

SIDMOUTH HERALD

7.6.13

Pub campaign TV blow

A CAMPAIGN to save Sidbury's last remaining pub was set for national exposure with an appearance on ITV until producers pulled the plug.

The channel's *Daybreak* programme was planning to broadcast live from the Red Lion as part of coverage of a Westminster rally yesterday.

The campaign is part of the UK-wide 'Fair Deal for Your Local' movement to reform

the pub industry - but organisers were told the television crew couldn't reach 'deepest East Devon'.

A number of supporters agreed to attend for the broadcast, only to be told it would not go ahead.

Sidbury resident John Loudon said he understands the regional ITV group may cover the story in the future.

Punch Taverns have put the pub up for sale for £295,000.