

**AGENDA FOR THE MEETING OF TOTNES TOWN COUNCIL**  
**MONDAY 5<sup>th</sup> OCTOBER 2015 AT THE GUILDHALL TOTNES**

You are hereby SUMMONED to attend the Meeting of the Council, which is to be held in the Guildhall, Totnes on Monday 5<sup>th</sup> October 2015 at 7pm for the purpose of transacting the following business:

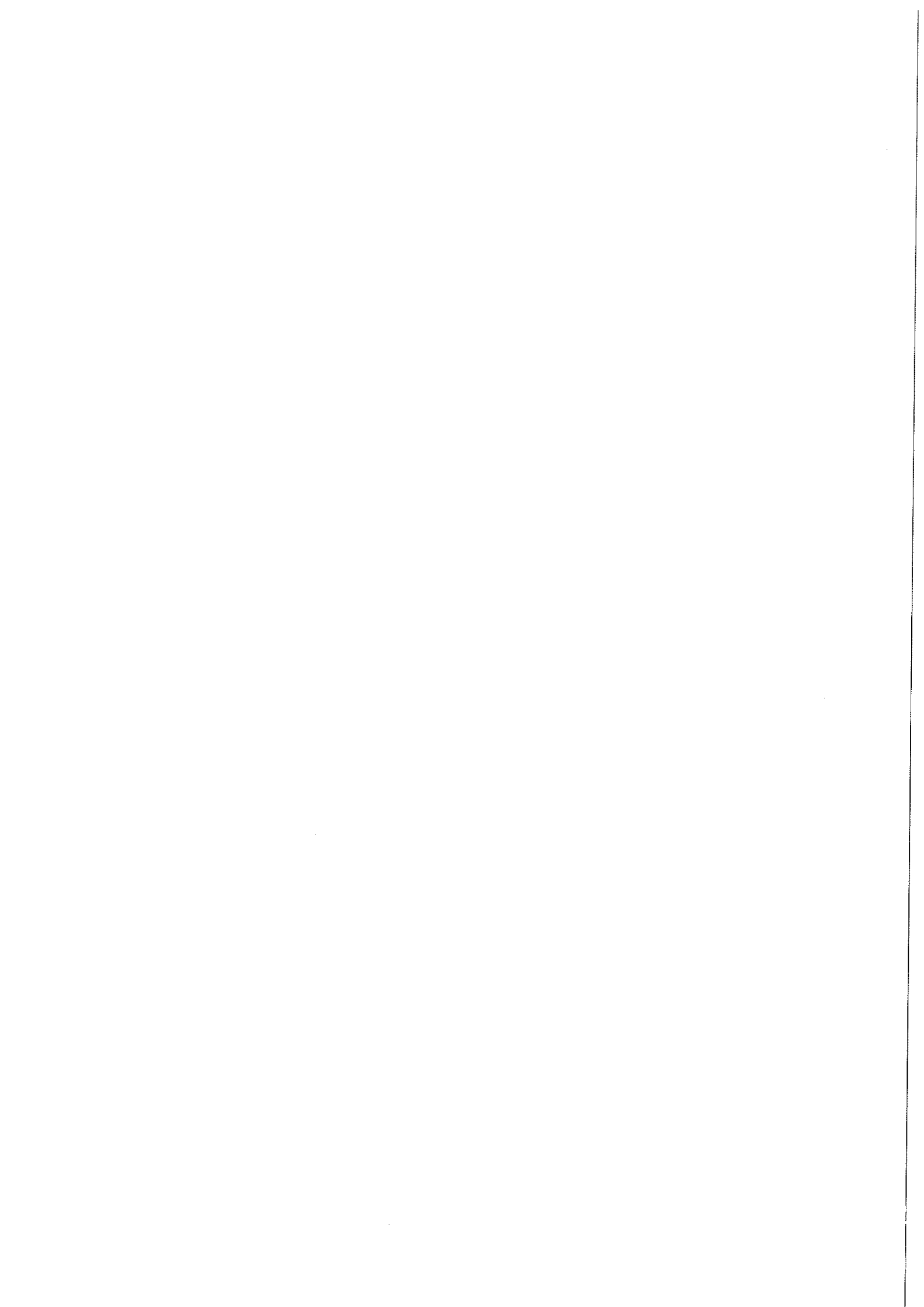
No	Subject	Comments
	To receive an update on the Neighbourhood Plan from Thea Platt, NP Co-ordinator.	
1	To receive apologies.	
2	The Mayor will request confirmation that all Members have made any amendments necessary to their Declaration of Interests, if appropriate. Please note that if any Councillor is a member of any Town organisation by enrolment and/or paid subscription this must be declared and these declarations of interest also made known at the time of discussing such items.	
3	<p><i>The Council will adjourn for the following items:</i></p> <p><u>Public Question Time:</u> A period of 15 minutes will be allowed for members of the public to ask questions or make comment regarding the work of the Council or other items that affect Totnes.</p> <p><u>Reports from County and District Councillors</u></p> <p><i>The Council will convene.</i></p>	Enclosure
4	<p>To approve and sign the Minutes of the following Meetings :</p> <ul style="list-style-type: none"> <li>a. Full Council 7<sup>th</sup> September 2015</li> <li>b. Operations Committee 17<sup>th</sup> September 2015</li> <li>c. Planning and Place Committee 3<sup>rd</sup> September and 24<sup>th</sup> September 2015</li> <li>d. Personnel Committee 11<sup>th</sup> September 2015 and 30<sup>th</sup> September 2015 CONFIDENTIAL</li> <li>e.</li> </ul>	Enclosure
5	To consider any matters arising from the Minutes and to approve any recommendations from Committees.	<p>Recommendations from Committees:</p> <p><u>Operations Committee</u></p> <p>Item 3</p> <p>To consider an item referred from Full Council to look into the installation of a CCTV camera in the Guildhall Yard. It was <b>RECOMMENDED</b> that Council agrees to installation of CCTV at the Guildhall, subject to the budget being available.</p> <p>Item 4</p>

		<p>To discuss the latest advice from the Fire Service with regard to fire safety in the Guildhall and the impact of this on the use of the Council Chamber.</p> <p>Item 6</p> <p>It was <b>RECOMMENDED</b> that the General Reserve should be invested with CCLA as previously outlined.</p> <p><u>Planning and Place Committee 3<sup>rd</sup> September</u></p> <p>Item 6</p> <p>It was <b>RECOMMENDED</b> that the Council writes to Sarah Wollaston in support of the points raised in the letter from TotSoc.</p> <p>Item 9</p> <p>To receive an update on the wall at Ramparts Walk, above the steps from the Eastgate clock. Devon County Council have offered to repair this in the next 4-6 weeks. Cllrs <b>RECOMMENDED</b> this area should be cordoned off in the meantime for health and safety reasons.</p> <p>NB The Town Clerk has spoken to DCC about this. DCC Engineers have assessed the wall and do not consider it necessary to cordon off the area.</p>
6	To approve that the Town Council HSBC bank account be continued and to approve that all 16 councillors should be signatories to the account.	Enclosure
7	To thank SoundArt Radio for recording and uploading Council meetings over the last year and to discuss the renewal of this service for a donation of £50 per meeting.	
8	To approve the draft Town Council Vision and Priorities.	Enclosure
9	To note the Town Team minutes.	Enclosure
10	<p>To receive the following proposal from Councillor Hodgson:</p> <p>In light of the current refugee Crisis this Council is willing to play its part in supporting and accommodating its fair share of refugees. We agree to:</p> <p>Write to SHDC Housing Officer and ask them to write to local housing associations, owners of empty houses and second homes in the Totnes area to encourage them to make properties available to resettle refugees;</p> <p>Commit to ensuring that refugees are welcomed in this area and help facilitate this process by asking our officers and Councillors to be supportive of local service provision and work with those coordinating the immense public will to help;</p> <p>Write to the Prime Minister to assure him that Totnes</p>	

	Town Council stands ready and willing to help at this time of crisis.	
11	To receive a verbal update from Councillor Hendriksen about the Travel Watch South West General Meeting on 3 <sup>rd</sup> October 2015.	Councillor Hendriksen
12	To note the following information from the National Association of Local Councils: The date of the Devon Association AGM and Conference 2015, to which all councillors are invited. The NALC Larger Councils Committee Elections 2015 The NALC Larger Councils Conference and Exhibition 2015	Enclosure
13	To note the legal update on the Re-use of Public Sector Information.	Enclosure
14	To note the Totnes Destination Management Report.	Enclosure
15	To note the date of the next meeting: <b>Monday 2<sup>nd</sup> November 2015 at 7pm</b>	Venue to be confirmed



Helen Nathanson  
Town Clerk



## South Hams District Councillor's Report

David Horsburgh

5<sup>th</sup> October 2015

I have attended one Extra-ordinary Full Council Meeting – on 10<sup>th</sup> September; & one Overview & Scrutiny Committee Meeting – on 17<sup>th</sup> September.

### 1. Full Council Meeting

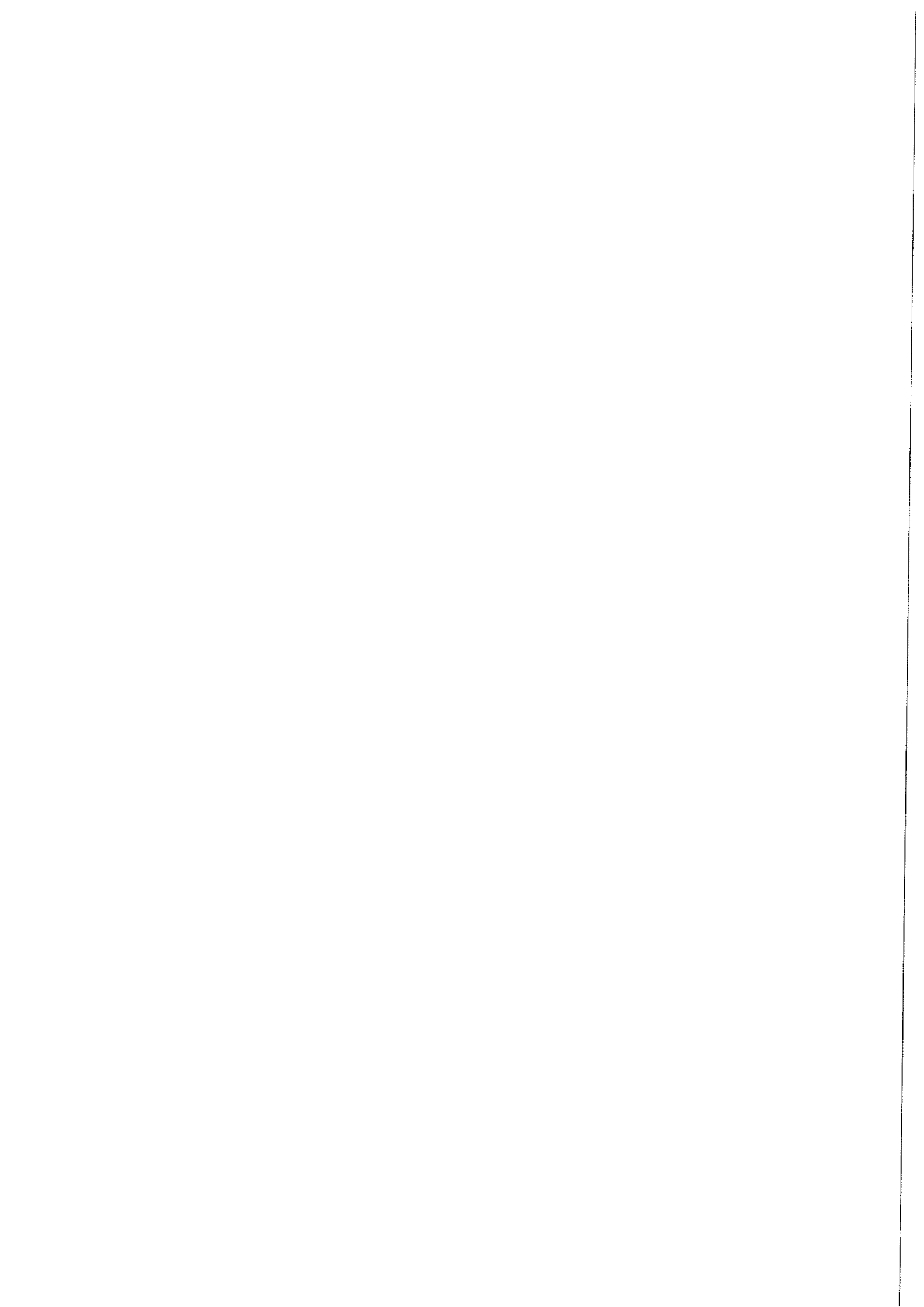
- The Government had introduced plans to increase the affordable housing thresholds & s.106 payments thresholds to sites of 10 houses or more. Following a successful legal challenge by Reading Borough Council & West Berkshire District Council, SHDC voted to revert to its previous position to 2 houses, dependent upon viability.
- It was agreed to offer local businesses discretionary rate relief. This applies to -
  - a.) New businesses starting up in the area;
  - b.) Businesses relocating to the area;
  - c.) Existing businesses expanding within the area and creating additional or safeguarding existing jobs

### 2. Overview & Scrutiny Committee

- It was agreed to renew the SLA for South Hams Council of Voluntary Services for one year, & conduct a long term review of the partnership. It was noted, e.g., that -
  - a.) £43,500 had been secured by CVS to support people coming out of hospital over winter 2014/15;
  - b.) 322 volunteering opportunities were advertised;
  - c.) Volunteers may have needs themselves (mental health problems, learning disabilities), & that this service does save considerable cost to mainstream Health & Social Services
- Community Safety Partnership (which includes Police, Local Authorities inc. SHDC, Fire & Rescue Authority, Health Service, & Probation Service) presented a paper. Projects include –
  - a.) Monitoring Crime Reduction Performance;
  - b.) Reduce anti-social driving;
  - c.) Counter Terrorism;
  - d.) Improving outcomes for families with complex needs;
  - e.) Domestic Violence & Abuse Awareness Raising

Cllr David C. Horsburgh,

29<sup>th</sup> September 2015



**MINUTES OF THE MEETING OF TOTNES TOWN COUNCIL**  
**MONDAY 7<sup>th</sup> SEPTEMBER 2015 AT THE GUILDHALL TOTNES**

Present: Councillors Boswell (Chair), Paine, Young, Piper, Rosie Adams, Cohen, Westacott MBE, Horsburgh, Hendriksen, Vint, Harper, Whitty, Simms and Marion Adams

Apologies: Councillors Hodgson and Connelly

In Attendance: Helen Nathanson (Town Clerk), Peter Bethel (Town Sergeant), 2 members of the press and 4 members of the public

No	Subject	Comments
	To receive an update on the Neighbourhood Plan from Thea Platt, NP Co-ordinator.	NP Co-ordinator had to give her apologies for the meeting and was invited to the October meeting.
	To receive an update about the Atmos Project from Frances Northrop and Dave Chapman, Directors of the Totnes Community Development Society.	This was received.
1	To receive apologies.	It was <b>RESOLVED</b> to receive the apologies.
2	To confirm that all Members have updated their Declarations of Interests.	Councillor Simms has not completed a Declaration of Interests and was reminded to do so.
3	<p><i>The Council will adjourn for the following items:</i></p> <p><u>Public Question Time:</u> A period of 15 minutes will be allowed for members of the public to ask questions or make comment regarding the work of the Council or other items that affect Totnes.</p> <p><u>Reports from County and District Councillors</u></p> <p><u>Report from Inspector Tomlinson, Devon and Cornwall Police</u></p> <p><i>The Council will convene.</i></p>	<p><i>The Council adjourned for the following items:</i></p> <p>Members of the public spoke about the following issues:</p> <p>The wall along Ramparts Walk needs to be repaired.</p> <p>There are fewer waste bins in Tomes than previously, apparently.</p> <p>Please see attached report from Councillor Vint.</p> <p>This was noted.</p> <p><i>The Council convened.</i></p>
4	<p>To approve and sign the Minutes of the following Meetings :</p> <p>a. Full Council 6<sup>th</sup> July 2015</p> <p>b. Operations Committee 23<sup>rd</sup> July 2015</p> <p>c. People Committee 21<sup>st</sup> July 2015 and 1<sup>st</sup> September 2015</p>	It was <b>RESOLVED</b> to approve and sign the Minutes as listed.

	<p>d. Planning and Place Committee 2<sup>nd</sup> July, 23<sup>rd</sup> July &amp; 13<sup>th</sup> August 2015</p> <p>e. Personnel Committee 27<sup>th</sup> July 2015</p>	
5	<p>To consider any matters arising from the Minutes and to approve any recommendations from Committees.</p>	<p>The following matters arose</p> <p><u>Full Council</u></p> <p>Item 3</p> <p>The Leylandii issue has not yet been concluded satisfactorily.</p> <p><u>Operations Committee</u></p> <p>Item 3</p> <p>It was <b>RESOLVED</b> that the accounts for payment from Cashbooks 1, 3, 4 and 5 for the period 01/04/2014 to 01/06/2015 be approved.</p> <p>It was <b>RESOLVED</b> that the Payment Orders for the period 01/04/2015 to 01/06/2015 be approved.</p> <p>Item 7</p> <p>The repair of the Weir Panel was discussed and whether or not the Council should fund this. It was agreed that this should go back to the Operations Committee for further discussion.</p> <p>Item 8</p> <p>A request was received from the Totnes Development Trust to provide £350 for a new print run of the Garden Trail leaflets. It was <b>RESOLVED</b> that the Town Council cannot meet this cost because it is not in the budget.</p> <p><u>People Committee 27<sup>th</sup> July</u></p> <p>Item 2</p> <p>Civic Hall toilets. The lack of provision of facilities at night time was now a real problem and leading to inappropriate use of public space and potentially affecting tourism. It was <b>RESOLVED</b> to ask District Councillors to take this forward and explore models for ensuring this service is delivered reliably and cost effectively.</p> <p>Item 3</p> <p>It was <b>RESOLVED</b> that the Operations Committee should consider the installation of a CCTV camera in the Guildhall Yard.</p> <p>Item 4</p> <p>It was <b>RESOLVED</b> to hold an informal discussion with the Locality Officer about busking and to review the Code of Conduct for Buskers at the next People Committee Meeting.</p> <p>Item 5</p> <p>It was <b>RESOLVED</b> to thank the First World War WG group for its work on WW1 Commemorations and that, as the original remit had been completed, there was no further need for the Working Group to be officially supported by the town council.</p> <p>Item 7</p> <p>It was agreed that a defibrillator should be installed in the Civic Hall / Market Square with possible training for key people and it was <b>RESOLVED</b> to seek further guidance on the best position, security and operation of a defibrillator and the item to be referred to the Operations Committee.</p> <p>Item 8</p> <p>It was <b>RESOLVED</b> that the Christmas tree traditionally supplied by the</p>



Duke of Somerset will be installed in a planter on the Civic Square. A smaller additional tree, at no cost, will be placed on the flat roof of the Civic Hall.

People Committee 1<sup>st</sup> September

Members of the People Committee approved the minutes of 1<sup>st</sup> September as an accurate record of the meeting.

Item 3

It was **RESOLVED** to ask a question from the Town Council to SHDC Full Council regarding the provision of a homeless drop in center after the building redevelopment in Burke Road.

Planning Committee 2<sup>nd</sup> July

Item 9

Ashford Slip

The endowed school governors removed the sign and we have written to them to ask for it to be replaced.

Planning Committee 13<sup>th</sup> August

Item 4

Councillors would like to investigate the removal of some trees behind the Spar shop buildings in Bridgetown. It was **RESOLVED** to speak to the SHDC tree officer.

Item 5

It was **RESOLVED** that councillors submit evidence to the inquiry into the future of Housing Associations and contact all local parishes requesting letters of support. It was also **RESOLVED** to request evidence data from the Neighbourhood Plan as well as acquiring current housing needs lists from SHDC.

It was also **RESOLVED** that Council requests a meeting with Sarah Wollaston regarding this issue. Councillor Rosie Adams will attend along with District Councillors.

Item 6

A request was received from the TTT Nut and Fruit Tree Planting Project for joint funding, maintenance and decisions on future planting. It was **RESOLVED** that the Project group be invited to the First World War group meeting regarding the planting of trees in town.

Item 9

A request was received from NALC to write to local MPs in support of removing business rates on public toilets and it was **RESOLVED** that Councillors write to our local MP.

Item 12

An amendment was agreed to the minutes which replaced the word "Recommended" with the word "Noted." It was therefore noted that councillors are unable to note the minutes of the Totnes Traffic and Transport Forum due to inconsistencies and queries that will need to be resolved with the Forum.

Personnel Committee

Item 3

It was **RESOLVED** that the Town Council Appraisal Policy be approved.

Item 8

		It was <b>RESOLVED</b> that, in accordance with NALC guidelines, the Mayor and the Chairman of Personnel should form a Sub Committee to line manage the Town Clerk.
6	To note the decisions made by the Recess Committee over the summer recess.	This was noted.
7	To note that councillors may now receive agendas electronically and that they should advise the Town Clerk as to their preference for e or paper copies.	This was noted.
8	To note the Minutes of the meeting with Sophie Hosking and Steve Jordan, Executive Directors of SHDC.	This was noted.
9	To note the Town Team Minutes 9 <sup>th</sup> July 2015.	This was noted.
10	To note the Councillor Training undertaken to date.	This was noted.
11	To note the date of the next meeting: <b>Monday 5<sup>th</sup> October at 7pm</b> NB There will also be a meeting of the Paige Adams Trust on Monday 5 <sup>th</sup> October at 6pm	This was noted.

END

MAYOR

**MINUTES OF THE OPERATIONS COMMITTEE**  
**THURSDAY 17th SEPTEMBER 2015 AT THE GUILDHALL TOTNES**

Present: Councillors Harper (Chairman), Cohen, Boswell, M Adams, Paine and Westacott MBE

Apologies: Councillor Horsburgh

In Attendance: Catherine Marlton (Deputy Town Clerk), 1 member of the press

No	Subject	Comments
1	To receive apologies and to confirm that any absence has the approval of the Council.	It was <b>RECOMMENDED</b> that the apologies be accepted.
	<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.	No members of the public were in attendance.
	<i>The Committee will convene to consider the following items:</i>	
2	To consider any matters arising from the last meeting.	<p>The proposal to restore the damaged Weir Panel was discussed. The Deputy Clerk was asked to contact the Weir Company to see if they would be willing to make a contribution and to arrange for a second quote for the restoration. Once quotes and costings are finalised this will go to Full Council for a decision.</p> <p>The excessive water rates at the Civic Hall are being looked into by the Deputy Clerk and she will feed back to the Operations Committee in due course.</p>
3	To consider an item referred from Full Council to look into the installation of a CCTV camera in the Guildhall Yard.	<p>The Deputy Town Clerk explained that two quotes had been received, the lesser being £800 installation and £35 per annum for servicing. It was <b>RECOMMENDED</b> that Council agrees to installation of CCTV at the Guildhall, subject to the budget being available.</p> <p>The Deputy Clerk and Cllr Paine will meet with the proposed contractors to confirm the camera positioning before installation.</p>
4	To discuss the latest advice from the Fire Service with regard to fire safety in the Guildhall and the impact of this on the use of the Council Chamber.	<p>The Deputy Clerk fed back the information and advice given by Devon and Somerset Fire and Rescue with regards to the lack of emergency lighting and the limited escape routes in the Council Chamber. Councillors were told that at the moment it is not safe to have any meetings in the Guildhall during hours of darkness. This was discussed and the following actions were agreed:</p> <p>The Deputy Clerk will meet with the SHDC Conservation Officer with regards to what could be done with emergency lighting given the Grade 1 listed nature of the building. She will also meet with the Devon and Somerset Fire and Rescue Safety team to get a definitive answer on the capacity of all</p>

		individual rooms in the Guildhall. In view of the above advice, it was agreed that the next Full Council meeting on 5 <sup>th</sup> October would have to be held in the Guildhall lower chamber. The Council will need to consider future meeting venues when further clarification is received.
5	To discuss a proposal from Councillor Young for a FOI request to SHDC about the amount of money spent on gardens and planting in the South Hams towns so that we can assess what resources are given to Totnes.	This item was discussed and councillors agreed that they supported Councillor Young's proposal. They were concerned about the resource implications needed with a FOI request and decided to make a more informal request at first. The Deputy Clerk was therefore asked to speak with one of our District Councillors to obtain the information directly from SHDC officers and feedback to the Operations Committee.
6	To note the Latest News on the UK Financial Services Compensation Scheme and the ADVICE NOTE on Investments.	The latest news and advice note were noted and it was <b>RECOMMENDED</b> that General Reserve should be invested with CCLA as previously outlined.
7	To set the regular time and date of future meetings.	The next meeting will be at <b>3pm on Thursday 15th October 2015.</b> Future meeting dates agreed: 19 <sup>th</sup> November at 3pm 10 <sup>th</sup> December at 3pm

END

MAYOR

### Use of the Guildhall for public meetings – Fire Safety Update

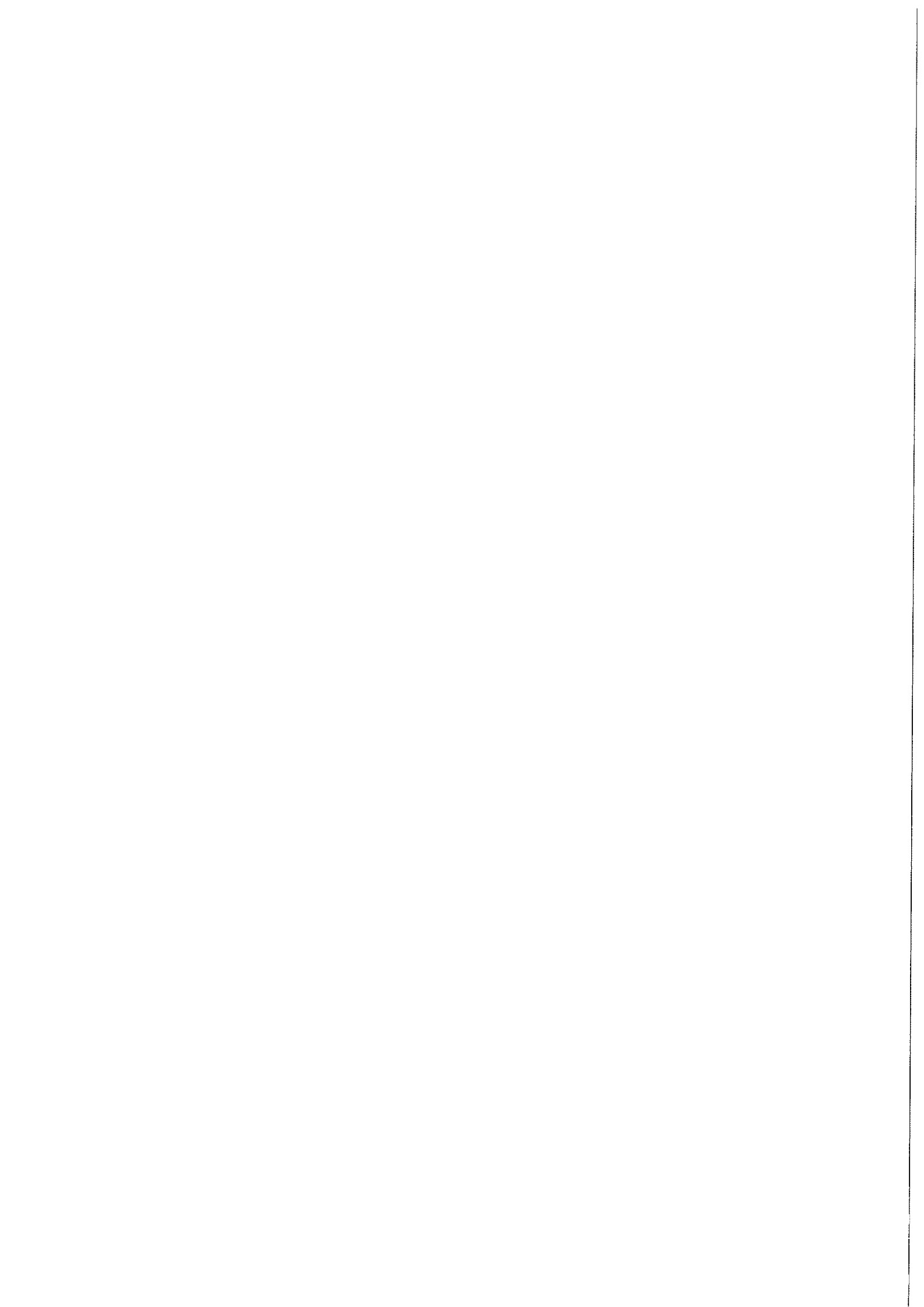
Officers from Devon and Somerset Fire and Rescue (DSFR) have visited the Guildhall twice in the last month to advise on fire safety issues.

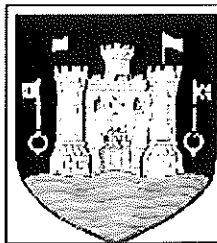
This is the current position:

- Escape lighting is needed if the Guildhall Upper or Lower Chambers are to be used during darkness.
- The Fire Protection Team needs to seek further advice on the capacity of the Mayor's Parlour and Council Chambers for meetings at any time of day given the single direction of travel, distance to the exit and unprotected structure.
- The Conservation Officer has made an initial visit to the Guildhall to assess the possibility of installing emergency lighting in a Grade I listed building. She needs to consult with Historic England to find out what exceptions can be made in the case of buildings like this and under what circumstances the need for lighting can outweigh the visual impact on the building.
- We need to commission an updated independent Fire Risk Assessment.
- In the event of an incident, the 'Responsible Person' (the Town Clerk) is wholly responsible for evacuation and the consequences should this not be completed, i.e. death or injury of an occupant.

Recommendations

- Until we have received all relevant information and rectified the problems, Full Council meetings should be moved to another venue for the winter.
- Other meetings in the Guildhall should be held in the Lower Chamber.





**MINUTES OF THE PLANNING AND PLACE COMMITTEE  
THURSDAY 3<sup>rd</sup> SEPTEMBER 2015 AT THE GUILDHALL TOTNES**

Present: Councillors R Adams (chair), Connelly, Hodgson (arrived at 5.05pm), Paine, Westacott, Whitty (arrived at 5.15pm) and Vint (arrived at 5.05pm)

Apologies: Councillor Hendriksen

In attendance: Laura Shearer (Assistant to the Town Clerk), Steve Peacock (Totnes Times)

No	Subject	Comments
1	To receive apologies and to confirm that any absence has the approval of the Council.	It was <b>RECOMMENDED</b> that the apologies were accepted.
	<i>The Committee will adjourn for the following item:</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.	No members of the public were in attendance.
	<i>The Committee will convene to consider the following items:</i>	
2	To approve the minutes of the meeting of 13 <sup>th</sup> August and address any matters arising.	<p>The following matters arose from the minutes of the meeting of 13<sup>th</sup> of August:</p> <p>Update from the Minutes of the Meeting with DCC Highways The Town Clerk met with our Locality Officer to discuss the action points. It was agreed to start with the action on DCC to draw up a position statement on how S106 funds are allocated and Tony Parker will speak to Highways about this.</p> <p>The cycle path route joining Totnes with Newton Abbot has been discussed again in the light of a rumour that the route may go direct to Dartington because the only pedestrian river crossing in Totnes is presently not available for public use. It is important that we continue to lobby for the route to go through Totnes and further meetings will be arranged once we know more about the proposed new route.</p> <p>Update from Cllr Hodgson re SHDC DMC meetings and site visits. It has been advised that local parish and town councillors are able to attend. The official procedure will be confirmed at their next full council meeting.</p> <p>Cllr Westacott expressed concerns about tree planting in the Cemetery and the need to avoid encroaching on burial space. It was suggested that Planning Committee members be advised on future tree planting locations in the cemetery.</p>

3	<p>To make recommendations on the following planning applications:</p> <ol style="list-style-type: none"> <li>1) 56/1728/15/LB – Listed building consent for internal alterations and replacement windows. Waterloo Place, 1 Cistern Street, Totnes, TQ9 5SP. Applicant: Mr T Herriman. (Planning Officer: Sarah Cawrse)</li> <li>2) 56/1733/15/F – Replacement timber windows, roof lights, external door with rosewood foiled uPVC windows and doors (resubmission of 56/1649/14/F). 1-20 Grove Close, Totnes, TQ9 5EP. Applicant: South Devon Rural Housing Assc. (Planning Officer: Ben Gilpin)</li> <li>3) 56/1734/15/AD – Advertisement consent for proposed 1no. non-illuminated fascia sign and 1no. non-illuminated projecting sign. 28 Fore Street, Totnes, TQ9 5DX. Applicant: Bestway Group. (Planning Officer: Sarah Cawrse)</li> <li>4) 56/1787/15/LB – Listed building consent for painting of existing gable wall of No. 1 and street elevation to No's 1, 2, 3 &amp; 4.1-4 Seymour Terrace, Bridgetown, Totnes, TQ9 5AQ. Applicant: Mr M Peters. (Planning Officer: Kate Price)</li> <li>5) 56/1792/15/RM – Approval of reserved matters (appearance, landscaping, layout and scale) following outline approval 03_56/0447/12/O increasing number of dwellings on western portion of site from 29 to 35. Development site between Steamer Quay and Weston Lane, Bridgetown, Totnes. Applicant: Linden Homes South West. (Planning Officer: Thomas Jones) <ol style="list-style-type: none"> <li>a) Approval of planting scheme</li> </ol> </li> </ol>	<p>No objection on the assumption that the windows are timber.</p> <p>Objection. Refusal on the grounds that rosewood foiled uPVC windows and doors are not in keeping with the surrounding area.</p> <p>Objection. Councillors have an expectation of signage more in keeping with the historical market town centre.</p> <p>Councillors have no issue with the repainting in principle but would need an example of the actual colour of the paint before giving a final decision.</p> <p>No objection on the proviso that there is a maintenance plan in place for the green spaces. A request was made for further information about who pays for and maintains the green spaces.</p>
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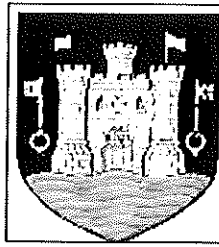


	<p>b) Approval of 6 additional dwellings on the western side</p> <p>Application brought forward from the last meeting:</p> <p>6) 56/1664/15/F – Householder application for erection of double garage; alterations to lower ground floor to create self contained annexe, ancillary to use of main dwelling; and alteration to roof and eaves height to increase 1<sup>st</sup> floor area (resubmission of 56/0420/15/F). Crosswinds, Kingsbridge Hill, Totnes, TQ9 5SZ. Applicant: Mr D Peters. (Planning Officer: Tim Furnidge)</p>	<p>Objection. Cllrs voted as a majority to request two affordable houses instead of the proposed one as the land was already purchased so there will be no extra expenditure.</p> <p>No objection</p> <p>NOTE: Cllrs JH and RV observed and did not vote on any applications which would potentially be discussed at a Development Management Committee meeting at SHDC.</p>
4	To note tree works decisions and orders:	Nothing to note
5	<p>To note that an appeal has been made to the Secretary of State in respect of the following 'Prior Approval - Refusal':</p> <ul style="list-style-type: none"> <li>• 56/0990/15/PNNEW – Prior approval for change of use of building and land within its curtilage from storage/distribution (Class B8) to dwelling house (Class C3). King George V House, The Old Reservoir, Totnes, TQ9 5DS. Appeal reference no: APP/K1128/W/15/3130277</li> </ul>	Noted
6	To note the letter to Dr Wollaston re Planning and Housing Policies sent on behalf of both Totsoc (Totnes and District Society) and the South Hams Society.	<p>Noted. It was <b>RECOMMENDED</b> that the Council writes to Sarah Wollaston in support of the points raised in this letter.</p> <p>Cllr Westacott declared an interest as chairman of Totsoc.</p>
7	To discuss the Tree Co2 survey for Totnes and the possibility of grant funding for this.	Cllrs support this survey in principle. The Committee will consult with the Tree Officer and invite Treeconomics to attend a future Planning meeting.
8	To discuss a procedure for site visits.	This was discussed and it was decided that site visits will be at the Chairman's discretion and these will aim to be held on a Friday morning prior to the Planning meeting, between 9 – 10.30 am.
9	To receive an update on the wall at Ramparts Walk, above the steps from the Eastgate clock.	Devon County Council have offered to repair this in the next 4-6 weeks. Cllrs <b>RECOMMENDED</b> this area should be cordoned off in the meantime for health and safety reasons.

10	To discuss the idea of communications and paperwork becoming electronic where possible.	This was discussed and will be taken forward to the priority meeting as an option. Some councillors would prefer to receive hard copies of agendas.
11	To note the Devon Highways Briefings regarding Grass Cutting and Self Help and Community Support.	Noted.
12	For councillors to consider their priorities from a planning perspective prior to the council priorities setting session in September.	This was discussed and the following suggestions will be taken forward to the priority meeting: <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Air quality monitoring</li> <li>• Safety</li> <li>• Signage</li> <li>• Trees</li> <li>• Abandoned vehicles</li> <li>• Electronic mail (see item 10)</li> </ul>
13	To note or discuss SHDC DMC decisions since last meeting	Nothing to note
14	To note minutes of community groups: <ul style="list-style-type: none"> <li>- Traffic and Transport Forum</li> <li>- Neighbourhood Plan</li> </ul>	None available Noted
15	To note the date of the next meeting – 24 <sup>th</sup> September 2015 at 5pm in the Guildhall	Noted

Meeting ended at 7pm  
END

MAYOR



**MINUTES OF THE PLANNING AND PLACE COMMITTEE  
THURSDAY 24th SEPTEMBER 2015 AT THE GUILDHALL TOTNES**

Present: Councillors R Adams (chair), Connelly, Hendriksen, Hodgson (arrived at 5.05pm), Paine, Westacott and Vint.  
Apologies: Cllr Whitty.

In attendance: Laura Shearer (Assistant to the Town Clerk), one member of the public.

No	Subject	Comments
1	To receive apologies and to confirm that any absence has the approval of the Council.	It was <b>RECOMMENDED</b> that the apologies were accepted.
<i>The Committee will adjourn for the following item:</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.	One member of the public was in attendance to object to application (no.5 below) 56/1893/15/F on the grounds of traffic, intrusion to his home and the effect on the surrounding area.
<i>The Committee will convene to consider the following items:</i>		
2	To approve the minutes of the meeting of 3 <sup>rd</sup> September and address any matters arising.	The following matters arose from the minutes of the meeting of 3 <sup>rd</sup> of September: It was agreed that further action will need to be taken if the wall on Ramparts Walk is not repaired by the 4-6 weeks stated by Devon County Council.
3	<p>To make recommendations on the following planning applications:</p> <ol style="list-style-type: none"> <li>1) 56/1836/15/F – Householder application for extension to rear and raised platform. 19 Brook View, Totnes, TQ9 5FH. Applicant: Miss S Burgess. (Planning officer: Tim Furmidge)</li> <li>2) 56/1786/15/LB- Listed building consent for alterations to internal walls; removing 3 modern partition stud walls and constructing new. 41 Seymour Court, Bridgetown, Totnes, TQ9 5AA. Applicant: Mr D Cottam. (Planning officer: Kate Price)</li> <li>3) 56/1847/15/F – Retrospective erection of two storage sheds joined by covered walkway. 69 Fore Street, Totnes, TQ9 5NJ. Applicant: Mr M Ryan. (Planning Officer: Clare Stewart)</li> <li>4) 56/1897/15/F- Part retrospective application for extension to No.1 on land currently occupied by the property's garages and alterations to access of No. 2. 1&amp;2 Redworth Flats, St Johns Terrace, Totnes, TQ9 5JH. Applicant: Mr O Hurd-Thomas. (Planning Officer: Wendy Ormsby)</li> <li>5) 56/1893/15/F - Erection of single dwelling with an underfoot parking Space (resubmission of 56/2362/14/ F). 1 Ashleigh, Kingsbridge Hill, Totnes,</li> </ol>	<p>No objection.</p> <p>No objection.</p> <p>No objection.</p> <p>No objections. Cllr Hodgson declared a personal interest.</p> <p>Objection. Cllrs feel the positioning is not in keeping with the existing area and raised concerns that there are negative traffic implications.</p>

	<p>TQ9 5SZ. Applicant: Carfrae Sustainable Design. (Planning Officer: Ben Gilpin)</p> <p>6) 56/1895/15/LB - Listed building consent for single room extension to existing dwelling. Singer Cottage, Bowden House, Totnes, TQ9 7PW. Applicant: Mr O Frame. (Planning officer: Graham Lawrence)</p> <p>7) 56/1845/15/LB - Listed building consent for refurbishment and enlargement of 3<sup>rd</sup> floor terrace doors. Flat 10 The Chapel, The Plains, Totnes, TQ9 5QL. Applicant: Mr S Keeling. (Planning officer: Kate Price)</p> <p>8) 56/1079/15/RM – READVERTISEMENT (Revised Plans Relieved) Approval of reserved matters following outline approval 56/1978/14/O for erection of 1 No dwelling. Land adjacent Weir Nook, Weirfields, Totnes, TQ9 5JS. Applicant: Ms A Richards. (Planning Officer: Wendy Ormsby)</p> <p>9) 56/2004/15/F – Householder application for alterations to roof, including dormers to front. 6 Springhill Road, Totnes, TQ9 5RD. Applicant: Mr and Mrs Hobbs. (Planning Officer Tim Furmidge)</p> <p>Application brought forward from the last meeting:</p> <p>10) 56/1787/15/LB – Listed building consent for painting of existing gable wall of No. 1 and street elevation to No's 1, 2, 3 &amp; 4.1-4 Seymour Terrace, Bridgetown, Totnes, TQ9 5AQ. Applicant: Mr M Peters. (Planning Officer: Kate Price)</p>	<p>Cllrs Vint and Westacott declared a personal interest. No objection.</p> <p>No objection.</p> <p>Objection. Cllrs feel this is an over development of the area and un-neighbourly.</p> <p>No objections.</p> <p>No objections.</p> <p>NOTE: Cllrs JH and RV observed and did not vote on any applications which would potentially be discussed at a Development Management Committee meeting at SHDC.</p>
4	<p>To note tree works decisions and orders:</p> <p>1) 56/1990/15/TCA - T34. Holm Oak. Crown reduce by approximately 4 to 5 metres off height and total spread. Totnes Castle, Castle Street, Totnes TQ9 5NU.</p> <p>2) 56/1547/15/tw – Refusal of Consent. T1. Rear of 44B Fore Street, Totnes TQ9 5RP.</p>	<p>Cllrs discussed this and feel this would be beneficial to the health of the tree</p> <p>Noted.</p>
5	<p>To discuss and approve a new meeting date for January 2016, the current date of Thursday 7<sup>th</sup> does not allow sufficient time to produce an agenda due to the Christmas and New Year period.</p>	<p>Cllrs agreed to postpone the meeting by one week to 14<sup>th</sup> January 2016.</p>
6	<p>To note or discuss SHDC DMC decisions since last meeting</p>	<p>SHDC have confirmed they are running behind.</p>
7	<p>To note minutes of community groups:</p> <ul style="list-style-type: none"> <li>- Traffic and Transport Forum</li> <li>- Neighbourhood Plan</li> </ul>	<p>Noted</p> <p>Noted</p>
8	<p>To note the date of the next meeting – 15<sup>th</sup> October 2015 at 4.30pm in the Guildhall</p>	<p>Cllrs agreed to start the meeting at 4.30pm instead of 5pm.</p>

Meeting ended at 5.55pm

END

6

**MANDATE FOR LOCAL AUTHORITY**

Bank Use Only		
Advise Other Offices	Authorised Signatory	Date
CIS Number		

To: HSBC Bank plc

12 May 2015

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Totnes Town Council (the 'Council')

- The Council requests you to ~~open~~/continue\* (an) account(s) in its name.
- We set out below a certified copy of the resolution of the Council, and, overleaf, a list of persons authorised to sign, with specimen signatures.
- We certify that the following resolutions were passed at a meeting of the Council held on # 5th October 2015 and have been duly entered in the minute book of the Council.

"(i) That a bank account or accounts be ~~opened~~/continued\* with HSBC Bank plc (the 'Bank') and the Bank is authorised to:

- pay all cheques and act on other instructions for payment signed on behalf of the Council by

# Any two signatories  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

(the 'signatory'), whether any account of the Council is in debit or credit;

- deliver any item held on behalf of the Council by the Bank in safe keeping against the written receipt or instructions of

# Any two signatories  
 \_\_\_\_\_; and

- accept # any two signatories as fully empowered to act on behalf of the Council in any other transaction with the Bank.

d) accept # any two signatories as fully empowered on behalf of the Council to enter into at any time(s) any agreement(s) for or relating to electronic and/or telephone banking services of any kind whatsoever ("Services"), and to delegate (including the power to sub delegate) the operation of the Services as set out in the terms and conditions governing the Services and the Council acknowledges that the Bank shall be entitled to act upon all instructions received in respect of the Services until notified otherwise in writing by the Council.

(ii) That the Council agrees that any debt incurred to the Bank under this authority shall in the absence of written agreement with the Bank to the contrary be repayable on demand.

(iii) That the # Proper Officer (the 'Proper Officer') is authorised to supply the Bank as and when necessary with lists of persons authorised to sign, give receipts and act on behalf of the Council, and that the Bank may rely upon such lists.

(iv) That these resolutions be communicated to the Bank and remain in force until changed by a resolution of the Council and a copy, certified by the Chief Executive and the Proper Officer, is received by the Bank".

4 That the Council accepts the account(s) and banking relationship with the Bank will be governed by and subject to the Business Banking Terms and Conditions (a copy of which has been provided) as amended from time to time together with any terms and conditions in respect of specific products and services requested by the Council from time to time.

  
Signature of Chief Executive

  
Signature of the Proper Officer

We shall take every opportunity to improve the wellbeing, sustainability and vibrancy of Totnes.

Priorities

<u>Economy</u>	<u>Environment</u>
<p><u>High Priority</u></p> <p>Tourism Partnership: Town Council to take the lead in forming the partnership</p> <p>Town Centre Management: Town Council to take the lead, perhaps through provision of a Town Centre Manager</p> <p>Buildings Audit: Review all Town Council assets and work out which should be retained and improved and which could be disposed of</p>	<p><u>High Priority</u></p> <p>Town Centre improvements – use the Tourism Partnership and Town Centre Manager to improve the built environment and improve cleanliness, signage, street furniture etc.</p> <p>Traffic- Post April 2016, when the Appeal has been heard, manage the situation and support the town to deal with the decision.</p> <p>Support the planning process</p>
<p><u>Medium Priority</u></p> <p>Town Council procurement policy to make sure we buy things that are local, sustainable and Fairtrade</p> <p>Buying local and supporting the local food economy eg by encouraging recycling and events such as regular farmers' markets in the Civic Hall</p> <p>Seek opportunities to work with others, such as the Chamber of Commerce, to promote the economic wellbeing of the town</p> <p>Atmos Project- ensure that we learn from the work being carried out</p> <p>Town Council to use its influence to ensure industrial sites are well-managed</p> <p>Support the expansion of 4G broadband coverage in the town</p> <p>Be open to income generation opportunities</p>	<p><u>Medium Priority</u></p> <p>Town Council support for recycling and re-use, working with other partners in the town. Encourage efficient use of resources and energy via planning policies.</p> <p>Protect and improve natural heritage assets of the town via planning and partnership working.</p>

## Town Council Vision

We shall take every opportunity to improve the wellbeing, sustainability and vibrancy of Totnes.

<b>Social and Community</b>	<b>Culture and Heritage</b>
<u>High Priority</u>	<u>High Priority</u>
<p>Encourage the provision of more social housing</p> <p>Use Town Council assets to support community use and activity eg. the Civic Hall</p> <p>Develop the Neighbourhood plan to successful conclusion</p>	<p>Develop a cultural plan for Totnes</p>
<u>Medium Priority</u>	<u>Medium Priority</u>
<p>Encourage employment opportunities, especially higher paid jobs, through the Town Council planning function eg by supporting the creation and preservation of employment land</p> <p>Support cultural events and festivals in town to create vibrancy and appeal to young people</p> <p>Provide good community information via our website and Town Centre Manager</p> <p>Continue to support Caring Town Totnes through membership of the group</p> <p>Work with community groups on open spaces and cycle routes</p> <p>Support the young of the town and recognise their needs</p>	<p>Encourage a culture of compassion</p> <p>Via Planning, encourage work units/places for craft workers and others</p> <p>Encourage public art – via Planning eg railings</p> <p>Support the library in principle and education via linked governorships</p> <p>Communal space – manage so that it is viable into the future to allow cultural activities in town</p> <p>Lobby for good licensing within the town</p> <p>Maintain buildings in Town Council ownership- have maintenance plans in place and budget provision, including possible grant funding</p> <p>General heritage in Totnes – the Town Council is keen that all heritage assets are well maintained. We'll bring any problems to the attention of the correct authority or owners and seek enforcement action if necessary – maintain a watching brief</p>



## Town Council Vision

We shall take every opportunity to improve the wellbeing, sustainability and vibrancy of Totnes.

### Actions on High Priority Aims

Tourism Partnership	Operations Committee to be asked to discuss the next steps in setting this up
Town Centre Manager role	Operations Committee to investigate possible functions and responsibilities
Town Council Buildings Plan	Operations Committee to look again at the Assets Review and determine how to make best use of Town Council assets. Maintenance and budget plans required
Town Centre work	Planning and Place Committee to be asked to look into the scope of this
Traffic issue	Planning and Place Committee to look into what is required and how it can be delivered
Complete the Neighbourhood Plan to successful conclusion	Planning and Place Committee to oversee this
Develop an S106 Priority List	Planning and Place Committee
Develop a Cultural Plan for Totnes	People Committee
Develop a Town Council buying policy for local, sustainable and Fairtrade purchasing	People Committee
Encourage Social Housing	People Committee to investigate how we can do this

### Resources available to the Town Council

Money- Precept	The Neighbourhood Plan will be a resource
Loans	Community groups
Disposable assets	Volunteers
Paige Adams Trust	Staff
Grants and partnership working	Reputation – goodwill
Town Council assets- lettings	County and District Councils
Feed in Tariff	External support e.g. Devon Communities Together are offering staff support
S106 money	

## Town Council Vision

We shall take every opportunity to improve the wellbeing, sustainability and vibrancy of Totnes.

### SWOT Analysis of Totnes Town Council

<b>Strengths</b> Elected representatives Past history Heritage Assets Innovative reputation Willingness to move forward Markets/ Independent shops Tourism Neighbourhood plan Very good staff Diverse community TTT Rich hinterland	<b>Weaknesses</b> Lot of talk –no action Austerity Lack of funding Lack of power at Town Council level Having to compromise Traffic I congestion Too many community groups Resistance to change Councillors don't know one another's skills
<b>Opportunities</b> Heritage assets Government guidelines New ways of working Thinking outside the box Working in partnership Take on assets and manage locally Can be resilient Highly educated skilled population Town Council has relatively low precept	<b>Threats</b> Heritage assets are loss leaders Austerity Climate change –flooding Rapid change Low % of young people remaining in the town High cost of living especially house prices Loss of Council Tax Relief Grant No industry locally

Minutes of the Town Team Meeting Tuesday 22<sup>nd</sup> September 2015

Present: Frances Northrop (Chair), Helen Nathanson, Councillors Vint, Piper and Rosie Adams, Lindsay Garner, Bob Tildesley, Mike Craddock

Apologies: Councillor Hodgson, Cathy Aubertin, Mirella Ferraz, Wendy Reid, Ian Franklin

1. Frances gave an update about the Market Square feasibility study which is being carried out by the Totnes Community Development Society (TCDS) using the grant funding from SIB. Questionnaires have been returned by 35 market traders, which is really positive, and a similar questionnaire will now be issued to the businesses trading in the area around the Square. Once these are returned, the Business Plan can be progressed.

2. High St Audit

Councillor Robert Vint has now acquired from the Land Registry the titles to every house in High St and Fore St. This shows ownership but not necessarily the leaseholder. TCDS will now progress the work to interpret the titles and find out which properties are empty or have absentee landlords.

This information is not confidential but there are restrictions on how it may be used.

There is an Empty Properties Funding Programme run by Nationwide and offering up to £100,000 to support this work. Frances is looking into an application. Please follow this link for more information <http://www.nationwidefoundation.org.uk/emptyhomes.asp>

3. NP Task Group for Culture, Heritage and Public Realm

This item formed the main part of the meeting as the Team is conscious that we are a little behind the other Task Groups, having started later.

We went through the notes from the last meeting and made some new additions (See attached). There will be another community consultation event soon for the NP and it was decided that we need to focus on what information we need to provide in order to elicit constructive feedback for our topic.

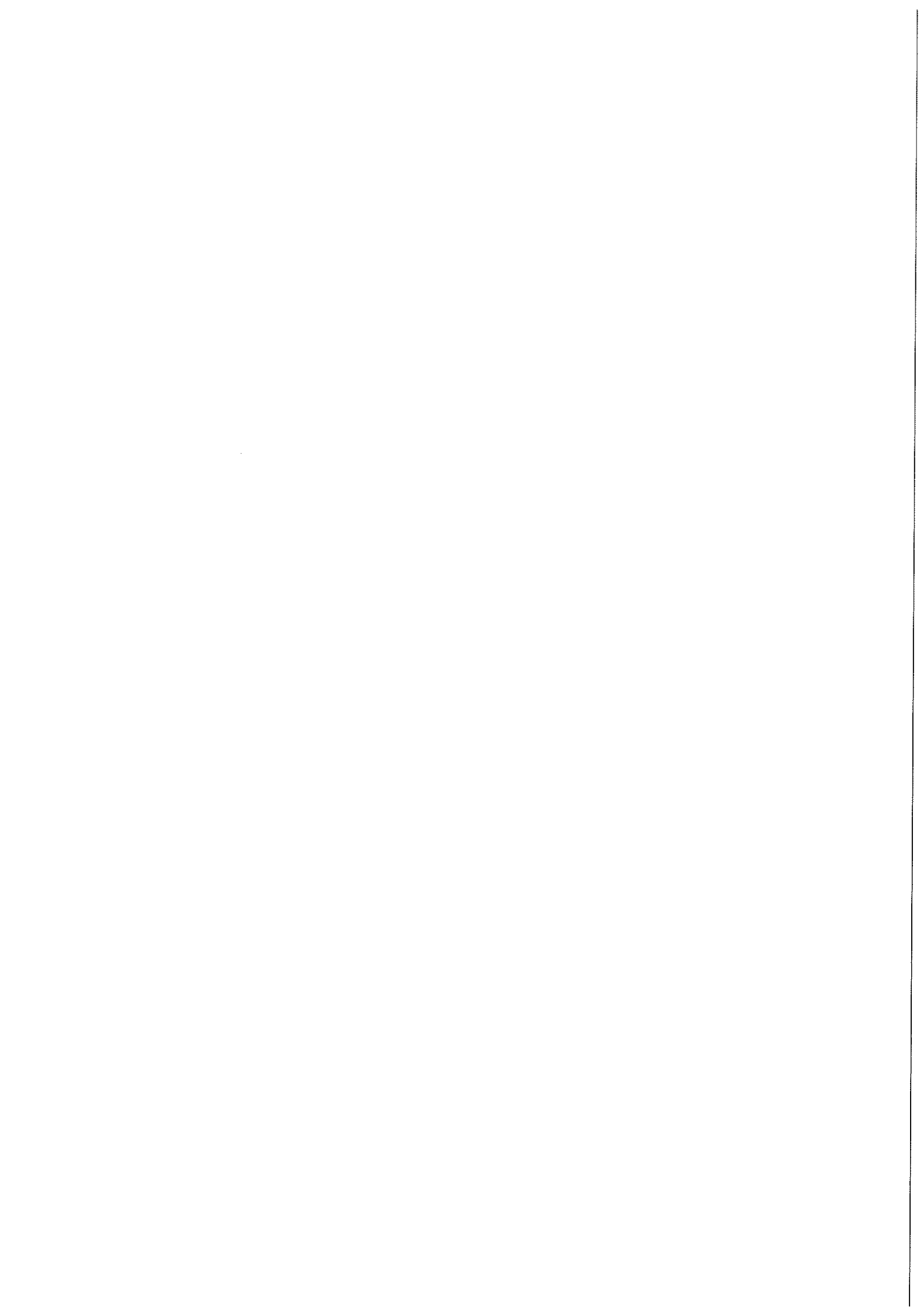
The decision was to collate the themes from the feedback on a range of recent consultations and events related to our topic and to use this as the basis of our questions for the community event.

A smaller group will convene to go through this information in order to present it to the next Town Team meeting. Members will be Frances Northrop, Helen Nathanson, Lindsay Garner, Mike Craddock and Cllr Ben Piper. The meeting will be on **Monday 19<sup>th</sup> October at 5.30pm in the Reconomy Centre.**

4. Date of next meeting

The next Town Team meeting will be on **Tuesday 27<sup>th</sup> October at 5.30pm in the Guildhall.**

HN



August 2015

TO: ALL MEMBER COUNCILS

President: Sir John Cave Bt DL  
Secretary: Ms Lesley Smith MBE

**DALC AGM and Conference 2015**  
Thursday 15th October 2015 - Westpoint Conference Centre, Exeter

You are invited to attend the Association's Annual General Meeting. This year the AGM and Conference will be held at Westpoint Conference Centre in Exeter. Your council is entitled to send two voting delegates, and may send further delegates numbers permitting.

The theme for this year's conference is 'Working Together for Stronger Communities' and is designed to be a positive and forward facing event, examining the many things councils have to think about when working with others to keep assets and services in their communities. We will be hearing the view from a leading academic who has been working with local government for many years, an update from a lead member at Devon County Council, and how community groups and local councils can work well together.

In the afternoon we will take this opportunity to identify key issues we want to flag up with government as well as locally. We are expecting a discussion document from DCLG this autumn and this will be an ideal opportunity to feed into the national conversation.

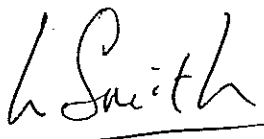
We are also delighted to say that this year's event will again host a wide variety of exhibitors, all relevant to local councils, displaying their products and services. There will be the chance to win a prize if you visit each of the stands taking part.

To see full details of our event and to make your booking please see the AGM page of our website [www.devonalc.org.uk/agm2015](http://www.devonalc.org.uk/agm2015) All bookings should via the website by Friday 2nd October 2015. If you for any reason you cannot make your booking online, please email [alison@devoncommunities.org.uk](mailto:alison@devoncommunities.org.uk) The council will be invoiced for any places nearer the event, with costs being kept at £20 per delegate to include refreshments. Those who have attended in previous years have said this is excellent value for such an informative and interesting day.

Please ensure that the enclosed Annual Report is passed to your delegate(s). Additional supporting paperwork such as map/directions, programme and minutes, can be downloaded from our website.

We do hope that your council will be represented on the 15<sup>th</sup> October at what promises to be an informative and timely event in this year of so many new opportunities and challenges for local councils.

Yours sincerely



Lesley Smith MBE, County Secretary

Encs Annual Report 2014/15

# DALC AGM and Conference 2015



## Programme for the day

9.30am	Arrival - refreshments and a chance to visit our exhibitors
10.00am	AGM start
10.30am	Coffee Break and a chance to visit our exhibitors
10.45am	Martin Parkes, Devon Communities Together <ul style="list-style-type: none"><li>• IT training and support for Local Councils—Broadband</li><li>• Neighbourhood Planning</li></ul>
10.55am	Beer Parish Council <ul style="list-style-type: none"><li>• A Coastal Community Project</li></ul>
11.15am	Key Note Speaker: James Derunian, Gloucester University <ul style="list-style-type: none"><li>• Local Councils working in partnership</li></ul>
12.15pm	Key Note Speaker: Cllr Barry Parsons, DCC <ul style="list-style-type: none"><li>• The future of Services to the Community</li></ul>
1.00pm	Lunch and a chance to visit our exhibitors
2.15pm	Round table working session
3.00pm	Feedback and further discussion
3.30pm	Summing up the day
3.45pm	Chairman Ken Browse—closing remarks and end of day

### Stay connected online!

Wifi Access Username: WestpointC

Password: Conference

# Larger Councils' Committee Elections 2015

We are looking for councillors and clerks to get involved in NALC by putting themselves forward for election to the Committee, which plays an important role in our governance structure as the voice of larger councils (electorate of 6000+ and/or income/expenditure of £250,000+ per year), meeting quarterly to champion their interests as well as shaping and overseeing our work and support.

Membership of the Committee includes councillors from our National Council and also councillors and clerks from larger councils through direct election.

We are now seeking nominations from councillors (for 4 seats on the Committee) and clerks (for 2 seats) to serve on the Committee for two years, from January 2016 to December 2017. The Committee normally meets in London with one meeting hosted by a larger council to share and learn good practice (in July this was held in Falmouth).

The timetable for elections is as follows:

- Nomination Period – Please submit your nomination form in Word (please [click here](#) to download the Co-opted Clerks' nomination form; and [click here](#) to download the Directly Elected Councillor nomination form) and return when completed to Claire FitzGerald a by 23 October 2015 (5pm). Please ensure the relevant nomination form is properly counter-signed by your council.
  - Voting Period – Online voting starts on 26 October 2015 (information on nominees will be available on the Larger Councils' Committee Election page), running until 15.00 on 2 December (the day of the Larger Councils' Conference). Only larger councils are eligible to vote, either beforehand or at the conference itself (we will have laptops set up for delegates to use).
  - Hustings– Councillors putting themselves forward for the 4 seats on the Committee are encouraged to take part in a Hustings at the conference – which will take place from 12.10 – 12.40 – providing the opportunity to address delegates for up to two minutes each.
  - Results– Will be announced at the close of the conference and published on our website.
-

***“Becoming a member of the Larger Councils Committee is a brilliant opportunity to take an active role in how NALC is run. You can help us ensure the voice of larger councils is heard, bringing on-the ground experience to the table and keeping us focussed on the issues that really matter. Plus it’s an exciting time to get involved; the sector is growing, councils are increasingly doing more, devolution is a real opportunity, and we’re working hard to strengthen our offer to larger councils. So come and join us!”***

- Cllr Ken Cleary, Chairman of Larger Councils Committee





FOR OFFICE USE
Date Received: _____
Date Ack'ed: _____

**Form for Councillors  
Nomination for Direct Membership of the NALC Larger Councils'  
Committee 2016 - 2017**

**PERSONAL DETAILS**

Town Council	_____	County Association	_____
Title: (Mr/ Mrs/ Miss/ Ms/ Dr /Clr)	_____	First Name(s):	_____
		Surname:	_____
Home Address:	_____		
		Postcode:	_____
Home Tel No:	_____	Mobile Tel No:	_____
Email address:	_____		

**PLEASE EXPLAIN WHY YOU ARE STANDING FOR THIS POSITION**  
Set out relevant experience, skills and abilities gained through work, home, community or voluntary activities. Do include details of other achievements to date including hobbies and other interests that will support your nomination. Please type your response.

## QUALIFICATIONS

Occupation: \_\_\_\_\_

Give Details Of Any Professional  
Qualifications: \_\_\_\_\_

Are You A Member Of A Professional Institute Or Body? Yes / No \_\_\_\_\_

If Yes, Please Specify Which \_\_\_\_\_

## DECLARATION

I declare that to the best of my knowledge the information given on this form is correct and can be copied and distributed to other members of the association

Applicant

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

I declare that the above nomination has been endorsed by the Council and that we are a Larger Council.

Clerk

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

- For the electoral term January 2016 – December 2017 four members will be elected for a two year term.
- The four members receiving the highest number of votes will be elected. *This is in line with recommendations from our review of services to larger councils and modernisation of the operation of our Larger Councils' Committee.*
- A Larger Council is defined as having:
  - Either an income or spend of over £250,000 per year; or
  - Electorate of 6,000 or more
- The four members receiving the highest number of votes will be elected. *This is in line with recommendations from our review of services to larger councils and modernisation of the operation of our Larger Councils' Committee.*
- The deadline for receipt of completed forms is **17:00 Friday, 23 October 2015**. *You should receive an acknowledgement of your nomination within 3 working days of receipt at NALC Offices. If you have not received an acknowledgment please get in touch.*
- Please complete this form and return electronically as a **word document** using continuation sheets if necessary.
- Information will be extrapolated from this your nomination form for voters to read.
- Only one nomination per larger member council for the Larger Councils' Committee will be accepted.
- In the event of a tied vote for the final place, this will be decided by the toss of a coin.
- Your personal details (address, telephone numbers, email address) will not be circulated
- The Administration Manager will acknowledge receipt of your nomination within three working days of receipt of form. If you do not receive an acknowledgement, please contact the Administration Manager.
- Meeting dates for 2016 will be announced shortly but it is envisaged that the first meeting of the Committee will be held in January 2016 and a Good Practice Visit in July 2016.
- All queries should be directed to Claire FitzGerald ([claire.fitzgerald@nalc.gov.uk](mailto:claire.fitzgerald@nalc.gov.uk)) or 020 7637 1865.



## Larger Councils' Conference & Exhibition

Wednesday 2 December 2015, London

- 09.00 – 10.00 Delegate Registration  
Exhibition Open  
Refreshments and networking
- 10.00 – 10.10 Welcome – Ken Cleary, NALC Larger Councils Chairman
- 10:10 – 10:40 **Plenary Session 1**  
**Chairman / CEO of a Local Enterprise Partnership (Invited)**
- 10.40 – 11.10 **Plenary Session 2**  
**Treasury (to be invited, or alternative)**
- 11:10 – 11:40 **Plenary Session 3**  
**Open Mic Session – Ask NALC's Leadership About Future Direction of Work For Larger Councils**
- 11:40 – 12.10 Refreshments and networking
- 12:10 – 12.40 **Hustings for elections to the Larger Councils Committee**  
**Paul Harvey, Larger Councils Committee Vice-Chairman (Confirmed)**
- 12:40 – 13.40 Lunch and networking
- 13:40 – 14:35 **A. Workshop 1 – Social Care & The Care Act – James Maker (District Councils' Network) / Cllr. Richard Bartley (Wye with Hinxhill Parish Council (both confirmed)**
- B. Workshop 2 – Partnership Working (National Council for Voluntary Organisations) (To be invited)**
- C. Workshop 3 – Town Centre Improvement - Dr Julie Grail, Chief Executive British Business Improvement Districts (confirmed) & Deborah Sarson (Diss Town Council) (confirmed)**
- D. Workshop 4 – Devolution & Working Between The Tiers - Mark Williams (Falmouth Town Council) and Cllr Jeremy Rowe (Cornwall Council) (both confirmed)**
- 14.40 – 15:35 Repeat of workshops
- 15:35 – 15:55 Refreshments and networking
- 15:55 – 16:30 **Plenary session 4 – Leadership/Motivational Speaker (Martine Wright, confirmed)**
- 16.30 – 16.45 Closing remarks
- 16.45 – 17.30 Drinks reception

NALC reserves the right to change the programme at any time.

# LEGAL ADVICE STRAIGHT TO YOUR DESK

By Debbie Ashton and Nicholas Hancox

Debbie Ashton is the National Legal Advisor for the SLCC and works at Nicholas Hancox Solicitors



[www.nicholashancox.co.uk](http://www.nicholashancox.co.uk)

## THE RE-USE OF PUBLIC SECTOR INFORMATION

In the May 2015 issue of The Clerk we looked at 'local government transparency'; this time we want to highlight the connected topic of making public sector information available for public re-use. The Re-Use of Public Sector Information Regulations 2015 are now in force.

The Freedom of Information Act 2000 and the transparency agenda are both mainly concerned with ensuring that people can access information, but the Re-Use of Public Sector Information Regulations 2015 (SI 2015/1415)<sup>1</sup> are about requiring parish and community councils (along with other public bodies) to make a lot of information they produce as part of their 'public task' available for re-use. This new obligation will apply, unless the particular information is restricted or excluded (eg because it is personal data).

Under the Re-Use Regulations, if an applicant makes a request for re-use, the applicant must ensure that their request:

- › is in writing;
- › states the name of the applicant and an address for correspondence;
- › specifies the document requested; and
- › states the purpose for which the document is to be re-used.<sup>2</sup>

The requirement to permit re-use is set out in Regulation 7. A public sector body must respond to a request for re-use "promptly and in any event before the end of the twentieth working day beginning with the day after receipt", but a reasonable extension is permitted if the documents are extensive in quantity or if the request raises complex issues.<sup>3</sup>

Where a public sector body permits re-use, it must do so in accordance with Regulations 11 to 16. In particular, Regulation 11 requires the public sector body to provide the information in the format and language in which it is held on the date of the request for re-use and, where possible and appropriate, in open format and machine-readable format, together with its metadata.<sup>4</sup> Where possible and appropriate it must make a document available for re-use by electronic means. But that does not require the public sector body to create or adapt a document (or to provide an extract from it) in order to comply with a request for re-use, where to do so would involve disproportionate effort to continue to produce or store a certain type of document for the purposes of re-use by another person.

The public sector body may impose conditions on re-use, where appropriate through a licence. But the conditions must not unnecessarily restrict (i) the way in which a document can be re-used or (ii) competition.

Regulation 15 provides that (subject to some exceptions) a public sector body may charge for permitting re-use, but any charge must be limited to the marginal costs incurred in respect of the

reproduction, provision and dissemination of documents. As far as reasonably practicable, where a public sector body does charge for re-use, it shall determine standard charges.

Some documents are excluded. Details of some exclusions are set out in Regulation 5. A public sector body must ensure that a list of its main documents available for re-use with the relevant metadata is made available to the public. It must also make available details of the means of redress available under the Regulations – ie its own internal complaints procedure for determining complaints relating to its (non-)compliance with the Regulations and the Information Commissioner's Office enforcement and appeals role.

Further information on the Regulations can be found on the ICO website (see The Guide to the Re-use of Public Sector Information Regulations 2015) and in the National Archives' publication Guidance on the implementation of the Re-use of Public Sector Information Regulations 2015 for public sector bodies).

<sup>1</sup> The Regulations came into force on 18 July 2015 and apply to public sector bodies in England and Wales.

<sup>2</sup> SI 2015/1415, Reg 6

<sup>3</sup> SI 2015/1415, Reg 7

<sup>4</sup> "Metadata" in this context means data about the data. "Providing the metadata" may therefore involve the public sector body providing information about the categories of electronic documents within its control, the computer systems, electronic devices and media on which any relevant documents are held, the storage systems maintained by the public sector body etc.

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**1. FOREWORD**

Totnes Town Council currently invest in tourism via the Totnes information centre, which is also a resource for local people; over and above this, there is no formal connection to destination management, tourism development and marketing, and wider visitor economy connectivity.

In order to assess the best way to focus financial, time and human resource investment, it is crucial that Totnes Town Council has a clear picture of the strengths of the visitor economy and the tourism offer, the opportunities it faces, and the barriers to development.

McAllister and Co spent time with both staff and councillors to review the current position and to assess options for the future. This paper outlines the outcome of those discussions and poses some options for the future.

## 2. INTRODUCTION

Totnes is in the heart of South Hams and is a 'crossroads' between Dartmoor, The South Hams beaches and countryside and the busy resort areas of the English Riviera (Torbay). In this key location for visitors, it stands as a strong destination with aesthetic and historic beauty combined with a unique identity and a thriving town centre.

The most recent economic outputs for the visitor economy are:

- 27,000 staying visitor trips
- 438,000 day visits
- £21.5m direct visitor spend
- £22m total visitor related spend
- 490 actual jobs supported by visitor related spend

Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	21,000	84,700	£3,939,300
Business	700	1,500	£355,700
Visits to friends and relatives	2,200	5,800	£317,200
Other	600	1,500	£187,900
Study	0	0	£0
<b>Total</b>	<b>24,500</b>	<b>93,600</b>	<b>£4,800,000</b>

Overseas visitors	Trips	Nights	Spend
Holiday	1,200	5,800	£391,000
Business	100	700	£57,300
Visits to friends and relatives	900	7,100	£291,000
Other	100	1,600	£95,500
Study	0	0	£0
<b>Total</b>	<b>2,300</b>	<b>15,200</b>	<b>£834,800</b>

All staying visitors	Trips	Nights	Spend
Holiday	22,200	90,500	£4,330,300
Business	800	2,200	£413,000
Visits to friends and relatives	3,100	12,900	£608,200
Other	700	3,100	£283,400
Study	0	0	£0
<b>Total</b>	<b>26,800</b>	<b>108,800</b>	<b>£5,634,800</b>

Within Devon, Totnes faces competition from other 'destination' towns and places including Dartmouth, Ashburton and Kingsbridge; as well as Dartington Shops, Bovey Tracey craft centre, Endsleigh Garden Centre. Across the region there are many heritage-rich charming towns that compete for day and staying visitors. The tourism infrastructure across Devon, and regionally, has changed significantly over the recent past, and Totnes is currently somewhat disconnected from this and the potential support it could provide.

The wider tourism landscape shows that nationally there are continued economic challenges but with some modest growth with visitors taking more, but shorter breaks and the staycation continuing to drive an increase in domestic tourism. Opportunities exist as there is now a desire for interesting, unique, social and shareable experiences (as marked by e.g. the growth in coffee shops and music festivals nationally) and a growing significance of digital marketing to converse with consumers.

There has been positive political support for tourism Nationally (as marked by the £5m investment in the region) as a means to regeneration. Equally at a local level, there is the appetite to maintain

a level of support for tourism, but there is a need for clarity on how and where this investment is focus.

### 3. CURRENT POSITION

In order to understand the current position, discussions were held with the Totnes Information Centre (TIC) team and the Totnes Town Council (TTC), to understand the views of all parties in relation to areas of focus, areas of responsibility and where there are potential partnerships or lack of partnership. The discussions also looked at current delivery and vision; what is currently provided, where there are gaps and what could be improved; and what the current issues, barriers, concerns and opportunities are. The discussions also helped to give a clear picture on what the priorities should be, what are the 'nice to haves', what the non-negotiables are – and what should be focused on in the short, medium and long term.

There were many parallels between the points raised, however, the two groups did present some differing views; the TIC teams' views are shaped by visitor enquiries and local knowledge/contacts, whereas the TTC views were informed by wider strategic issues and stakeholder pressures.

*ANNEX ONE shows a summary of this analysis with the addition of a subjective scoring system to show the positive or negative significance and impact of points raised.*

Key points from this analysis are:

#### Reasons to visit

Town centre

Quayside and river transit to Dartmouth

Museum

Totnes Castle

Steam Railway

Rare Breeds Farm

Seven Stars Hotel

Language Schools

Other nearby assets include Dartington, Sharpham and Riverford.

<b>Strengths:</b>	<b>Weaknesses:</b>
<b>Retail:</b> Independent retailers, specialist retailers (e.g. Greenlife, Riverford), market, gallery shops and coffee shops, all concentrated in a tight area – a town centre worth visiting.	<b>Product:</b> Lack of a co-ordinated approach for events and issues around control and succession. Lack of accommodation in the town.
<b>History and Heritage:</b> Attractions including Castle and Museum but also the High Street architecture – a very pretty and interesting place to be.	<b>Vision and focus:</b> Lack of a shared focus and a corresponding tendency for key players to work in isolation. Inertia and tradition restricting a future view. Poor links with tourism networks both in destination and across the region.
<b>Location and landscape:</b> Riverside and rolling hill setting and proximity to many popular Devon areas and attractions.	<b>Target markets:</b> Lack of clarity on target markets and opportunities for growth. Lack of clarity around the local vs. visitor role of TIC.

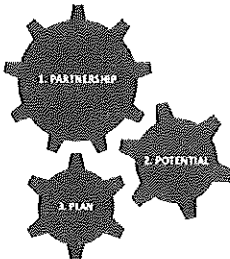
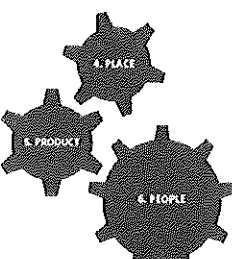
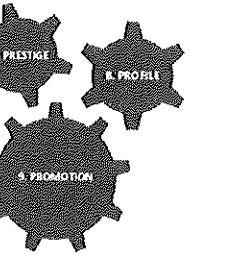
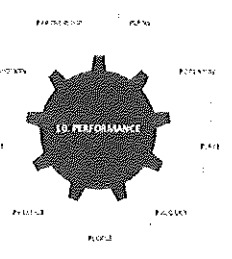


<p><b>Reputation:</b> A funky, friendly, arty and ethical town with a hint of fantasy. A town that challenges the norm (TTT and Atmos) – something genuinely unique.</p>	<p><b>Infrastructure:</b> Traffic congestion, signage, access/mobility and parking charges all seen as weaknesses.</p> <p><b>Communications:</b> Lack of digital presence and a co-ordinated brand.</p>
<p><b>Opportunities:</b></p> <p><b>Arts:</b> Significant potential to develop a strong arts thread to enhance the visitor experience – the focus is more on experience than destination.</p> <p><b>Heritage:</b> Animate the heritage offer - of particular interest to overseas markets.</p> <p><b>Events:</b> Optimise opportunities around existing events and possible new (or resurrected) events.</p> <p><b>Welcome:</b> Engage local community further in welcoming visitors.</p> <p><b>Local, regional and national tourism community:</b> Work closely with the tourism management community to optimise opportunities for promotion and funding - neighbouring districts/counties and regional/national organisations.</p> <p><b>Digital:</b> Information for the digital age - meeting the needs of today's digital customers.</p>	<p><b>Barriers:</b></p> <p><b>Focus:</b> Meeting diverse and disparate expectations regarding the future tourism focus for the town.</p> <p><b>Funding:</b> Actual funds or the risk aspects of a new investment approach.</p> <p><b>Change:</b> Resistance from stakeholders to change in the destination management /marketing role and service.</p> <p><b>Competition:</b> Significant competition from other destinations and experiences.</p> <p><b>Infrastructure:</b> Engaging stakeholders in the need to resolve critical infrastructure challenges.</p> <p><b>Retail:</b> Maintaining a quality retail experience in the face of significant challenges for this sector.</p>

#### 4. NEXT STEPS

Overall, there is a need to build on this starting position with a clear vision of Totnes as a visitor destination: *Totnes is a town that most of the target audiences will have heard of. Their impression will be one of an interesting and inspiring town that is a pleasure to visit. There will be aware of key reasons to visit and will plan for day trips and/or stays. Their experience will be positive, enlightening and socially rewarding. They will 'take home' unique souvenirs and new ideas.*

The strengths, weaknesses and opportunities clearly identified that Totnes Town Council was in a good position to review activity across the piece in terms of destination management and development for the area, using this exercise as the catalyst to develop a plan for the visitor economy.

<p><b>The ten Principles of Destination Management</b></p>  <ol style="list-style-type: none"> <li><b>1. Engage all partners</b> <ul style="list-style-type: none"> <li>Industry, stakeholders, public bodies</li> <li>Structures and funding routes</li> </ul> </li> <li><b>2. Assess the potential</b> <ul style="list-style-type: none"> <li>Market position</li> <li>Trends and competitors</li> <li>Strengths, weaknesses, opportunities and threats</li> </ul> </li> <li><b>3. Create a clear strategy</b> <ul style="list-style-type: none"> <li>The business case</li> <li>Priorities and targets</li> <li>Long term thinking</li> </ul> </li> </ol>	<p><b>The ten Principles of Destination Management</b></p>  <ol style="list-style-type: none"> <li><b>4. Review the infrastructure</b> <ul style="list-style-type: none"> <li>Roads, ports of entry</li> <li>Transport links</li> <li>Signage, accessibility, ICT</li> </ul> </li> <li><b>5. Get the product right</b> <ul style="list-style-type: none"> <li>Accommodation, food and drink</li> <li>Events, festivals, culture</li> <li>Places to visit</li> <li>Information</li> </ul> </li> <li><b>6. Recognise the power of people</b> <ul style="list-style-type: none"> <li>Welcome</li> <li>Awareness of tourism</li> <li>Local market</li> <li>Visiting, friends and relatives</li> </ul> </li> </ol>
<p><b>The ten Principles of Destination Management</b></p>  <ol style="list-style-type: none"> <li><b>7. Deliver the highest quality</b> <ul style="list-style-type: none"> <li>Skills and workforce training</li> <li>Industry ratings and service quality</li> <li>Customer care</li> </ul> </li> <li><b>8. Be seen and be heard</b> <ul style="list-style-type: none"> <li>Internal and external communications</li> <li>Press and media relations</li> </ul> </li> <li><b>9. Sell the destination</b> <ul style="list-style-type: none"> <li>On-line / off line</li> <li>Social media</li> <li>Traditional brochures</li> <li>Booking mechanisms</li> </ul> </li> </ol>	<p><b>The ten Principles of Destination Management</b></p>  <ol style="list-style-type: none"> <li><b>10. Review and monitor (everything)</b> <ul style="list-style-type: none"> <li>Overall tourism performance and economic impact</li> <li>Customer satisfaction and visitor surveys</li> <li>Evaluation, return on investment</li> <li>Market trends</li> <li>Industry performance and views</li> </ul> </li> </ol>

The following provides an outline plan with a direction of travel

**Point one: Partners**

**Point two: Plan**

**Point three: Performance**

#### **POINT ONE: Partners**

**Priorities:**

1. Develop a contact list of all businesses/players and key contacts for the above.
2. Engage partners in developing action plans based on the priority areas identified in point two below; leading to
3. Possible formation of a Totnes Tourism Partnership.

4. Clarification of roles, communication, investment, accountability and connections going forward.

#### Partners identified are

- Chamber of Commerce and Totnes Work Hub
- Shops, town centre group
- Hotel association / accommodation e.g. Seven Stars
- Visitor Attractions
- Heritage interests
- Dartington and Sharpham
- Harbour authority (Dartmouth)
- Transport interests
- Town council and South Hams Council
- Schools and colleges (Kevic and South Devon College)
- Visit South Devon
- Other tourism groups in Devon

#### POINT TWO: Plan

The following priorities have been drawn from discussion and subjective scoring (detailed in annex); these are an example of the key areas to base first discussion and action on. These priorities can only be developed, planned and realised within the structure of new partnership arrangements, where there is clarity of roles, responsibilities and investment.

#### Priorities:

1. Consider key elements of **Destination Development** (infrastructure and product) to address the areas with scope to improve and develop the product/experience offered to visitors.
2. Review the **Welcome** provided, and consider training and ambassadors. The friendly welcome visitors receive is a clear strength and, coupled with the perceived gap in information for various visitor groups, this creates an opportunity for the community to play a greater role in welcoming those visitors.
3. The existing **profile, promotion and brand** appears flat and inconsistent; as against the very positive values and impressions apparent as strengths. The town is underselling itself. There is a need to engage the wider community in supporting and sharing a town brand for visitors. This incorporates the brand vision, a brand personality and brand attributes.
4. What to measure and how to measure? This outline plan would ideally be based on tighter **performance** statistics and targets.

#### Priority 1: Destination Development

Consider key elements of **Destination Development** (infrastructure and product) to address the areas with scope to improve and develop the product/experience offered to visitors.

**Infrastructure development:** These can be considered as the 'hard' elements shaping the visitor experience.

- **Transport plan** – a plan to alleviate congestion and avoid negative visitor experiences in finding parking and accessing the town centre.
  - **Action:** research best practice and impact of alternatives including park and ride, tuk-tuks, road trains and parking incentive models.
- **Accommodation** – consider options to increase capacity.
  - **Action:** representation on Atmos group, engaging community in accommodation options e.g. Airbnb.
- **Signage** – clarify problem points and signage gaps, ensuring consistency and maintainence.
  - **Action:** student research project to guide recommendations.
- **Mobile or wifi** – For information gathering and social sharing the ability to access mobile or wifi is critical.
  - **Action:** investigate solutions to enable wider access for visitors.
- **Cycling** – further development of recreational and through route for cyclists.
  - **Action:** liaise with landowners and South Hams

**Product development:** These can be considered as the 'soft' elements that can shape and improve the Totnes visitor experience.

- **Arts development** – a new drive to raise the profile of local artists and increase opportunities for work to be displayed, experienced and sold. E.g. Art Trail
  - **Action:** Investigate grant funding opportunities and possible partnership working with e.g. Dartington. This to achieve investment in the time of an Arts Development specialist.
- **Event development** – a clear events diary, rejuvenation of the Lantern Festival and possible extension of the Christmas Market.
  - **Action:** map events as 'key' or 'community' and devise strategies to support, develop and/or promote as required. See ANNEX THREE. Formation of a Totnes Events group to aid this process.
- **Music** – increase live music performance.
  - **Action:** designated 'busk-stops'. Busk-buddy schemes (retailers provide power, coffee, loos etc). Feasibility to develop and promote Civic Hall as a music venue.
- **Food** – increasing awareness of and customers for local/artisan/organic food producers.
  - **Action** – food trail, working with producers and Love the Flavour

### **Priority 2: Welcome**

Review the **Welcome** provided, and consider training and ambassadors. The friendly welcome visitors receive is a clear strength and, coupled with the perceived gap in information for various visitor groups, this creates an opportunity for the community to play a greater role in welcoming those visitors.

- **Training** – Many destinations offer, free or at a reduced rate, 'Welcome' training to visitor-facing staff. This has traditionally reached the accommodation and attraction sectors but the impact on visitors to Totnes will be significantly shaped by retail and hospitality staff.

- **Action:** develop and deliver a bite sized course on customer service and product knowledge. Investigate possible funding streams to support this.
- **Ambassadors** – Totnes ‘ambassadors’ could be uniformed volunteers that meet and greet boat and coach passengers to engage interest, increase visitation at the Museum/Castle and increase the length of stay in the town. A successful scheme could be expanded to assist visitors at key points such as the Brutus stone.
  - **Action:** Liaise with boat and coach companies, recruit a core team and support with training, uniforms, supporting print and administration of rotas.

### **Priority 3: Profile, promotion and brand**

The existing **profile, promotion and brand** appears flat and inconsistent; as against the very positive values and impressions apparent as strengths. The town is underselling itself. There is a need to engage the wider community in supporting and sharing a town brand for visitors. This incorporates the brand vision, a brand personality and brand attributes.

- **Brand vision** – Totnes is a town that most of the target audiences will have heard of. Their impression will be one of an interesting and inspiring town that is a pleasure to visit. There will be aware of key reasons to visit and will plan for day trips and/or stays. Their experience will be positive, enlightening and socially rewarding. They will ‘take home’ unique souvenirs and new ideas.
- **Brand personality** – using many of the positive words suggested by the TIC and TTC groups we are looking at a brand that helps to describe the town as funky, unique, ethical, and arty as well as beautiful and historic.
- **Brand attributes** – continued use of the castle coat of arms but an agree colour palette and style of wording to echo the personality. The role of imagery is important here. Wherever possible this brand should be extended to signage, print and digital communications
  - **Actions:** design investment in core brand identity and website. Copywriting guidance for all digital and traditional communications. Establish image bank.
- **Promotion** – With the above destination, people and brand in place the task then becomes one of raising the game to increase the volume and value of visitors. The three clear elements of this are target market, messages and media. The table below explores options for three broad target markets.
  - **Action:** develop into a detailed communications plan showing month by month actions, costs and responsibilities based on the table below.

<b>Target market</b>	<b>Messages</b>	<b>Media</b>
<b>Day visitors:</b> ABC1 (see ANNEX FOUR) adults within a 1 hour drive time visiting for the day or to attend special events. The age range is approximately 25-55 and this therefore includes young professional couples and	A focus on event information and Town stories. Some interesting snippets about history.	<ul style="list-style-type: none"> <li>▪ Local PR</li> <li>▪ Social media profile and themes #Totnes #TotnesHour</li> <li>▪ Website – building better links with commercial partners to provide engaging content.</li> </ul>

<p>older empty-nester couples. Some of the former will have young family but the town is not seen as a family destination. They will enjoy the town ambience and will be keen to relax, soak up the atmosphere, browse shops and find stories to share.</p>		<ul style="list-style-type: none"> <li>▪ Data capture and direct email</li> </ul>
<p><b>Staying visitors:</b> Again ABC1 adults but a slightly older profile. They may be staying in the town or at e.g. Dartington. They may be visiting for a specific purpose (e.g. a course or an event) but may also be touring the SW. This will include a portion of international visitors.</p>	<p>As above but with the addition of good forward information on events. Good information links with Dartington and other key attractors in the hinterland. Suggested self-guided tours based on arts and literature themes.</p>	<ul style="list-style-type: none"> <li>▪ Website (possible translations)</li> <li>▪ Developing online content with partners From Visit South Devon through to VisitBritain</li> <li>▪ UK and international PR</li> <li>▪ Visitor Information services</li> <li>▪ Data capture and direct email</li> </ul>
<p><b>Day visitors – coach:</b> C1C2 55+. This visitors are likely to be touring from a base in Torbay. Their priorities are sight-seeing and shopping. Engaging information and easy access to viewing points, cafes and shops is key. Day visitors – River Boats. A similar approach but a wider demographic.</p>	<p>The channel for these visitors is largely through the coach companies and their drivers. The message is therefore one of a warm welcome and helpful ‘ambassadors’ to issues information and guide the best use of their brief visits</p>	<ul style="list-style-type: none"> <li>▪ Information leaflets for drivers/skippers</li> <li>▪ direct mail to coach tour managers</li> <li>▪ direct liaison with River Boat company</li> <li>▪ town maps for passengers</li> </ul>

The above suggests that the role of a full printed guide is limited and that, if commercially viable, this could be sub-contracted.

### POINT THREE: Performance

- **Performance** – What to measure and how to measure? This outline plan would ideally be based on tighter performance statistics and targets. With limited data available, consideration should still be given to establishing baseline measures for factors that describe what success for this plan looks like.
  - **Action:** Agree core measures, set in place processes to monitor and measure and engage colleges for research support

There is scope here to build relationships with Kevicc and South Devon College to engage students in research projects. Below are possible measures

Outcome	Measure
Strategy	Funds accessed Businesses engaged
Transport and parking	Monitor complaint levels
Accommodation	Additional rooms available
Arts	Artists engaged with events, galleries or open studios
Music	Civic Hall bookings
Ambassadors	Number recruited Number of visitors engaged (coaches/individuals)
Welcome training	Numbers trained Researched assessment of visitor perceptions
Promotion	Website hits Social media shares/likes/follows PR coverage
Core performance measures	Coach numbers Retail 'how's business' and shop vacancies Car parking income/occupancy Accommodation occupancy Estimated visitor numbers

## ANNEX ONE: Strengths and Weaknesses

The impact score is an arbitrary assessment of the significant of strength and weakness factors.

Strengths	Impact -3 to +3	Potential actions
Individual shops	+3	Work closely with retailers to develop opportunities & PR
Destination shops e.g. Greenlife	+1	As above & PR
Christmas market	+2	Extend dates?
Outdoor activities e.g. Dartmoor, walks, wild swims	+1	
Markets Friday and Saturday	+3	Liaison with markets / S.Hams
Arty shops and galleries	+2	Joint working/promotions, trails and events
History and heritage	+3	Promotion, heritage group, town heritage trails
Reputation: Funky - Narnia Different - unique, groovy vibe Ethical consciousness	+3	Brand building Engaging partners in branding
Beautiful - photogenic town buildings Beautiful natural - riverside	+2	Image bank Networking to build same
Profile raised by Transition Town Totnes	+1	Integrate and embed tourism in TTT
Atmos, brownfield site - newsworthy?	+1	Ensure that there is something for visitors to see/browse, feel part of. Ensure national new profile (Compare with e.g. Poundbury)
Rail connection - mainline station Community transport	+1	Promotion and lobbying
Location - link between coast and moor	+1	Partnership working, developing area tours, trails and PR
Community, friendliness	+2	Supporting development of 'welcome'
Small enough to walk around in a day	+2	Guided and self-guided tours
Commitment to fund TIC/tourism	+3	Ensure value for money
Dartington – high profile brand/events (and Sharpham)	+2	Closer working partnership
Language Schools	+1	



Weaknesses	Impact -3 to +3	Potential actions
Lack of profile for existing events	-2	Event diary and promotion
Management of the market?	-1	More competitive comparison and development proposals
People and organisations working in isolation	-3	Clear planning, support and roles
Lack of digital presence	-3	Skills and partnerships
Confusion over role of tic	-3	Improve data and clarify commitments
Transport connections	-2	Not clear which elements of transport were weakness? Signage?
Not enough for children/families	-1	Accept not a priority target Maybe develop a childrens story of e.g. Trixie the TT dog
Too many charity shops	-2	Working with retailers to support commercial retail. Getting the balance right
TIC (50:50 split in tic local/visitors) lack of data, focus on target markets and fit of product/services to market need.	-3	Review return on investment and consider alternative strategies to tourism development and management
SHams parking charges - expensive deterrent for retail	-2	Work with S Hams to investigate and discuss retail/parking incentive models, best practice.
Inertia and tradition	-1	
Lack of accommodation	-2	Work with partners to lobby LEP for accommodation survey. Working with neighbouring destinations for day visit market
Dartington – lack of integration	-1	Closer working partnership
Tides – changing services/boats	-1	
Access/mobility	-2	
Traffic congestion	-2	
Lack of an adequate photolibrary	-2	Engage photographers (free use with credits) Competition to gather visitor images (with free use)

## ANNEX TWO: Opportunities and priorities.

This is a subjective assessment in which the feasibility of an action to achieve results, multiplied by an assessment of the potential impact of this action, resulting in an overall priority score.

Opportunities discussed	Potential actions	Feasibility 0-3	Positive Impact 0-3	Priority score
Strategy and vision	Clear plan with shared priorities and deliverable action plans	3	3	9
Arts development	Arts officer – to coordinate and develop arts, music	2	2	4
Arts and music	Busking - festival and busking stops	3	2	6
	Civic hall as a venue - music - biggest venue between Plymouth and Exeter (except Torbay)	1	2	2
	Art trail	3	1	3
Creative industries	Encourage and develop	2	1	2
Transport plan	park and ride, tuktuks, vintage bus shuttle, parking incentives/models	2	2	4
Longer stop-offs in the town for boat pax,	Partnership working, development of welcome, guides/ambassadors	3	2	6
Coach tour ops	As for boats	3	2	6
Events	Revive lantern procession (best practice Truro City of Lights)	3	2	6
	Rejuvenate Elizabethan Tuesdays (But does this fit with brand?)	2	1	2
Accommodation	Lobby for hotel at Atmos?	2	3	6
Funding	Introduce alternative funding models and commercial contribution (c.w. Dean and Wye) BID?!	2	3	6
	Apprenticeship programme	3	1	3
	School/college project partnerships			
Wider hinterland	Partnership working on e.g. art trails	3	2	6
Cycling	National cycling route: promotion, resolving bridge access and broader development of routes and supporting product	1	2	2

Heritage	Group working and promotion	3	1	3
Broadband and wifi	Continue lobbying for improved signals	1	3	3
	Commercial open wifi	3	2	6
Digital	Commerical partners develop #Totnes #Totneshour Digital Champions Social media training	3	3	9
Promotion	Strategies for website, PR, data capture and email marketing, promotional print (possible outsourcing)	3	3	9
Information hubs	Touch screens or leaflet points			
Representation in tourism structures	Delegate individuals, priorities and roles. Ensure appropriate feedback systems Engage in current funding programmes (Visit England £5m)	2	2	4

### ANNEX THREE: Event Strategies Model

Event type	Example	Strategies
<p><b>Key</b> An event which has the potential to attract visitors from other parts of the UK (and beyond) – a reason to visit and stay.</p>	<p>New Lantern Festival</p>	<ul style="list-style-type: none"> <li>▪ Designate as a 'key' event</li> <li>▪ Liaise to forward plan dates 2016/17</li> <li>▪ Allocate support resources to event organisers e.g. meeting facilities</li> <li>▪ Seed funding and/or grant bids (perhaps in conjunction with Arts Development role)</li> <li>▪ Lobby for cross support from District Council for e.g. road closures, signage</li> <li>▪ PR planning for optimum exposure</li> <li>▪ High profile digital presence on website and social media</li> </ul>
<p><b>Community</b> An event which attracts mainly the local community.</p>	<p>Duck Race Raft Race</p>	<ul style="list-style-type: none"> <li>▪ Listing in overall Town What's On website</li> <li>▪ Event planning and promotion guidance</li> <li>▪ Digital presence on website and social media</li> <li>▪ Support for wider OR where appropriate</li> </ul>

## ANNEX FOUR: Sociodemographics

### National Readership Survey Social Grade descriptors

#### Social Grade of Chief Income Earner

Social Grade	Description	% population
A	High managerial, administrative or professional	4
B	Intermediate managerial, administrative or professional	23
C1	Supervisory, clerical and junior managerial, administrative or professional	29
C2	Skilled manual workers	21
D	Semi and unskilled manual workers	15
E	State pensioners, casual or lowest grade workers, unemployed with state benefits only	8

Source: NRS 2008 (unweighted sample 37,359, estimated population 15+ (000s) 49,077)

Source: [https://www.ipsos-mori.com/DownloadPublication/1285\\_MediaCT\\_thoughtpiece\\_Social\\_Grade\\_July09\\_V3\\_WEB.pdf](https://www.ipsos-mori.com/DownloadPublication/1285_MediaCT_thoughtpiece_Social_Grade_July09_V3_WEB.pdf)

