

AGENDA FOR THE MEETING OF TOTNES TOWN COUNCIL
MONDAY 3rd FEBRUARY 2020 AT THE GUILDHALL, TOTNES



You are hereby SUMMONED to attend a Meeting of the Council, which is to be held in the Guildhall, Totnes on **Monday 3rd February at 7pm** for the purpose of transacting the following business:
Please note that public question time will be held prior to Full Council from 6.30pm

No	Subject	Comments
1	To receive apologies and vote on whether to agree.	D.Cllr Birch
2	The Mayor will request confirmation that all Members have completed or made any necessary amendments to their Declaration of Interests.	
3	<i>The Council will adjourn for the following items:</i> <u>Reports from County and District Councillors</u> <i>The Council will convene.</i>	a) Cllr Birch
4	To approve and sign the Minutes of the following Meetings: <i>(Please note confidential minutes can be agreed but any discussion must be held in Part 2):</i> <ul style="list-style-type: none"> a. Full Council 6th January 2020 b. Council Matters 13th January 2020 c. Planning 20th January 2020 d. Town Matters 20th January 2020 	Enclosure Enclosure Enclosure Enclosure
5	To consider any matters arising from the Minutes <u>and to approve any recommendations</u> from Committees <i>(Please note confidential recommendations can be agreed but any discussion must be held in Part 2):</i> <ul style="list-style-type: none"> a. Full Council 6th January 2020 b. Council Matters 13th January 2020 c. Planning 20th January 2020 d. Town Matters 20th January 2020 	Enclosure Enclosure Enclosure Enclosure
6	To note any update on the NP (standing item).	Verbal update Cllr Luker
7	To receive any update on the progress on the draft Totnes Community Climate and Ecological Action plan	Verbal update Cllr Hodgson
8	To note that the deadline for Councillor Allowance claim forms is 6th March 2020.	
9	To note the date of the Civic Dinner - Saturday 22nd February in the Civic Hall. Tickets must be purchased from Mairead mair@totnestowncouncil.gov.uk	
10	To note the latest Visit Totnes Marketing report	Enclosure
11	To consider a request for a representative on the Devon Countryside Forum	Enclosure
<i>The Council will be asked to RESOLVE to exclude the press and public "by reason of the confidential nature of the business" to be discussed and in accordance with the Public Bodies (Admission to Meetings) Act 1960.</i>		
12	To discuss any confidential items from the Council Matters minutes, such as staffing budgets.	
13	To note the date and time of the next meeting: Monday 2nd March 2020. Public session from 6.30pm in The Guildhall.	

Catherine Marlton

Town Clerk

John Birch
SHDC Member for Totnes

Report for Totnes Town Council
meeting to be held on Monday 3 February 2020

I report on the following matter;

GOOD NEWS FROM SHDC ON CLIMATE CHANGE

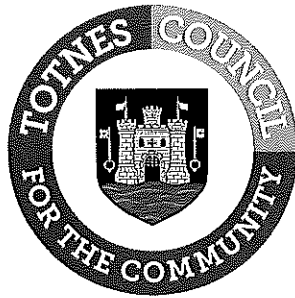
Liberal Democrat and Green councillors plus one Independent councillor on South Hams District Council joined forces to propose an amendment to the proposed 2020/21 SHDC Budget. The amendment called for funds to be allocated for climate change projects.

The Lib Dem and Green councillors took the view that the current proposed budget ignored the key issue of climate change. There was nothing proposed to back up the Climate Change Action Plan being produced by SHDC other than to appoint a climate change officer who will spend half of his/her time with West Devon and without a budget.

At the joint DMC/O&S Panel meeting held on 23 January 1, along with the support of Lib Dem and Green councillors, proposed that a fund of £400,000 be set up for emergency climate change projects in South Hams in order to give effect to the action plan being produced by the Council. The proposal was carried and now goes for final approval by the Executive and Full Council.

It is part of the accepted proposal that part of the £400,000 be open to bids from community groups with proposals for climate change projects.

Cllr John Birch
SHDC Member for Totnes



Item 4A

DRAFT MINUTES FOR THE MEETING OF TOTNES TOWN COUNCIL
MONDAY 6th JANUARY 2020 AT THE GUILDHALL TOTNES

Present: Cllr J Hodgson (Chair), Cllr Paine, Cllr Luker, Cllr Price, Cllr Matthews, Cllr Vint, Cllr Trow, Cllr Piper, Cllr Allen, Cllr Allford and Cllr Webberley.

Apologies: Cllr Adams, Cllr Hendriksen, Cllr Perkins, Cllr Skinner and Cllr Simms.

In Attendance: Catherine Marlton (Town Clerk), Christina Bewley (minutes), Peter Bethel (Town Sergeant), Soundart Radio x 1, Press x 1, D.Cllr Birch, and 3 members of the public.

No	Subject	Comments
1	To receive apologies and vote on whether to agree.	Apologies were received from Cllr Adams, Cllr Hendriksen, Cllr Perkins, Cllr Skinner and Cllr Simms. The reasons given were read out by the Clerk. It was RESOLVED to accept the apologies.
2	The Mayor will request confirmation that all Members have completed or made any necessary amendments to their Declaration of Interests.	Confirmed.
3	<i>The Council will adjourn for the following items:</i> <u>Reports from County and District Councillors</u>	It was RESOLVED to suspend standing orders a) C.Cllr Hodgson provided a written report. She reported very positive feedback from the Foodbank which received a high level of donations over the Christmas period. She raised concerns about the lack of maintenance of rural roads. Ticklemore St. is very uneven and this was raised with Devon Highways 2 years ago. They have now given their assurance it will be done in March. Cllr Vint raised queries about DCC's Climate Emergency action. b) D.Cllr Birch provided a written report. Cllr Luker questioned why the Action on Empty Homes did not mention compulsory purchase. D.Cllr Birch confirmed that this was an option available to the Council but is a very lengthy and expensive process. He believes there are easier actions to take. Cllr Paine questioned the justification for increasing the Council Tax on empty homes when there could be good reasons for them being empty. Cllr Webberley asked what is meant by an interventionalist approach. D.Cllr Birch explained it is using funds to purchase houses rather than leave it to market forces. D.Cllr Birch explained that SHDC will not build properties due to the right-to-buy regulations. Cllr Vint raised queries about the Climate Change Action Plan. D.Cllr Birch advised that SHDC are going to wait to see how the Citizens Assembly set up by DCC works before considering

		<p>whether a SHDC Citizens Assembly is needed, to avoid any duplication. The District's intention is to be carbon neutral by 2030. The Action Plan will be finalised in May/June when all responses have been received from the consultation process.</p> <p><i>The Council reconvened.</i></p>
4	<p>To approve and sign the Minutes of the following Meetings: <i>(Please note confidential minutes can be agreed but any discussion must be held in Part 2):</i></p> <ol style="list-style-type: none"> Full Council 2nd December 2019 Council Matters 9th December 2019 Planning 19th December 2019 	<p>It was RESOLVED to approve and sign the Minutes of the following meetings :</p> <ol style="list-style-type: none"> Full Council 2nd December 2019 Council Matters 9th December 2019 Planning 19th December 2019
5	<p>To consider any matters arising from the Minutes and to approve any recommendations from Committees <i>(Please note confidential recommendations can be agreed but any discussion must be held in Part 2):</i></p> <ol style="list-style-type: none"> Full Council 2nd December 2019 Council Matters 9th December 2019 Planning 19th December 2019 	<p>The following matters arose:</p> <ol style="list-style-type: none"> <u>Full Council 2nd December 2019</u> <p>None</p> <ol style="list-style-type: none"> <u>Council Matters 9th December 2019</u> <p>Item 6 – deferred to Item 11 on the agenda. Item 9 – the Clerk has sent out an e-mail but had no response to date. Item 16 – deferred to Part II.</p> <ol style="list-style-type: none"> <u>Planning 19th December 2019</u> <p>None</p>
6	<p>To note any update on the NP (standing item).</p>	<p>Cllr Luker gave a verbal update. The public consultation has now finished after 8 weeks and lots of comments have been received. He will be meeting with the consultants to go through the responses received and amend the draft plan where required.</p> <p>There is a public meeting next Thursday at 4pm to go through the draft Plan. The Town Council are also waiting for a response from SHDC on the draft Plan.</p>
7	<p>To note any update on the Christmas Festival nights (standing item).</p>	<p>The Clerk gave a verbal update on the Christmas Festival budget. It has still to be finalised but the hope is it could be cost neutral. That said with the cancellation of the second night due to severe weather it is more likely to have a cost of around £5,000 from the £10,000 allocated Arts budget. Councillors reported getting good feedback regarding the event.</p>
8	<p>To update on the draft Totnes Community Climate & Ecological Emergency Action Plan.</p>	<p>Cllr Hodgson reported that the draft Action Plan is still being typed up. It was agreed that the responses received from the Action Planning week would be discussed at a meeting. Cllr Hodgson said that the Climate Change Working Group will be meeting on the last Tuesday of each month at 6pm.</p>

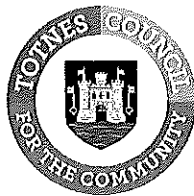
9	To ratify the Events Officer appointment.	It was RESOLVED to ratify the appointment.
10	Councillors are asked to send in contributions to the February 2020 Totnes Directory newsletter – 15 th January 2020 is the deadline.	Noted.
11	To consider the draft budget and set the precept amount for 2020/2021. Please also see the recommendation from Council Matters on 9 th December 2019.	<p>The Clerk explained the results of the Community Budgeting survey and clarified that the decision being taken at this meeting is about the total budget required, not how much is allocated to each line in the budget.</p> <p>Cllr Piper spoke against the recommendation of a 3% increase brought by the Council Matters Committee as he believes the proposed increase in the Precept is too conservative. There is the possibility that the government will introduce a cap on Precept increase in the near future and the Town Council should plan for that.</p> <p>Cllr Piper proposed an increase of 20%.</p> <p>Following further debate Cllr Piper amended his proposal to an increase of 10%.</p> <p>Cllr Webberley proposed a 6% increase as midway between Cllr Piper's proposal and the recommendation from the Council Matters Committee.</p> <p>The final proposal from Cllr Webberley was voted on to become a substantive motion and then voted on again. The 6% increase was carried with 6 Councillors for and 5 against.</p> <p>It was RESOLVED to set the Precept increase at 6% for 2020/21.</p>
12	To note the annual Guildhall visitor and income figures.	The Clerk reported that visitor numbers were down this season as a result of closures due to a lack of volunteers. It is hoped that the newly formed Heritage Group will be able to help increase visitor numbers.
13	<p>To consider the following planning applications:</p> <p>3195/19/FUL – READVERTISEMENT (Revised Plans Received) Replacement of existing garage/store to provide one dwelling. Glebe Coach House, Manor Way, Totnes, TQ9 5HP.</p> <p>3798/19/HHO - Householder application for alterations and extension, remedial works to existing dwelling including re-roofing and replacement windows (part retrospective). Laurel Cottage, Harpers Hill, Totnes, TQ9 5GG.</p> <p>3824/19/FUL - Alterations to 1 and 2 Steamer Quay to include works within boundaries to demolish existing dividing wall and create car parking for both units, remove and replace existing fences together with replacement automatic sliding gate. 1 & 2 Steamer Quay</p>	<p>Cllr Vint expressed concern that considering planning applications in Full Council meetings restricts the opportunity for public input.</p> <p>No objections were raised to the applications.</p>

	Wharf, Steamer Quay Road, Totnes, TQ9 5AL.	
<i>The Council did not asked to RESOLVE to exclude the press and public "by reason of the confidential nature of the business" to be discussed and in accordance with the Public Bodies (Admission to Meetings) Act 1960.</i>		
14	To discuss any confidential items from the Council Matters minutes, such as staffing budgets.	It was RESOLVED unanimously to agree the 2019/2020 current staffing budget and the 2020/2021 proposed staffing budget and new structure. Job descriptions and recruitment of the Community Fundraiser, Green Travel and Lengthsman/Maintenance Officer would go to Council Matters as part of the committee's delegated authority.
15	To note the date and time of the next meeting: Monday 3rd January 2020. Public session from 6.30pm in The Guildhall.	Noted.

Ended

Catherine Marlton
Town Clerk

DRAFT



Item 4B

**DRAFT MINUTES FOR THE COUNCIL MATTERS COMMITTEE
MONDAY 13TH JANUARY 2019 AT THE GUILDHALL TOTNES**

Present: Cllr E Price (Chair), Cllr C Allford, Cllr P Paine, Cllr J Hodgson, Cllr Piper (arrived late)

Apologies: Cllr Adams

Not present: Cllr Simms

Present: Catherine Marlton (Town Clerk)

No	Subject	Comments
1	To receive apologies and to confirm that any absence has the approval of the Council.	The apologies from Cllr Adams and Cllr Piper (late) were AGREED .
<i>The Committee will adjourn for the following item:</i>		
Public Question Time: A period of 15 minutes will be allowed for members of the public to ask questions or make comment regarding the work of the Committee or other items that affect Totnes.		None.
<i>The Committee will convene to consider the following items:</i>		
2	To discuss any matters arising from the minutes of: Council Matters 9 th December 2019 - (already agreed through Full Council)	None.
3	To consider the current year's budget allocations, budget monitor, balances and forecast.	The current year budget monitor was considered and AGREED unanimously. The Town Clerk will look at purchasing Moth covers for the mace bearers uniforms.
4	To note the final budget for 2020/2021 agreed at Full Council on 6 th January 2020 – including the decision made by Paige Adams Trust on any annual contribution.	Noted. No actions to approve.
5	To receive an update on the Neighbourhood Plan (standing item).	Noted. No actions to approve.
6	To note any update from the Venues Working Group (standing item)	Noted. No actions to approve
7	To note any update from the Economy Working Group (standing item)	It was AGREED to temporarily hold off on scheduling an Economy WG meeting until the standing orders are reviewed. It was felt possible to bring individual ideas and projects direct to an appropriate committee for consideration as required.
8	To note any update from the Cemetery Working Group (standing item)	None.
<i>The Committee will be asked to RESOLVE to exclude the press and public "by reason of the confidential nature of the business" to be discussed and in accordance with the Public Bodies (Admission to Meetings) Act 1960.</i>		
9	To consider and agree the bank and petty cash reconciliations (confidential as contains personal information of payees).	The reconciliations were unanimously AGREED .
10	To consider and sign (Clerk and Chair) the 2019/20 staffing budget.	This was unanimously AGREED and signed by the Clerk and Chair.
11	To note the staffing structure agreed at Full Council on 6 th January 2020 from April 2020/21 onwards	Noted. No actions to approve
12	To consider a legally and commercially sensitive issue in relation to a community asset	It was AGREED to give the Clerk delegated authority to seek specialist legal advice in relation to the matter.
13	Date of the next meeting – Monday 10 th February 2020 at 7pm.	

DRAFT



**DRAFT MINUTES OF THE PLANNING COMMITTEE
MONDAY 20TH JANUARY 2020 AT THE GUILDHALL TOTNES**

Present: Councillors G Allen (Chair), J Hodgson, C Luker, P Paine (arrived late) and R Vint.

Apologies: Cllr V Trow.

Not Present: Cllrs A Simms and R Hendriksen (apologies received during meeting).

In Attendance: Sara Halliday (Committee and Cemetery Administrator), Richard Gage (South Hams District Council Heritage Officer) and press.

No	Subject	Comments
1	To receive apologies and to confirm that any absence has the approval of the Council.	It was resolved to accept the apologies.
	<i>The Committee will adjourn for the following items:</i>	
	A period of 15 minutes will be allowed for members of the public to ask questions or make comment regarding the work of the Committee or other items that affect Totnes.	There were no members of the public present.
	<i>The Committee will convene to consider the following items:</i>	
2	To discuss the general safety of buildings in the conservation area with the SHDC Heritage Officer.	<p>Richard Gage explained his role as Heritage Officer for South Hams and explained some of the public-facing services that he provides for those who are seeking to do work on a listed building or in the conservation area. Councillors asked questions about: the use of modern building materials and techniques in listed buildings; installation of solar panels; the materials used for pavements; the problems of maintaining gutters; funding for general upkeep; and the benefits of compiling a non-designated heritage asset list.</p> <p>Cllr Paine joined the meeting at 10.45am.</p> <p>To RECOMMEND to Full Council that in the next 'Totnes Matters' insert for the Totnes Directory, space is given to reminding property owners of the requirement to maintain their property, to think about the impact of overflowing gutters onto people using the pavements and to the walls of their property, including links to useful websites.</p>
3	To update on any matters arising from the minutes of 19 th December 2019. (Note: already agreed through January 2020 Full Council.)	There were no matters arising.
4	To make recommendations on the following tree works orders: 4a) 0044/20/TCA T1: Oak – Fell. Fernleigh, Pomeroy Villas, Totnes, TQ9 5BE.	Object. Other than visual, there is no other reason for the tree to be felled that would justify the

	<p>4b) 0049/20/TPO – G1: Ash x4 - Fell due to ash die back; T4: Sycamore - Dismantle and fell as standing dead tree; T5: Beech - Dismantle and fell, 3m monolith retained due to extensive upper crown decline. Land adjacent to Tristford Cross, Totnes.</p> <p>4c) 3996/19/TPO - T1: Ash - Crown raise to 7m from ground level on West side by removing secondary limbs from primary limb, deadwood removal (exempt). Crown raise to 6m from ground level on North side. Tree is overhanging garden of 54 Denys Road. 48 Denys Road, Totnes, TQ9 5TL.</p> <p>4d) 4177/19/TCA G1: Medlar x 7 - Crown raise to 2.1m from ground level - cyclical consent request. To reduce risk of injury to members of public from low hanging branches. St Mary's Churchyard, High Street, Totnes.</p>	<p>detrimental impact of the wildlife habitat lost. The Planning Committee would request that the South Hams District Council Tree Officer investigates.</p> <p>Support, but the Planning Committee would request that all trees felled have replacement trees planted, and that the area of trees is protected by a Tree Preservation Order. It is also requested that the Tree Officer requests that the applicant takes better care of the site in order to give the replacement trees the best chance of healthy growth.</p> <p>Cllrs Allen, Hodgson and Vint declared a personal interest. Support.</p> <p>Noted (the application is from Totnes Town Council).</p>
5	<p>To make recommendations on the following planning applications:</p> <p>5a) 4052/19/FUL - Part-retrospective application for erection of up to 1400mm high vehicle restraint barrier including proposed natural stone cladding (Resubmission of 2587/17/FUL). Highway land at SX 796613 between Nellies Wood View and Dartington Lane, Ashburton Road, Dartington.</p> <p>5b) 3818/19/FUL – Conversion of redundant agricultural barn to dwelling. Bourton Linhay, Bourton Lane, Totnes, TQ9 6LA.</p> <p>5c) 4042/19/LBC - Listed Buildings Consent for internal and external amendments (part retrospective) to approved scheme 1181/18/LBC. 8a The Proctors House, High Street, Totnes, TQ9 5RY.</p> <p>5d) 4076/19/HHO - Householder application for single storey rear extension. 1 Twin Cottage, Gerston, Totnes, TQ9 7HS.</p> <p>5e) 4138/19/HHO - Householder application for replacement of aluminium windows, timber balustrading with metal balustrading, timber pergola & timber decking and minor internal & external alterations. 30 Quarry Close, Totnes, TQ9 5FA.</p>	<p>Object. The Planning Committee wish to see the original plans followed of a traditionally built stone wall (to match the one on the other side of the road) with a bank and hedging behind. The proposed stone cladding will encroach onto the shared pedestrian and cycleway pavement too much.</p> <p>Support, but the Planning Committee would prefer to see natural slate used as a roofing material, as it is more in keeping with neighbouring properties.</p> <p>Support.</p> <p>Support.</p> <p>Support.</p>

	<p>5f) 4160/19/FUL - Amendments to planning approval reference 56/1847/08/F to include revised window openings to blocks C, D & E, additional rooflights to block D, use of the roof space within block D to provide additional dwelling space, and the inclusion of solar panels to the roof of blocks C, D & E. Bridge Court, Totnes, TQ9 5DB.</p> <p>5g) 4196/19/HHO - Householder application for installation of solar panels on roof of existing shed. 2 Seymour Villas, Pathfields, Totnes, TQ9 5QR.</p>	<p>Support.</p> <p>Cllrs Allen, Hodgson and Vint declared a personal interest. Support.</p>
<p><u>NOTE: Cllr JH observes and does not vote on any applications which would potentially be discussed at a Development Management Committee meeting at SHDC.</u></p>		
6	<p>To consider the following requests for evidence to support or refute the following applications:</p> <p>6a) 4065/19/CLE - Certificate of Lawfulness for existing development of decking including timber handrail & balustrade system. 14 Sparkhayes Drive, Totnes, TQ9 5LD.</p> <p>6b) 3914/19/CLE - Certificate of lawfulness for existing use of rear extension as residential unit. 86 Westonfields, Totnes, TQ9 5QU.</p>	<p>Details of the dates that the planning application came before Committee will be submitted, along with any details held of the initial Camomile Lawn development.</p> <p>No comment.</p>
7	<p>To consider the South Hams District Council update on electric car charging points in SHDC car parks.</p>	<p>To RECOMMEND to Full Council that the Nursery Car Park site is supported, and that the Town Council would like clarification that the energy supplier is zero/carbon neutral.</p>
8	<p>To consider the request for a Tree Preservation Order Parish of Totnes No 1001 that has been served on Paige Adams Road, Totnes.</p>	<p>Support.</p>
9	<p>To note the following event requests received by SHDC:</p> <p>9a) Rotherfold Artisan Market on Saturday 11th April from 0800-1600hrs.</p> <p>9b) Totnes 10k in aid of Totnes Caring on Sunday 2nd August from 0800-1300hrs in Borough Park.</p>	<p>Noted.</p> <p>Noted.</p>
10	<p>To note the date of the next meeting of the Planning Committee – Monday 17th February 2020 at 10.00am.</p>	<p>Noted. It was requested that the meeting be moved back 1 week to avoid a clash with the half term holiday.</p> <p>[Post-meeting note: moving the meeting back a week is too long a gap between meetings. Cllr Hendriksen has confirmed that he is available to Chair as the Deputy.]</p>



Item 4D

**DRAFT MINUTES OF THE TOWN MATTERS COMMITTEE
MONDAY 20TH JANUARY 2020 AT THE GUILDHALL TOTNES**

Present: Councillors B Piper (Chair), G Allen, R Hendriksen, D Matthews, P Paine, V Trow, R Vint and L Webberley.
Apologies: None.
Not Present: Cllrs K Perkins and S Skinner.
In Attendance: Cllr Luker, 4 members of the public and Sara Halliday (Committee and Cemetery Administrator).

No	Subject	Comments
1	To receive apologies and to confirm that any absence has the approval of the Council.	No apologies had been received.
<i>The Committee will adjourn for the following items:</i>		
	<p>A period of 15 minutes will be allowed for members of the public to ask questions or make comment regarding the work of the Committee or other items that affect Totnes.</p>	<p>Totnes Ramblers invited Councillors to take part in launching a walking festival being organised from 13-20 September 2020. Further details will be circulated to Councillors and Visit Totnes for inclusion on the website when details are finalised.</p> <p>A member of the public asked how Totnes Town Council is involved in addressing the homeless issues in the town, and how they might get involved in the 'Housing First' scheme. Cllr Piper explained that the Town Council doesn't have the capacity to provide a service but supports local groups who help people with housing and personal issues, and link councillors are involved with meetings with various community groups and South Hams District Council. Cllr Webberley proposed that the homeless issue is a standing item on the agenda, where updates from South Hams District Council can be fed back. It was AGREED that South Hams District Council will be asked:</p> <ul style="list-style-type: none"> • For an update and/or presentation about what they are doing to address homelessness in Totnes; • If are they aware of the 'Housing First' scheme; and • Do they have any plans for setting up a halfway house for homeless people in Totnes. <p>It was AGREED to include information about the South Hams Cold Weather helpline in the next 'Totnes Matters' section of the Totnes Directory.</p> <p>A member of the public offered to facilitate a workshop for Councillors to work through the 'Equality Framework for Local Government'. To RECOMMEND to Full Council that this offer is accepted and that a workshop is run open to all Councillors to attend.</p>

		<p><i>Post meeting note: The member of the public proposes that this session takes place at the REconomy Centre (which is fully accessible but there will be a hire charge of approximately £20) and would be for 3-4 hours duration.</i></p>
	<p><i>The Committee will convene to consider the following items:</i></p>	
2	<p>To update on any matters arising from the minutes of 18th November 2019. (Note: already agreed through Full Council.)</p>	<p>Item 5 – Actioned by Cllr Allford on 28th November 2019.</p> <p>Item 8 – Resolved by Full Council. A letter will be drafted from the Clerk to South Hams District Council.</p> <p>Item 9 – Actioned. Details were posted on the Totnes Town Council website and Facebook page.</p>
3	<p>To note any update from the Arts Working Group on 9th January (standing item).</p>	<p>Cllr Piper updated that:</p> <ul style="list-style-type: none"> • The Christmas Festival evenings had been a success and should break even. • More lights will be purchased for the trees in the Market Square, and it is planned to make the Christmas Lights switch on a bigger event in 2020. • The Town Council has been offered a leopard by the creator of animals for the 'Totnes Zoo' and locations on the Civic Hall are being explored.
4	<p>To note any update from the Climate Change Working (standing item).</p>	<p>Cllr Allen updated that:</p> <ul style="list-style-type: none"> • The meeting planned in December 2019 had been cancelled. • The next meeting will consider: a carbon-neutral plan for Totnes; the Local Electricity Bill; trees; and pollution matters. • The next meeting will be on 28th January.
5	<p>To note any update from the Community Engagement Working Group (standing item).</p>	<p>Cllr Webberley updated that:</p> <ul style="list-style-type: none"> • The principle of the group is working and Councillors have started to meet the public outside of the Guildhall. • The idea of the Council piggy-backing on other community events should be used more, for example a stall at the Christmas Festival evenings. • She will email working group members to arrange a date for the next meeting. <p>It was AGREED that the Officer will circulate the Community Engagement Plan to Committee members.</p>
6	<p>To note updates from Heritage, and Open Space, Sports Provision, Leisure Link Councillors.</p>	<p>Heritage Link Councillors – Cllr Allen updated on:</p> <ul style="list-style-type: none"> • Compiling a list of non-designated heritage assets in the town and the need for the community to come forward with proposals. • The Heritage Group, comprising representatives from heritage organisations in the town, will meet in early February.

		<ul style="list-style-type: none"> St Mary's failed in their lottery bid but can reapply. <p>Open Space, Sports Provision and Leisure Link Councillors – Cllr Webberley updated on the installation by TRESOC of solar panels on the Pavilion buildings which is ongoing.</p>
7	To review the 'Equality Framework for Local Government' and identify any aspects which Totnes Town Council could adopt.	It was AGREED that this will best be covered as part of the workshop offered in the public session.
8	To consider a request to support the Local Electricity Bill.	<p>It was AGREED that the principles set out in the draft Bill should be supported, and that local groups should be encouraged to produce/set up energy generation schemes rather than this being a role for the Town Council.</p> <p>To RECOMMEND to Full Council that it supports the Local Electricity Bill and its principles.</p>
9	To consider whether Totnes Town Council should become a 'Purple Angel' by raising dementia awareness amongst Councillors and officers.	<p>It was AGREED that this is a good initiative.</p> <p>To RECOMMEND to Full Council that Councillors and Officers read the provided material and becomes recognised as a Purple Angel council.</p>
10	To consider a resolution to Full Council which confirms Totnes as a Fairtrade town; and note the minutes of the Totnes Supporting Fairtrade meeting held on 27th November 2019.	<p>The minutes were noted. It was AGREED that buying Fairtrade products locally is important (Oxfam sell in bulk).</p> <p>To RECOMMEND to Full Council that Totnes Town Council re-affirms its support of the Fairtrade movement and commits to using Fairtrade products in its Offices and at meetings wherever possible and practical. It will continue to promote Totnes as a 'Fairtrade Town' in its signage and publicity and will encourage all local organisations to purchase and use Fairtrade products.</p> <p>It was AGREED to request that the Paige Adams Trust encourages hirers to use Fairtrade products at events hosted in the Civic Hall, by including a reference in the 'Information for Hirers' document.</p>
11	To consider the ideas received for the re-purposing the proposed adoption of two phone boxes at Swallowfields and Plymouth Road.	<p>The Committee considered the ideas received.</p> <p>To RECOMMEND to Full Council that an item is put in the next 'Totnes Matters':</p> <ul style="list-style-type: none"> Looking for sponsorship of a defibrillator for the phone box on the Plymouth Road. Sponsorship would need to cover initial and ongoing maintenance costs. Inviting ideas from local charities as to how they could use the phone box at Swallowfields to make money.
12	To consider the NALC Charter for Trees and Woods.	It was AGREED that the Committee supports the principles of the Charter, and that the Climate Change Working Group is asked to look at the

		Charter in more detail and advise on targets which will come back to the Committee for consideration.
13	To consider the response from the Totnes Community Development Society on the request for a link councillor.	It was AGREED that those Councillors who are already members of the Totnes Community Development Society would share information with Council as required.
<i>The Committee RESOLVED to exclude the press and public "by reason of the confidential nature of the business" to be discussed and in accordance with the Public Bodies (Admission to Meetings) Act 1960</i>		
14	To consider a legally and commercially sensitive issue in relation to a community asset.	Noted.
15	To note the date of the next meeting of the Town Matters Committee – Monday 16th March 2020 at 7.00pm in the Guildhall.	Noted

DRAFT

visit TOTNES

Marketing Report April - December 2019
Samantha Branch, Destination Manager

Introduction

There has been an increase of 30% on the total number of average users for the whole of 2019 and an increase of 17.5% on unique users. March, April and September saw the biggest increase on a month by month basis.

The number of online users from USA was very much up from 2018 - 2019 having risen from 864 to 5802 people - an increase of 571%. I would say this is mainly because of our adverts in both the Visit Devon visitor guide and Britain magazine because Britain mag is sold in America as well.

2020 Visit Totnes Guide Distribution

Due to Take One Media making some changes to the way they are operating we are now using both Take One and Glide Media to distribute the guides as per the following:

6,000 with Take One Media to national TICs (see Appendix A for the list) targeting people looking for holidays

25,000 with Glide Media with

15,000 going to leaflet display stands in high footfall serviced areas such as supermarkets across Bristol, Gloucestershire and Somerset targeting people looking for holidays

10,000 going to leaflet display stands in high footfall serviced areas such as accommodation and supermarkets in Devon targeting tourists looking for day trips

Sam Branch is going to review the whole distribution campaign in time for 2021.

Marketing

Fiver Fest

We ran the first Fiver Fest in Totnes from 5 - 12 October - 45 local businesses joined with a variety of offers for £5 <https://www.visittotnes.co.uk/see-and-do/totally-locally-fiverfest/> Varying success for each business in terms of sales but great coverage and exposure for Totnes - see Appendix A for the analytics. Visit Totnes increased the number of followers on FB because of this campaign and the post received the biggest engagement ever.

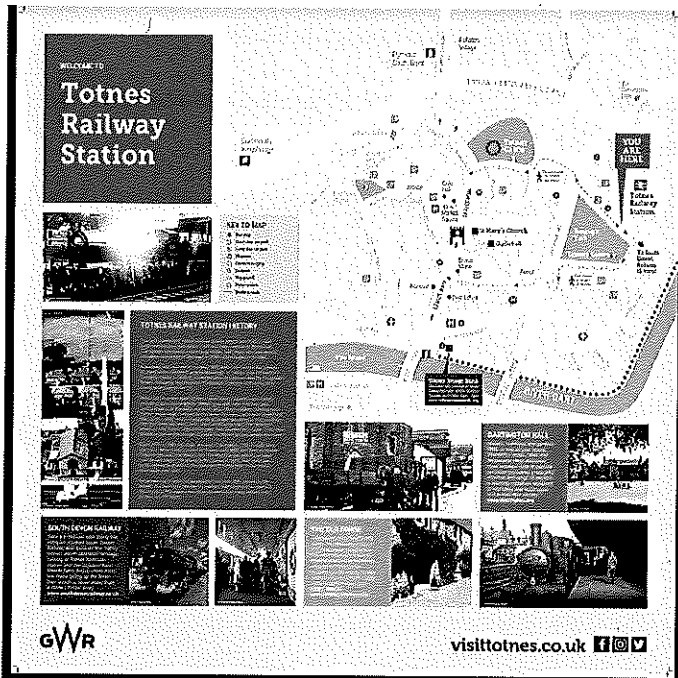
We are running the Fiver Fest again from 15th - 29th Feb - 41 businesses on board so far.



Britain magazine - we have run a few adverts in Britain magazine. One to complement the editorial and one since, with 2 more scheduled.

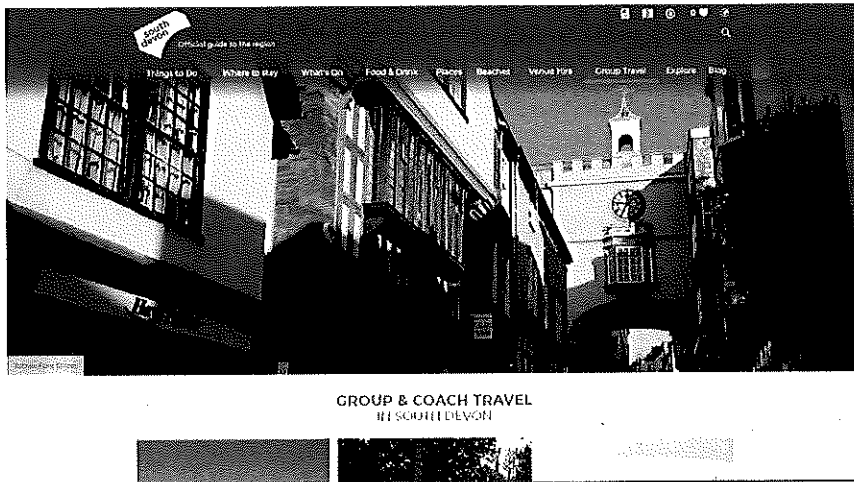
Train Station Map

We designed a map to go on the wall as people exit Totnes train station - sponsored by Dartington Hall and The Old Forge. This is now up and should stay up for a few years or more - but we can obviously change the board if we need to if things change.



Visit South Devon - Groups Marketing www.visitsouthdevon.co.uk/grouptravel

Visit South Devon are promoting certain places in the area to groups and have included Totnes in their new Group Pages online:



They are also going to feature us in their town maps section - I've sent them the map to upload: www.visitsouthdevon.co.uk/explore/town-maps

I have also created a new group section on our website: <https://www.visittotnes.co.uk/see-and-do/group-travel/>

Partnerships

Dartington & Totnes Day Tour

I've collaborated with Dartington Hall and we've created an Historic Day Tour of Totnes & DH: <https://www.visittotnes.co.uk/see-and-do/historic-totnes/tour-of-totnes-dartington-hall/>

This is being targeted specifically at the group, coach & cruise ship market and will cost £35 per person to include a 2 course lunch and tour at the Hall. It is being promoted as part of the Mayflower Dartmouth activity and on Visit South Devon and Visit Devon websites.

Visit Devon

Inclusion in their Trade Directory:

	<p>THE SOUTH DEVON The South Devon is located in South Devon (UK) between Totnes and Plymouth. We have some of the finest sandy beaches in the UK, picture postcard villages and scenery to take your breath away. Dog friendly walking on the South West Coast Path and Dartmoor National Park are our disciplines, what else could you ask for?</p>	<p>www.southdevon.co.uk</p>	<p>Devon</p>	<p>✓ Exeter ✓ Cars & Coaches ✓ Exeter & Plymouth</p>
	<p>VISIT TOTNES From Saxon origins to the 17th century market town, Totnes has a national reputation for its variety of historic buildings and monuments. One of the best ways to explore the town's rich history and changing architecture is by following our town walk.</p>	<p>08 03 40193 www.visittotnes.co.uk info@totnes.co.uk Totnes - Visit Totnes - The Place, Totnes, Devon, TQ1 5DD</p>	<p>Multi-Service</p>	<p>✓ Exeter ✓ Cars & Coaches ✓ Exeter/Totnes</p>

Reciprocal Web Pages

We have partnered with some of the key local tourist boards where I asked them all if we could have a page on their website for free in exchange for the same on ours. We've also increased the content of our page on the VSD website by offering them a page on our website in exchange and now have a full page in the guide as well - we get the biggest number of referrals from their website.

Visit South Devon www.visitsouthdevon.co.uk/places/totnes-p194553

Visit Plymouth www.visitplymouth.co.uk/explore/areas-to-visit/totnes

Visit Dartmouth www.discoverdartmouth.com/explore/totnes-p194553

Visit Exeter www.visitexeter.com/information/product-catch-all/totnes-p194553

PR Editorial

Britain

A double page spread ran in the summer issue of Britain magazine - the official magazine from Visit Britain which has 80,000 circulation, 125,000 readership - 60% of readers based in North America.



Sunday Times www.thetimes.co.uk/article/totnes-great-british-breaks-7738lk3px

The Sunday Times Great Weekend Break article ran in the Travel section of the paper and online on 23rd June.

'This colourful Devonian market town is famed for its bohemian vibe, fierce independence and social innovation. But the pioneering Totnes Pound, which can only be spent in the town, is being taken out of circulation next Sunday, and the Lexus set are moving in. Locals say that times are a-changin' — so visit now.'

Travel on the Brain - Blog www.travelonthebrain.net/totnes-devon-uk-day-trip/

'Totnes in Devon is by far the cutest town I got to visit in Devon. (And there are many pretty little places in the county.) You wouldn't think it judging by its size but it packs a punch with its alleys full of quirky décor shops, delicious cafes, wonderful fashion and beautiful museums and heritage houses. So here's what to plan your day trip to Totnes in Devon England.'

A very comprehensive and positive guide to Totnes with things to do, places to stay and more.

Daily Mail - AA Guide www.dailymail.co.uk/travel/travel_news/article-7191751/Britains-best-pubs-revealed-brand-new-AA-guide-Pub-Guide-2020.html

Britain's best pubs revealed in new AA Pub Guide - includes Royal Seven Stars featured in this article.

Royal Seven Stars Hotel, Devon



The Royal Seven Stars Hotel in Totnes gets the thumbs up for its 'welcoming atmosphere and friendly service'

According to the AA, the Royal Seven Stars Hotel in Totnes, Devon, should be applauded for its 'welcoming atmosphere and friendly service'.

It is located inside a Grade II-listed 17th century building overlooking the bridge over the River Dart.

The AA says it has two character bars and even a grand ballroom.

One of the bars is the saloon, where locals traditionally gather and where a 'log fire chucks out the heat in the cooler months'.

The other is the more contemporary Bar 7, which has 'slate floors and comfy leather sofas'.

PR Competitions

House Beautiful

We ran a competition through the House Beautiful website to give away a stay at Blackthorn, some Roly's fudge and Ben's Farm Shop wine. The comp had over 6,000 entries.

Digital

Social Media Stats 2018

PAGE LIKES or FOLLOWS	April	September	December
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Instagram	1002	1193	1278
FB	804 followers 784 likes	1079 followers 1053 likes	1170 followers 1137 likes
Twitter	734	1058	1115

Social Media Stats 2019 Organic growth for Facebook and Twitter has had a slight revival - possibly since becoming members of Visit Devon as we have our links on our page and I've also upgraded our page on Visit South Devon to include the links on here as well. We had a big boost in likes / followers on FB from the post about the Fiver Fest as well in September.

PAGE LIKES or FOLLOWS	April 2019	July 2019	October 2019
Instagram	1448	1553	1617
FB	1223 likes 1323 followers	1410 likes 1519 followers	1682 likes 1806 followers
Twitter	1212	1346	1415

Social Demographics

Twitter - Women 58 % Men 42% - more men than Facebook and Instagram

Country	Number of followers	% of followers
UK		82% (same as FB)
USA		6%
Russia		2%
Canada		1%
India		1%

The areas aren't split as well as on FB but shows that the majority are from the local area as per FB & Instagram with the next biggest in London.

City	Number of followers	% of followers
England		78%
South West		38%
London		12%
Scotland		2%
South East		2%
Wales		2%
West Midlands		2%

East England		1%
NW England		1%
Yorkshire & Humberside		1%

Facebook Demographics Women 76 % Men 21%

Age	% of followers
45 - 54	21%
35 - 44	21%
25 -34	13%
55 - 64	13%
65+	7%
18 - 24	2%

Country	Followers - April 19	Followers - Dec 19
UK	1351	1671
USA	28	25
Italy	19	18
Australia	18	21
Germany	15	18
NZ	8	7
Spain	6	14
Japan	5	S Korea 8
Sweden	5	Denmark 6
Netherlands	5	Sweden 6

The highest number of followers are from the local area and there are only 53 from London which isn't inline with the website. This needs boosting plus other key target areas including Bristol.

City	Followers - Oct	Followers - Dec
Totnes	426	489

Plymouth	115	126
Newton Abbot	109	117
Torquay	100	106
Paignton	95	106
London	46	53
Exeter	50	49
Kingsbridge	45	52
Dartmouth	25	32
Brixham	22	29

Instagram Demographics

The highest percentage of our followers on Instagram are women (like FB) at 74% but the age of followers are slightly younger on Instagram.

Age	% of followers
35 - 44	30%
25 -34	27%
45 - 54	23%
55 - 64	10%
65+	4%
18 - 24	6%

Unfortunately Instagram only shows the top 5 cities and countries in terms of the audience insights so it's hard to see where else people are following from but UK is by far the highest in terms of country.

The top 5 cities are all local again (45% of all followers) being from local towns / cities with Totnes at the top - again, this needs to change now which I will aim to do with some paid for ads through Instagram and FB.

City	% of followers
Totnes	19%

Plymouth	8%
Newton	7%
Torquay	6%
Exeter	5%

Country	% of followers
UK	87%
Germany	1%
USA	1%
Spain	1%
Australia	1%

Website Stats 2018

2018	Jan	Feb	March	April	May	June	July	Aug	Sept	Nov	Dec	Avg
Users	3602	3428	3344	4031	4710	5804	7079	8683	5032	4612	4118	4433
Unique	3396	3204	3154	3811	4469	5507	6781	8184	4710	4290	3847	4813
Duration	2:56	2:26	2:34	2:22	2:45	2:32	2:23	2:18	2:34	1:35	1:33	2:26

Website Stats 2019

2019	Jan	Feb	March	April	May	June	July	Aug	Sept	Nov	Dec	Avg
Users	3152	3426	4766	7127	6334	6335	7970	9615	7273	4455	4403	5771
yr-on-yr incr.	-12%	-0.06	42%	77%	34%	9%	13%	11%	45%	-3.4%	7%	30%
Unique	2956	3216	4527	6888	6093	6051	7694	9118	6893	4185	4236	5655
yr-on-yr incr.	-13%	-0.4	43%	81%	36%	9.9%	13.5	11%	46%	-2.4%	10%	17.5%
Duration	2:22	2:21	2:09	1:41	2:08	1:54	1:59	1:54	2:01	1:33	1:34	1:56

There has been a big increase on visitor numbers with a total 30% increase in the number of users (17.5% increase in unique users) with March and April seeing the biggest increase.

The increased traffic for April (81% increase in unique users) is partly because of an article which ran in The Telegraph. The fact that April dwell time is down on the average shows that people are still having a good look but probably primarily just having a browse out of interest for now.

Demographics – Country

Comparing 2018 with 2019 we have seen a big increase in the number of people from USA visiting our site rising from 864 to 5802 people - an increase of 571%.

Country Demographics Jan – end November 2018 and Jan - end August 2019

Country	Jan - Dec '18	Country	Jan - Dec '19
UK	91.5%	UK	85.22%
USA	1.55% (864)	USA	8.42% (5802)
Germany	0.99% (550)	Germany	0.77% (533)
France	0.65% (361)	France	0.57% (395)
Netherlands	0.54% (299)	Spain	0.48% (328)
Spain	0.52% (292)	Australia	0.45% (307)
Australia	0.51% (283)	Netherlands	0.44% (302)
Italy	0.33% (185)	Canada	0.29% (203)
Switzerland	0.32% (176)	Switzerland	0.25% (170)
Canada	0.29% (159)	Poland	0.24% (168)

Demographics – City

Historically we have always had approximately 20% of visitors from London and then the rest of the top ten have been from some of the surrounding towns and cities - we've been told that those who visit the site from the surrounding areas may well be using their phones while on holiday though depending on their settings. But the stats haven't changed much since the website began.

2019 had a shift with the fourth highest city being Chicago with 4736 visits compared with only 20 for the whole of 2018. This tallies with the Visit Devon marketing campaign and their visit to a trade show there.

London was still the highest city however in terms of numbers it has gone down slightly from 12,383 to 11,203.

There has been a big increase in the number of users from 'Not Set' which I think is Totnes and I think the increase will have come from more local awareness and the Fiver Fest. Increased from 2331 users to 8797.

City Demographics 2018 and 2019

City	Jan - Dec '18	City	Jan - end '19
------	---------------	------	---------------

London	20.98% 12,383	London	15.5% 11,203
Exeter	5152	Not set (likely Totnes)	8797
Plymouth	3345	Exeter	6162
Torquay	3043	Chicago	4739
Not set	2331	Plymouth	3643
Bristol	1575	Bristol	3612
Newton Abbot	1161	Torquay	3081
Kingsbridge	1057	Newton Abbot	1229
Paignton	937	Southampton	1227
Falmouth	723	Paignton	1183

Acquisition / Channels

Acquisition via direct channels has increased by 282% - this would be consistent with either the Visit Devon guide book or advertising such as Britain magazine or airport ads.

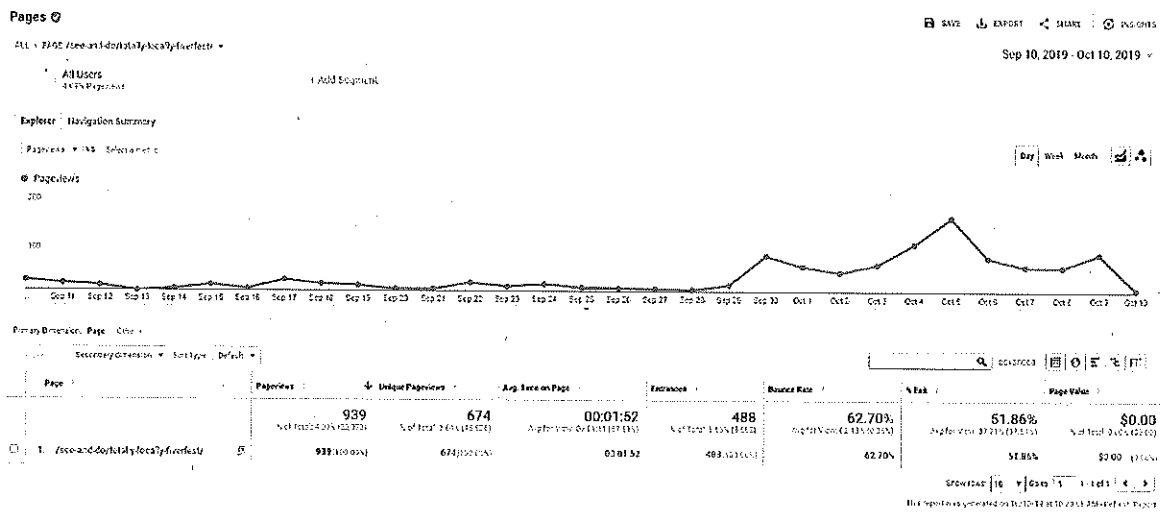
We became members of Visit Devon and Visit Dartmoor however Visit South Devon still brings in the most referrals with 1795 for 2019 compared with 1288 for the 2018. Despite sending more e-news there have been very few links from this with only 5 in the whole of 2019!

Channel	Jan - Dec 2018	Jan - Dec 2019
Organic Search - (keywords in search engine)	81.5% (most popular keyword not provided 97.5%)	74.5% (most popular keyword not provided 94% but top 10 contain Totnes)
Direct (typing url going direct to home page or another VT page)	10.6% - 3300	18% - 12,629
Referrals (traffic direct from other sites with majority from Visit South Devon)	5.8% VSD 38.71% (1288)	5.5% - 3850 VSD 46.26% (1795)

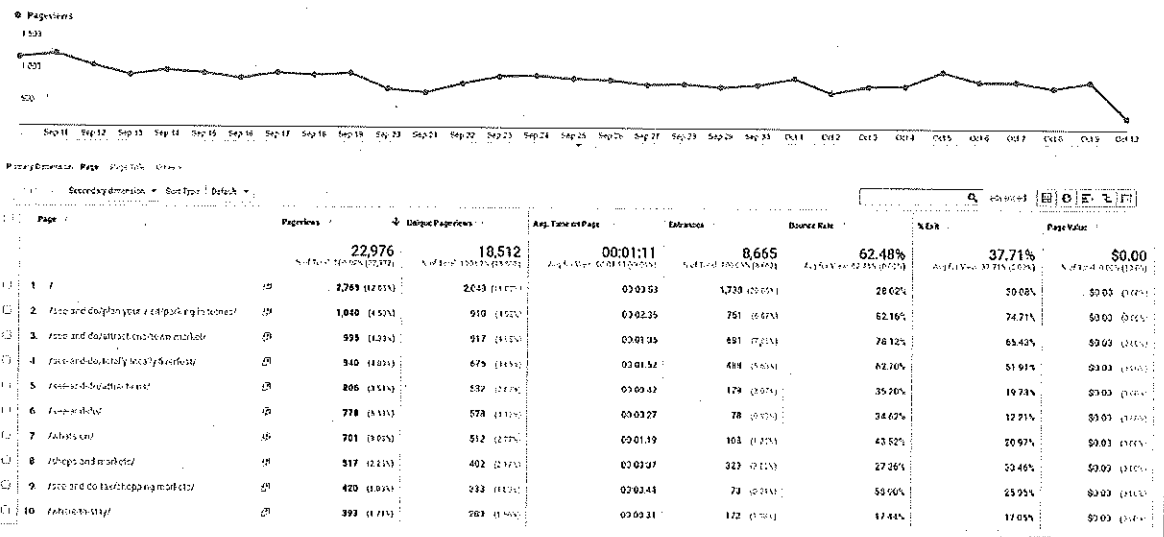
Social	2.05% (86.69% FB)	2.1% - 1447 (91 % from FB, 5% Twitter)
Email	0.03%	0.01% - 5

APPENDIX A

939 page views (674 unique) for <https://www.visittotnes.co.uk/see-and-do/totally-locally-fiverfest/> from 10 September - 10 October. Average time on page 1 minute 52 seconds:



In the same time frame it became the 4th most popular page alongside the home page which is always first, parking second and market third:



Acquisition

From 10 September - 10 October 2019:

- 73% organic
- 14.8% direct (highest from Visit South Devon)

- Social 6.5% (an increase due to the success of the FB posts)
- Referral 5.7% (40 from the article on Devon Life & 27 from The Breeze)

Comparing like for like year on year from 10 Sept - 10 October 2018 was very different:

- 84.1% organic
- 8.8% direct (highest from Visit South Devon)
- Referral 5.9%
- Social 0.9%

This proves that engagement with this campaign and engagement through social media in general is improving.

The Devon Countryside Access Forum is seeking new members.

The Forum is a statutory local access forum under the Countryside and Rights of Way Act 2000. It has seventeen members who advise on the "improvement of public access to land for the purposes of open-air recreation and the enjoyment of the area.." The Forum gives independent advice to a number of Government bodies in addition to Devon County Council, district and borough councils and parish and town councils.

Appointments are made by Devon County Council and applications from anyone with an interest in recreational access are warmly invited. No formal qualifications are required. All applications will be considered and we would love to hear from landowners and managers, access users and people with other relevant professional interests such as planning, education, sport, sustainable transport and business. Although membership is voluntary, a generous mileage rate is paid. Formal meetings are held three times a year. There are occasional small working groups and a yearly training day.

In this round of appointments applications from walkers, women and those with a knowledge of the Definitive Map review process would be particularly welcome.

During 2019 the Forum responded to a number of local and national consultations including proposals for management of Fire Beacon Hill, and visitor access and management on the Pebblebed Heaths. It will be looking at the Natural England coastal access reports (the England Coast Path) on stretches between Kingswear and Cremyll and Combe Martin and Marsland Mouth early in 2020.

At one of its meetings in 2019, Forum members had a presentation from a Public Rights of Way warden and discussed how the network is managed and maintained. This theme was part of its Training Day when members visited the Granite Way and Pegasus Trail to talk about development of recreational trails, different use patterns, surfacing and maintenance.

Forum members participate in Parish Paths Partnership (P3) events and are always keen to learn about improvements that P3 groups have made locally.

Why don't you consider applying to join the Forum? It's an interesting opportunity and you can:-

- contribute to the debate- share your experience and expertise from your specific area of interest;
- meet and work with others- listen to and share ideas on solving access problems;
- help make a difference- influence local and UK policies which impact on access;
- be informed- receive regular local and national access information updates.

For details and an application form please see www.devon.gov.uk/dcaf The closing date is Friday, 21st February 2020.

If you have any questions please do not hesitate to contact me.

I should be very grateful if you could share this information with the Parish/Town Council and also pass this e-mail onto your networks.

Yours sincerely

Hilary Winter

Forum Officer
Devon Countryside Access Forum
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County Hall
Topsham Road
Exeter EX2 4QD

Tel: 01392 382771

