webpage: <a href="https://eastdevonexcellence.co.uk/event-directory">https://eastdevonexcellence.co.uk/event-directory</a> . EDE now also hosts new digital cultural map.
	3.1.2 Support new 'product development' in the tourism sector to attract visitors beyond the peak season by working with cultural partners to promote art classes, retreats, workshops, links with food, wellbeing, sustainability and nature	Medium	Completed	Funding from UK SPF Tourism programme and Cultural programme has created new cultural tourism map ( <a href="https://eastdevonexcellence.co.uk/culture">https://eastdevonexcellence.co.uk/culture</a> ), featuring 50 partners. 40K copies printed and distributed to high footfall areas across SW through Glide Media. Promoted through PR agency Chalk and Ward in 2025.
	3.1.3 Invest in cultural visitor attractions that have potential to attract national visitors for a broad season (April-October) and across the district. This could centre around visual arts, via Thelma Hulbert Gallery, Killerton House and Ocean, along with galleries and public art	Long	In Progress	Cultural Tourism Map supports visitor attractions throughout the year & promotes sustainable travel. Printed advert of cultural map in the Guardian in 2025.

3.2 Support and promote festivals and events which bring significant visitor spend and profile to East Devon, building on current strengths	3.2.1 Work with independent promoters and local Destination Marketing Organisations, as well as the in-house events team, to maximise impact from notable events and festivals, with particular focus on those that take place in June/early July and September/October (i.e. beyond the peak tourism season)	Medium	In Progress	Supporting Screen Devon and increasing filming in the area will deliver significant economic impact. Cultural Map features 12 festivals. Currently include event 'highlight of the month' in ACED newsletter. Creative East Devon Fund supporting events in off peak season such as Sidmouth School of Art Winter Lights Festival, Sidmouth Jazz Festival & Budleigh Music Festival. Ran a Google Ads campaign promoting festivals in shoulder season in 2025. EDNL supported Sidmouth Walking Festival (2025), Ottery St Mary Food & Families Festival (2024) & the Exmouth Festival (2025) through the East Devon National Landscape Fund (formerly known as Communities Project Fund).
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#### Theme 4

##### Creative enterprise and skills

Build inspiring talent development pathways for the current and next generation of ED creatives

Actions	Potential work programmes	Timescale	Progress	Comments
4.1 Develop opportunities for young people to learn and apply creative and cultural skills in East Devon	4.1.1 Explore the concept of a creative digital skills hub for films, TV and gaming – possibly linked to the Future Skills Centre run by Exeter College	Medium/Long	In Progress	Feasibility study drafted to link with new Screen Devon who aim to offer access 1-to-1 mentoring from screen industry experts.
	4.1.2 Join Devon Local Cultural Education Partnership (LCEP) and/or explore the value in setting up a more localised LCEP to strengthen links between the cultural sector and schools / education providers	Short	In Progress	DAISI (Devon Art in Schools Initiative) awarded a CEDF grant of £2800 to deliver workshops in ED schools in 2025. Requested to join DLCEP in Feb 2025 - still waiting to hear.

	4.1.3 Coordinate a programme of paid creative apprenticeships across a range of East Devon cultural organisations, to provide pathways to employment and increase capacity of the local cultural sector	Medium/Long	In Progress	Potentially this can be funded by gifting leftover levy to assist local orgs, however currently no underspend so ACED Mentoring programme set up in the interim in March 2024 (supporting 6 mentees to date). Challenges of creative apprenticeships: Businesses are unable to fund new apprentices and unable to spare the human resource to support new apprentices. Lots of cultural sector work is project based (i.e. not full time or '9 to 5') so is not suited to fulfilling apprenticeship hours. Apprenticeships are therefore not the most suitable form of training for creative and cultural careers; ACED mentoring scheme more suitable. Screen Devon aim to engage over 40 individuals in skills development workshop & mentoring sessions in 2025. EDDC events looking to take on an Events Apprentice. THG & Screen Devon take on interns from Exeter University.
	4.1.4 Establish a regular Youth Forum for young creatives and activists to help shape and influence the cultural offer	Short	In Progress	COS (Create Our Space) youth network at THG launched in June 2023 and continues to meet regularly. The Hive Youth Centre in Exmouth has a music room rehearsal space. Manor Pavilion Theatre hosts Sidmouth Youth Drama Academy. Challenge to ensure there is a district wide offer.
4.2 Utilise empty or underused spaces for creative activities	4.2.1 Run a pilot programme to enable artists and community groups to take meanwhile leases on empty shops, for use as studios, workshops and pop-up galleries	Medium	In Progress	Creative East Devon Fund encourages use of empty spaces for creative projects. Relatively few vacant properties available but EDDC lettings are now shared on ACED website. CEDF funding of £2784 for the Love of the Railway project in Axminster, making use of empty shop. East Devon Business Centre displays art.



	4.2.2 Invest in co-working, workshop and mixed use spaces to strengthen community infrastructure, especially in new developments, and take advantage of the shift away from commuting and towards local working	Medium/Long	In Progress	Piloted 3 ACED co-working days at ED libraries in 2024 to create space for networking beyond network meetings - limited take up so discontinued.
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## Theme 5

### New places for culture

Ensure all East Devon residents, especially children and young people, can experience high quality culture and creativity in their local areas

Actions	Potential work programmes	Timescale	Progress	Comments
5.1 5.1.1 Explore the concept of Exmouth Cultural Quarter as a way to link the town's activities and develop new or improved places and spaces for culture	5.1.1 Link with the Exmouth place-making and masterplan to audit/understand current provision, local needs and opinions to shape a vision and delivery plan for culture in the town	Short	In Progress	Exmouth Placemaking Plan 2 in process of being finalised (public consultation in Nov 2025) which will give clear steer of how to support in this area.
	5.1.2 Explore the potential of Exmouth Pavilion as a creative hub for young people	Medium/Long	In Progress	Managed by LED. Meeting in November to discuss further.

5.2 Integrate cultural spaces and opportunities into new housing developments	5.2.1 Work with local residents, Libraries Unlimited and other partners to ensure Cranbrook and other new housing developments have an appropriate, high quality cultural offer co-designed with local residents	Medium	In Progress	Creative Cabin visited Cranbrook in summer & Autumn 2023 with high engagement numbers (750). CEDF supported Youth Arts & Health Trust with grant of £3K to deliver Cranbrook Arts Pilot with Cranbrook Education Campus and Cranbrook Community Hub. Leisure Centre and library space in cafe also in development in Cranbrook.
	5.2.2 Lever planning gain to embed new indoor and outdoor cultural spaces for culture in new developments	Medium	In Progress	This presents a challenge in Cranbrook as EDDC does not own the land. This is being considered in planning for new town Marlcombe (considering revenue funding for staff specialising in community growth).

## Theme 6

### Connectivity

Support the sector to connect, work collectively, share best practice and lever investment through greater joint working

Actions	Potential work programmes	Timescale	Progress	Comments
6.1 Resource and promote Arts and Culture East Devon (ACED) as a network, connector and champion of the local creative and cultural sector, working with members to shape its ongoing development	6.1.1 Continue building the ACED network via regular meetings, newsletters, information-sharing and socials	Short/ Medium	In Progress	Currently 222 members signed up to the new ACED Directory ( <a href="http://www.aced.org.uk">www.aced.org.uk</a> ) which launched in June 2023. 9 ACED Network meetings coordinated, including speakers from the Arts Council, National Lottery Heritage, Digital Culture Network, Creative UK and Screen Devon.

6.1.2 Convene a steering group to devise a business plan for ACED, reflecting on success to date and exploring how best to democratise its leadership and management, maximise effectiveness and build its role in supporting delivery of this Cultural Strategy	Short	In Progress	Have recruited x11 new ACED Champions who meet 3 times a year: Libraries, Museum & Heritage, Music, Film & Media, Film and Creative Education & Climate Change, Festivals & Inclusion. The Champions co-chair network meetings and form the panel for the annual ACED Volunteer of the Year Award.
6.1.3 Establish new networks that link with ACED, to provide specialised communities of practice	Short/Medium	In Progress	This is being done informally through ACED Network with several ACED Champion leading sub networks in specialised categories, inc: East Devon Museum Group, Film Networking group and ED Festival Networking Group.

### Theme 7

#### Cultural leadership

Be ambitious and drive change by bringing together a diverse range of partners to drive forward and advocate for the Cultural Strategy and secure inward investment

Actions	Potential work programmes	Timescale	Progress	Comments
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7.1 Provide leadership and stewardship to drive forward the strategy and bring partners on board	7.1.1 Establish a Cultural Compact or other partnership to lead this strategy, including collaborative projects and shared funding bids	Short	On hold	Completed research - Dorset & Somerset do not have a Cultural Compact in place as not best model for rural area, looking into alternative options such as an advisory group focused on a specific project (e.g. Marlcombe). Arts Council confirmed no need to set up cultural compact if not suitable for rural area.
	7.1.2 Integrate Cultural Strategy Objectives and Actions into wider Council plans, staff work schedules and resource planning to understand what resources are available and where gaps remain	Short/Medium	In Progress	Strong links established with Event Teams, Economic Development & place making. ACED website is raising awareness.
	7.1.3 Invest in a Cultural Producer to provide a central hub for our strategic values, advocacy, communications and development of the strategy, including coordination of the Cultural Compact and ACED network	Short/Medium	Completed	Appointed in Jan 2023.
	7.1.4 Assign a small budget to pay freelancers for their time in strategic leadership roles, such as the Cultural Compact	Short	Not started	Currently not necessary but ACED Champions can now claim travel expenses for ACED Network meetings in an official volunteer capacity.

**Capture value**

Ensure continuous learning and improvement by monitoring and evaluating the change that creativity and culture has on people and place

Actions	Potential work programmes	Timescale	Progress	Comments
8.1 Develop a single evaluation process that captures the social, economic, environmental and health & wellbeing value of culture, enabling advocacy for the sector as a whole	8.1.1 Work with Arts Council England and other regional partners, such as Plymouth or Exeter to explore tools available for measuring impact across East Devon cultural organisations	Medium	In Progress	A single evaluation process has been created relating to strategy goals which is completed annually by: THG, Manor Pavilion, Villages in Action, South West Museums Development and recipients of the Creative East Devon Fund. EDDC is looking to invest in the South West Visitor Economy Hub in 26/27 to track specific visitor data. Quarterly meetings with the South West Culture Network regularly discuss evaluation methodology.

Report to: Arts and Culture Forum

Date of Meeting 26/11/2025

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A



## **Thelma Hulbert Gallery (THG) Update**

### **Report summary:**

This report gives a summary of THG activity for 2025.

Our theme for 2025; Community and Place

The aim was to strengthen our ties with both our local and artistic communities through the following initiatives:

- Encouraging Emerging Artists: Providing opportunities and support for new talent.
- Collaborating with Local Artists and Photographers: Showcasing the unique perspectives of our community's creative voices.
- Bringing Renowned Artists to a Rural Setting: Creating a platform for our local audience to engage with established artists.
- Continuing our climate-focused Exhibitions: Highlighting the interconnectedness of climate and racial justice through impactful programming.
- Embedding Equity, Diversity, and Inclusion (EDI) and accessibility into our programming and delivery.

### **Is the proposed decision in accordance with:**

Budget Yes ☒ No ☐

Policy Framework Yes ☒ No ☐

### **Recommendation:**

That the Arts & Culture Forum note and support a funding bid to the Arts Council to support Thelma Hulbert Gallery to

- Enrich our Exhibition Programme by delivering an ambitious engagement programme that benefits the wider East Devon community — including local schools and our expanding Youth Network.
- Develop our Youth Network into a region-wide platform that extends beyond the gallery, engaging young people who may not otherwise have access to creative opportunities — such as those with school-related anxiety and young people leaving care.
- Reframe opportunities for young people by introducing live projects and creative briefs designed to build skills, confidence, and pathways into the creative industries.
- Expand internship opportunities through partnerships with Exeter College and support for care leavers.



- Continue our focus on the climate emergency by developing our Climate Conversations into a Climate Symposium – a day to carve out space and time to inspire creatives to protect and enhance the natural environment through their creative practice, share expertise and network in a participatory, supportive and solutions focused event of interactive workshops and talks.

### **Reason for recommendation:**

The current Arts Council England project grant funding of 29K which we received in September 2024 to support our delivery for 18 months is coming to an end in March 2026.

We are requesting just under 30K from the Arts Council to ensure the continuation and growth of the Youth Network and engagement programme that enriches our exhibition and wider programme. This support will also enable the gallery to maintain its vital focus on key priorities including

- Equality, Diversity and Inclusion (EDI)
- Addressing the Climate Emergency
- Supporting emerging artists
- Bringing renowned artists to our rural community.

Continuing funding investment will help us sustain and strengthen our reputation for 'punching above our weight' as a rural gallery.

Officer: Gemma Girvan, Gallery Manager and Curator, tel 01404 45006,  
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Portfolio(s) (check which apply):

- ☐ Assets and Economy
- ☐ Communications and Democracy
- ☐ Council, Corporate and External Engagement
- ☒ Culture, Leisure, Sport and Tourism
- ☐ Environment - Nature and Climate
- ☐ Environment - Operational
- ☐ Finance
- ☐ Place, Infrastructure and Strategic Planning
- ☐ Sustainable Homes and Communities

**Equalities impact** Low Impact

**Climate change** Low Impact

**Risk:** Low Risk;

**Links to background information**

Link to [Council Plan](#)

Priorities (check which apply)

- ☒ A supported and engaged community
- ☒ Carbon neutrality and ecological recovery
- ☐ Resilient economy that supports local business
- ☐ Financially secure and improving quality of services

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## Report in full

### **1 2025 Achievements – Thelma Hulbert Gallery (THG)**

2025 has been an exciting year for THG. It marks the first year that Manager, **Gemma Girvan**, has curated the Exhibition Programme. Below is a summary of our key achievements and highlights from the year.

#### **1.1 Refurbishment of THG**

THG began the year with a major refresh and refurbishment. The entire gallery was repainted, new fire doors were fitted in line with Fire Risk Regulations, and the kitchen and toilets were reconfigured to create a more usable space for visitors, staff and volunteers.

The project was efficiently managed by Property Services and the appointed contractor. The result is a gallery that looks well-maintained and professional.

#### **1.2 Ashish Ghadiali**

THG reopened on 22 March 2025 with an exhibition by influential artist and activist **Ashish Ghadiali** featuring three high-profile films focusing on **climate and racial justice**.

The exhibition was very well received, gaining national press coverage and prompting important conversations. A highlight of the exhibition was a **day of talks and engagement**, featuring international keynote speakers and powerful discussions about the Climate Emergency.

#### **1.3 James Ravilious – An English Eye**

THG secured a significant exhibition of work of **James Ravilious**, renowned photographer of rural life and one of Devon's most beloved artists, the exhibition was selected from a major retrospective mounted by the Royal Photographic Society and loaned from the permanent collection of **The Burton at Bideford**.

A solo exhibition of Ravilious' work has not been seen since 2021 and garnered widespread interest from visitors across the region.

#### **Exhibition Impact:**

- Visitors: **3,270** – our highest attendance in ten years. **42% were new visitors**, who had not attended the gallery before.
- Website: **3,200** visits to our home page (double the average) and **5,140** visits to the *English Eye* exhibition page – our most viewed exhibition online.
- **Visitor Feedback:**
  - Pure enjoyment of a passing era. / My father and I worked on a farm, and this reminded me of him. It's been emotional to see the exhibition. / Just fabulous / Inspiring / Wonderful to see. / James Ravilious is one of England's best photographers.

#### **1.4 THG Open 2025**

The **THG Open** is a biennial exhibition and a key part of our programme, celebrating the rich talent of both established and emerging artists from across the South West.

The exhibition showcased a diverse range of work: **painting, photography, mixed media, sculpture, and printmaking**. All works were for sale.

#### **Prizes sponsored by Bearnese Hampton & Littlewood:**

- **Overall Prize (£500): Mellony Taper – Trousseau**
- **Emerging Artist Under 25 Prize (£250): Lucie Sivier-Voller – Tapestry of Dance**

- Over 460 entries – the most ever for a THG Open and 104 artists selected.
- Sales during our Open exhibition increased by 50%, rising from £4,387.25 in 2023 to £6,582.46 in 2025.

### 1.5 **CAMP (Contemporary Art Membership Platform)**

This year marked our first collaboration with **CAMP**, an exciting and dynamic network of artists based in Devon and Cornwall.

The exhibition *Where Are We Now?* explored contemporary environmental issues from multiple perspectives. The exhibition featured a wide range of disciplines including **painting, printmaking, sculpture, video, audio, photography, ceramics, textiles, collage, drawing, and embroidery**.

We continued our successful programme of *Climate Conversations* talks to coordinate with this exhibition. The aim is that through the lens of arts and culture, *Climate Conversations* can help us discover different perspectives and create new opportunities to help us understand and adapt to our changing planet.

Its success has evidenced the need to broaden these conversations further into the form of an Art and Climate symposium, which we are proposing as part of our next Arts Council funding application.

### 1.6 **Present Makers**

*Present Makers* remains one of the most popular exhibitions in our programme, featuring hand-crafted gift ideas showcasing the talent of contemporary craftspeople in the South West.

From open submissions, entries are carefully selected to highlight the **quality, variety, and creativity** of local makers working across a range of materials.

This year, we received a **record-breaking 90 entries** and selected **70 artists** –more than ever before.

## **2 Engagement**

**Social media success:** through a targeted approach of maximising popular content and an increased use of reels to reach new audiences:

- THG's Instagram has reached a landmark 5,000 followers – an increase of 1,000 (+25%) since November 24.

### **Summer engagement programme:**

- During July and August, over 790 people visited THG's offsite and gallery activities - of these 370 engaged in art activities at the gallery including 236 children. THG also sold out of the five days of Summer Art Week activities for 11 to 17-year-olds.

## **3 Summary Arts Council Funding**

We have been successful in gaining sequential funding from Arts Council England to boost our interaction with young people and embed roles and opportunities for them within and beyond the gallery. To date this has seen us interact with over 1500 people across 7 different locations and 50 different events, including schools workshops, community events and gallery workshops.

Highlights include:

- establishing a Youth Arts Network who have commissioned new sustainable off-site delivery: the Creative Cabinet, which will begin interacting with our wider audience and regional communities in late Spring/ Summer 2026.
- working with Honiton Community College and Honiton Town Council to create public art showcasing the variety of activity that young people can engage with in Honiton.

We have an exciting programme of exhibitions planned for next year. Please visit the website to find out more.

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**Financial implications:**

There are no direct financial implications arising from the report. (JS/131125)

**Legal implications:**

There are no legal implications requiring comment (ALW/02553/131125)