

## AGENDA FOR THE MEETING OF TOTNES TOWN COUNCIL

**MONDAY 12<sup>TH</sup> APRIL 2021 – HELD REMOTELY USING ZOOM**

MEETING LINK: <https://zoom.us/j/94343059383>

MEETING ID: 943 4305 9383

PASSWORD: Not required.

Please note that public question time will be held prior to Full Council from 6.30pm –  
A 10 minute presentation by Rob Hopkins regarding ATMOS will be given during this time.

PLEASE NOTE THAT MEMBERS OF THE PUBLIC  
WILL BE KEPT IN THE WAITING ROOM FACILITY IN ZOOM UNTIL THE MEETING COMMENCES.

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You are hereby **SUMMONED** to attend a Meeting of the Council, which is to be held using remote meeting service Zoom on **Monday 12<sup>th</sup> April 2021 at 6.30pm** for the purpose of transacting the following business:  
Welcome to everyone attending and observing the meeting.

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**In relation to the public session 30 minutes before Full Council:**  
*Welcome to everyone attending and observing the meeting.*

*A reminder that open proceedings of this meeting will be video recorded on Zoom and live streamed on social media. If members of the public make presentations, they will be deemed to have consented to being recorded. By entering the Council Chamber or Zoom meeting, attendees are also consenting to being recorded. If a member of the public wishes not to be recorded they are able to turn their video off or watch the meeting via the Town Council Facebook page.*

*Please note that members of the public are usually allocated 3 minutes each for raising issues, particularly when time is limited and attendance is high. Questions asked of Councillors and the staff may not be answered immediately but please contact the Town Clerk following the meeting to confirm your queries and ensure matters are taken to the appropriate Councillor/Working Group.*

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### 1. WELCOME TO ALL ATTENDING AND OBSERVING

A reminder that open proceedings of this meeting will be video recorded on Zoom and live streamed on social media. If members of the public make presentations, they will be deemed to have consented to being recorded. By entering the Council Chamber or Zoom meeting, attendees are also consenting to being recorded. If a member of the public wishes not to be recorded they are able to turn their video off or watch the meeting via the Town Council Facebook page.

Can members of the public please note that given the current climate Councillors and staff are adapting to remote and mainly paperless working and therefore you may see use of mobile phones and other devices for reference to the agenda and associated papers.

As Council meetings are not permitted to be held in a location where alcohol is served, we ask that all attendees refrain from consuming alcohol directly prior or during the meeting as per our Code of Conduct.

This meeting is limited to 2 hours and therefore members are asked to raise their points succinctly and not repeat the same view expressed by colleagues if it does not add to the debate.

2. APOLOGIES FOR ABSENCE AND DECLARATION OF INTERESTS

To receive apologies and to confirm that any absence has the approval of the Council. The Mayor will request confirmation that all Members have completed or made any necessary amendments to their Declaration of Interests.

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*The Committee will adjourn for the following items:*

Reports from County and District Councillors.

- a. County Cllr Hodgson – no document.
- b. District Cllr Birch – document enclosed.
- c. District Cllr Rose – no document.
- d. District Cllr Sweett – no document.

*The Council will convene to consider the following items:*

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3. CONFIRMATION OF MINUTES

To approve and sign the minutes of the following Meeting:

*(Please note confidential minutes can be agreed but any discussion must be held in Part 2)*

- a. Extraordinary Full Council 1<sup>st</sup> April 2021 – document enclosed.

To note the following minutes:

- b. Council Matters 8<sup>th</sup> March 2021 – document enclosed.
- c. Town Matters 22<sup>nd</sup> March 2021 – document enclosed.

4. CONSIDERATION OF ANY MATTERS ARISING REQUIRING A DECISION

To consider any matters arising from the Minutes and to approve any recommendations from Committees (document enclosed):

*(Please note confidential minutes can be agreed but any discussion must be held in Part 2)*

To consider matters arising and recommendations from:

- a. Extraordinary Full Council 1<sup>st</sup> April 2021 – document enclosed.
- b. Council Matters 8<sup>th</sup> March 2021 – document enclosed.
- c. Town Matters 22<sup>nd</sup> March 2021 – document enclosed.

5. COMMUNICATIONS STRATEGY

To consider adoption of the Communications Strategy – document enclosed.

6. NEIGHBOURHOOD PLAN

To note an update on the Neighbourhood Plan – document enclosed.

7. COMMUNITY COORDINATOR

To note an update from the Community Coordinator – document enclosed.

8. NEXT MEETING

To note the next meeting date of Monday 10<sup>th</sup> May 2021, 6.30pm public session, 7.00pm formal meeting.

Agenda produced by:

Catherine Marlton

Town Clerk

7<sup>th</sup> April 2021

#### **USE OF SOUND RECORDINGS AT COUNCIL & COMMITTEE MEETINGS**

The open proceedings of this Meeting will be audio and video recorded. If members of the public make a representation, they will be deemed to have consented to being recorded. By entering the Council Chamber or Zoom meeting, attendees are also consenting to being recorded.

Televised, vision and sound recordings or live broadcastings by members of the press or public at Council or Committee debates are permitted and anyone wishing to do so is asked to inform the Chairman of the respective Committee of their intention to record proceedings.



**John Birch**  
**SHDC Member for Totnes**

Report to the Totnes Town Council  
meeting to be held on Monday 12 April 2021

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I report on the following matters.

**FUNDS FOR LOCAL CLIMATE CHANGE PROJECTS**

At SHDC's Full Council meeting held on 25 March 2021 my proposal for funding local climate change and biodiversity projects was approved.

The approved motion reads as follows.

"Following the decision of Full Council at its meeting on 11 February 2021 to allocate the sum of £200,000 to Climate Change and Biodiversity projects, it is resolved that part of this sum be allocated to Members as a CC&B Locality Fund for CC&B projects, in a similar manner to that adopted in respect of the Sustainable Community Locality Fund.

Each Member will be allocated the sum of £3,000 for distribution for CC&B projects and it is a condition that any funds distributed be in respect of projects that fall within the ambit of the Council's Climate Change and Biodiversity Strategy and Action Plan adopted on 17 December 2020 (and any subsequent amendments)."

**FULL COUNCIL MEETING - 25 MARCH 2021**

There is attached to this report a table of the key decisions arising out of the Full Council meeting held on 25 March 2021.

**EXPANSION OF HIGH STREET PERMITTED DEVELOPMENT**

The Government has expanded the permitted development rights, which will allow developers to convert shops, post offices and pharmacies into apartments without needing planning permission and the revised rules will apply in conservation areas.

It seems that councils will be practically powerless to prevent business premises being turned into poor-quality housing that damages local character.

The Royal Town Planning Institute said the changes will be a "complete gift to unscrupulous developers".

Let's hope that Totnes town centre will not be threatened by such development.

### **BOROUGH PARK TREES - THE LATEST**

Following objections to the proposal to fell four mature horse chestnut trees as part of the new skatepark project South Hams District Council is looking at options to reposition the scheme in order that the four trees are saved. This is a welcome move.

### **ATMOS PROJECT**

I have attended meetings organised by the Totnes4Action Campaign Group and very much support its aims. The group has organised a remote public meeting to be held on 14 April at 6.30pm.

Cllr John Birch  
SHDC Member for Totnes  
6 April 2021

**KEY DECISIONS ARISING OUT OF THE FULL COUNCIL MEETING OF SOUTH  
HAMS DISTRICT COUNCIL HELD ON 25 MARCH 2021**

**RESOLVED**

That the £170,985 of the National Leisure Recovery Fund (NLRF) funding be passported through to Fusion, to enable for the organisation to meet the costs of preparing and carrying out the re-opening schedule from 12<sup>th</sup> April 2021 onwards, in line with the national roadmap.

**RESOLVED**

- 1 That, in line with the Council's commitment to work with and support businesses, residents and communities through the Recovery period, Members approve an investment of £598,000 to support economic recovery, the major towns and the visitor economy of the South Hams. The funding will support the national roadmap for the easing of lockdown at a local level, as detailed below:
  - Keeping the streets clean - £130,000;
  - Enhanced on street presence - £36,000;
  - Supporting business and hospitality - £57,000;
  - Improving the business environment in our key towns £275,000; and
  - Improving the built / natural environment to deliver local economic improvements within our smaller coastal communities and tourism centres - £100,000;
- 2 That the total cost of £598,000 be funded as set out below:-
  - i) £398,000 be allocated to the initiatives set out in the presented agenda report from either the remaining funds from the Council's Additional Restrictions Grant (ARG) scheme allocation, or in the event that the further Government guidance due to be published on the ARG scheme indicates that a different approach is required, that instead the £298,000 is funded by the Business Rates Retention Earmarked Reserve or other appropriate source, such as the recently announced Welcome Back Fund; and
  - ii) the final decision on the financing of the £398,000, be recommended to be delegated to the Director of Place of Enterprise, in consultation with the Section 151 Officer, the Leader and Executive Member for Finance, on receipt of the further guidance from the Government department responsible for Business Grants on the ARG scheme, which is anticipated to be received prior to the end of March 2021; and
  - iii) it be noted that £200,000 from the £500,000 of ARG funding previously allocated by Council on 11 February 2021, (minute CM 39/20), earmarked for strategic economic recovery projects and priorities, be allocated to the initiatives set out in the presented agenda report.

**RESOLVED**

Following the decision of Full Council at its meeting on 11 February 2021 to allocate the sum of £200,000 to Climate Change and Biodiversity projects, it is resolved that part of this sum be allocated to Members as a CC&B Locality Fund for CC&B projects, in a similar manner to that adopted in respect of the Sustainable Community Locality Fund.

Each Member will be allocated the sum of £3,000 for distribution for CC&B projects and it is a condition that any funds distributed be in respect of projects that fall within the ambit of the Council's Climate Change and Biodiversity Strategy and Action Plan adopted on 17 December 2020 (and any

subsequent amendments).

The Member allocating his/her budget or any part thereof to any project will submit six monthly reports from the recipient organisation. The reports shall comply with the reporting arrangements to be determined by the Leader of the Council and the Chair of the Overview and Scrutiny Panel.

#### **RESOLVED**

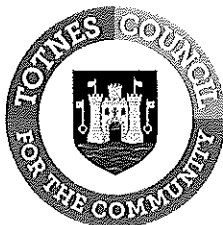
"This Council supports the government's Active Travel Initiative and agrees to work with Devon County Council to ensure this important pedestrian and cycling infrastructure linking towns and rural villages is fully developed in a timely manner and maintained, to recognise the significance of these non-vehicular routes to the health and well-being of South Hams residents and visitors and to enable behaviour change in line with responding to the Council's declaration of a climate and biodiversity Emergency and Devon County Council's Carbon Plan".

#### **RESOLVED**

"In line with this Council's climate and biodiversity emergency, this council commits to work with Devon County Council to implement Air Quality Management Action plans, where Air Quality Management Areas have been declared, in SHDC to:

- Continue to record air pollutants Nitrogen Dioxide) to ensure accurate and comprehensive data collection; and
- Work with partners and stakeholders to review the Air Quality Action Plans to secure compliance with national air quality objectives."





**DRAFT MINUTES FOR THE MEETING OF TOTNES TOWN COUNCIL**

**THURSDAY 1<sup>ST</sup> APRIL 2021 HELD REMOTELY USING ZOOM**

Present: Councillors B Piper (Chair), M Adams, G Allen, C Allford, S Collinson, R Hendriksen, J Hodgson, C Luker, P Paine, E Price, S Skinner, and V Trow.

Apologies: Cllr P Allford, D Matthews and L Webberley.

Not Present – Cllr A Galvin.

In Attendance: C Marlton (Town Clerk) and members of the public.

**1. WELCOME TO ALL ATTENDING AND OBSERVING**

**2. APOLOGIES FOR ABSENCE AND DECLARATION OF INTERESTS**

To receive apologies and to confirm that any absence has the approval of the Council. The Mayor will request confirmation that all Members have completed or made any necessary amendments to their Declaration of Interests.

Apologies were received from Councillors P Allford, D Matthews and L Webberley, and were accepted by the Council.

**3. CONFIRMATION OF MINUTES**

To approve and sign the minutes of the following Meetings:

*(Please note confidential minutes can be agreed but any discussion must be held in Part 2)*

- a. Full Council 1<sup>st</sup> March 2021

The following minutes were considered:

- a. Full Council 1<sup>st</sup> March 2021. It was **RESOLVED** by all Councillors to approve and sign the Minutes.

To note the following minutes:

- b. Planning Committee 15<sup>th</sup> March 2021.

The following minutes were noted:

- b. Planning Committee 15<sup>th</sup> March 2021. Noted.

**4. CONSIDERATION OF ANY MATTERS ARISING**

To consider any matters arising from the Minutes and to approve any recommendations from Committees:

*(Please note confidential minutes can be agreed but any discussion must be held in Part 2)*

- d. Full Council 1<sup>st</sup> March 2021.

**e. Planning Committee 15<sup>th</sup> March 2021.**

**a. Full Council 1<sup>st</sup> March 2021.**

Item 2a County Councillor Report - Cllr Hodgson updated that the S106 information is still being investigated.

Item 9 Legal Matter – the Clerk updated that the letter has been sent.

**b. Planning Committee 15<sup>th</sup> March 2021.**

Item 5 Neighbourhood Plan – it was **RESOLVED** to accept the revised wording so that Policy C9 will now read (new wording underlined):

At Steamer Quay only leisure or river related development will be supported, providing it has no adverse impact on the South Hams Special Area of Conservation's population of greater horseshoe bats. Any such development must:...

It was **AGREED** that an update on the Neighbourhood Plan would be discussed at the next Full Council.

Item 6 E Vehicle Survey - It was **RESOLVED** to carry out a survey by the Traffic and Transport Forum with Co-Cars of public attitudes towards Electric Vehicles and e bikes subject to amendment of additional questions and any reasonable associated costs.

**5. ROAD CLOSURE**

**To consider road closures of Upper Fore Street, High Street and the Narrows on a Saturday morning from 9am until 1pm from the end of lockdown until social distancing guidelines are no longer in place.**

Cllr Collinson declared a personal interest as Chair of Inclusive Totnes.

Councillors discussed the requirement for road closures alongside the gradual easing of social distancing measures. The following motion was proposed and passed by majority:

Recognising that the COVID pandemic and social distancing measures have only exacerbated an already long standing problem of pedestrian safety and accessibility in Fore Street and High Street, and mindful of the increased risks from COVID and traffic posed by increased numbers of visitors to the town during the summer months, the Town Council recommends that Devon County Council identifies and implements immediate, low-cost measures to calm and reduce traffic flow through Fore Street and High Street on all days of the week, through a process of co-production with the Town Council and the Traffic and Transport Forum.

A further motion was proposed to address the road closure requirement and the vote recorded:

To request that Devon County Council reinstates the 4-hour road closure from Saturday 17th April from 9am to 1pm for as long as the COVID 2 metre distancing measures are required. If these social distancing measures rescinded before 21st June then the road closures would no longer be required.

For: Cllrs Allen, Collinson, Hodgson, Skinner, Trow;

Against: Cllrs Adams, C Allford, Luker, Paine;

Abstained: Cllrs Hendriksen, Piper, Price.

It was **RESOLVED** to make this request to Devon County Council as set out in the motion.

**6. STAFF APPOINTMENT**

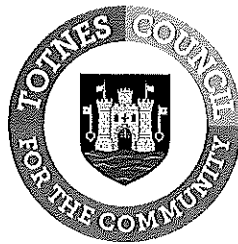
**To ratify the appointment of the Administrator 2 job share position.**

This was unanimously **AGREED**.

## **7. NEXT MEETING**

**To note the next meeting date of Monday 12<sup>th</sup> April 2021, 6.30pm public session, 7.00pm formal meeting.**  
Noted.

Ben Piper  
Mayor



## DRAFT MINUTES OF THE MEETING OF COUNCIL MATTERS MONDAY 8<sup>TH</sup> MARCH 2021 AT 6.30PM – HELD REMOTELY USING ZOOM

**Present:** Councillors E Price (Chair), C Allford, J Hodgson, C Luker, B Piper (joined the meeting at 6.40pm) and V Trow (joined at 6.50pm).

**Apologies:** Cllr M Adams and P Paine.

In Attendance: C Marlton (Town Clerk) and C Bewley (Finance, HR and Lettings Manager).

### 1. APOLOGIES FOR ABSENCE

**To receive apologies and to confirm that any absence has the approval of the Committee.**

Cllr Price read out a statement about how the meeting would be conducted, recorded and live streamed on social media.

The apologies were accepted.

*The Committee will adjourn for the following items:*

### 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.

There were no members of the public in attendance.

*The Committee reconvened.*

### 2. CONFIRMATION OF MINUTES

**To approve the minutes of 8th February 2021 and update on any matters arising**

The minutes were approved as an accurate record of proceedings. There were no matters arising.

### 3. PUBLIC REALM AND CEMETERY WORKING GROUP

**To note the minutes of and consider any recommendations from the Public Realm and Cemetery Working Group held on 10th February 2021.**

To **RECOMMEND** to Full Council that the principle of allocating more land for allotments in Castle Meadow is agreed subject to further work and discussion to define the precise area, any archaeological restrictions and practicalities of the arrangement (ground clearance, fencing, etc).

Cllr Hodgson suggested that a clause could be considered to protect the land in future years that if 50 percent of the allotments are unkept and vacant then the land could be reclaimed by the Council.

For the Cemetery It was **AGREED** that:

Full Council Papers

- After one cut at the beginning of the year the grass around the Chapel is left to grow long this year to see what wildflowers come up and how the area looks visually, before a cut in late September.
- The current Garden of Rest does not extend beyond rows currently in use to enable full burials in the remaining ground.
- A new Garden of Rest, potentially including a garden for scattering ashes be created at the back of the Extension (section L).
- There is no increase to fees until the 2022 annual review.
- The request from a family to plant a memorial tree. Possible location to be confirmed at a site meeting.
- A memorandum of understanding is agreed with Incredible Edibles.

On wayfinding in the town, it was **AGREED** that a simplified brief is given to the consultants and request three options of signage.

#### 4. ARTS WORKING GROUP

To note the minutes of and consider any recommendations from the Arts Working Group held on 25th February 2021.

It was **AGREED** to set up a Town Lights and Decorations Task and Finish Group comprised of TTC Councillors and Chamber of Commerce and other invited stakeholders, to be self-administered. The Group will:

- Be tasked with investigating what condition the rigging is in and determine what lights are functional and what can be repaired and reused. Also discuss what other areas we can focus on in Totnes i.e. the Market Square, St. Mary's Church, the Rotherfold. Look at lighting up trees in The Plains, Shady Garden and the Market Square.
- Come back with information/recommendations within a certain time period, directly to Council Matters. These suggestions must be costed.
- Determine what needs to be done/recommendations for 2021 as a one off solution, and then a longer term partnership arrangement from 2022 onwards.
- Consider where the approx. £2,000+ expected cost for 2021 lights, insurance, installation, tree should be budgeted from.

#### 5. TREE PLANTING

To consider a proposal to plant a tree along each parish boundary.

It was **AGREED** to support year one of the proposal to be led by Incredible Edibles, that five oak trees will be planted on the boundaries with existing parishes along. The longer-term proposals for years 2-5 will be kept under review.

#### 6. MAYORAL CHOOSING AND ANNUAL MEETING POLICY

To consider the dates for Mayoral Choosing and the annual Town Meeting, changes to the May Full Council date and an additional Extraordinary meeting date for Full Council on 1st April 2021.

- 1st April at 6.30pm (public time) and 7pm start, Extraordinary Full Council on Road Closures/Covid-19 town centre measures. Via Zoom.
  - Monday 10th May Full Council moved to ~~Thursday~~ Wednesday 5th May 2021 at the same time to accommodate the potential change to virtual meeting legislation. This meeting will also be the Annual General Meeting of the Town Council where the Mayor is elected. It may be worth considering a resolution to allow the previously appointed Chairs and Deputies of Committees to roll forwards for continuity. Via Zoom.
  - Thursday 24th June at 7pm – Town Meeting in the Civic Hall, assuming Covid regulations allow.
- The Clerk corrected that the Annual meeting would be on Wednesday (not Thursday) 5<sup>th</sup> May 2021 before the existing legislation expires on 6<sup>th</sup> May which currently enables virtual meetings to be held.

#### 7. IN PERSON MEETINGS

To consider the practicalities of the resumption of in person meetings once the emergency legislation permitting virtual meetings ceases in May 2021.

The Clerk updated that basic equipment is being investigated to enable Council meetings to be live streamed going forward whether they are held in the Civic Hall or Guildhall.

#### 8. FINANCIAL REGULATIONS

To review the Financial Regulations.

The policy was reviewed and it was **RECOMMENDED** to Full Council for adoption.

#### 9. COMMUNICATIONS STRATEGY

To consider the draft Communications Strategy from 2021-24.

The strategy was reviewed and it was **RECOMMENDED** to Full Council for adoption, with the addition of a summary of key messages at the beginning of the document.

#### 10. PAY POLICY

To review the Pay Policy.

The policy was reviewed and it was **RECOMMENDED** to Full Council for adoption.

#### 11. TRAINING

To consider the training requirements of Councillors and officers for 2021.

It was **AGREED** to:

- Organise a social media training course for Councillors.
- Organise a half day training to explain Council's roles and responsibilities in a Town Council context.
- Send out a quarterly email listing training opportunities available to Councillors.

The Clerk confirmed that training for Officers is set out as part of the appraisal process.

#### 12. RECRUITMENT

To consider the recruitment timelines for the administrator posts and the job description for the Administrator 1 position.

The recruitment timeline, job description and advert were **AGREED**, and the interview panels would comprise Cllr Price, the Clerk and the relevant line manager.

#### 13. PROTOCOL ON THE DEATH OF A SENIOR NATIONAL FIGURE

To note the protocols that the Town Council will observe on the death of a senior national figure.

Noted.

#### 14. DATE OF NEXT MEETING

To note the date of the next meeting of the Council Matters Committee – Monday 19<sup>th</sup> April 2021 at 6.30pm.

Noted.

*The Committee will be asked to **RESOLVE** to exclude the press and public "by reason of the confidential nature of the business" to be discussed and in accordance with the Public Bodies (Admission to Meetings) Act 1960. (CONFIDENTIAL by virtue of relating to legal and/or commercial matters, staffing and/or the financial or business affairs of a person or persons other than the Council)*

#### 15. BANK STATEMENTS AND RECONCILIATIONS (Standing Item)

To consider the bank statements and reconciliations.

These were unanimously **AGREED**.

16. PERFORMANCE MANAGEMENT REVIEWS

**To note the outcomes of the officer performance management reviews for 2020.**

Noted.

17. STAFFING UPDATE (Standing Item)

**For any general or urgent updates that required confidential sharing with Councillors.**

None.

Catherine Marlton  
Town Clerk







# Pay Policy

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TOTNES TOWN COUNCIL

AGREED APRIL 2021

NEXT REVIEW MARCH 2022

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*This Policy helps the Council to make best use of its Council Resources.*

*Councillors and staff must be committed to the policy in order for it to succeed, so they must be aware of its aims and objectives and their role within it.*

## POLICY STATEMENT

It is the aim of the Council to ensure that all employees or job applicants are assessed fairly and remunerated according to the skills required to undertake the role and the level of responsibility associated with the post.

All working practices and recruitment procedures will be reviewed at least annually to ensure that individuals are paid on the basis of their merits and abilities.

The Council undertakes to pay at least the Living Wage to all employees.

## PRINCIPLES

- a. To make full use of the talents and abilities of all staff.
- b. To attract and retain good quality staff.
- c. To provide training and development for all the staff.
- d. To maintain an equality of pay scale differentials.

## ASSESSMENT OF PAY SCALE

The Council will: -

- review each job description at least every other year
- undertake an Appraisal in line with the Council's Appraisal Policy
- follow the pay scales agreed and laid down by the National Joint Council for Local Government Services – National Agreement on Salaries and Conditions of Service
- assess and compare similar jobs within the sector to ensure that the pay rates set are in line with other Councils

## Evaluation

The Council has set a base line of job descriptions and pay scales for its current employees. These pay scales have been assessed and compared with other jobs in the sector to ensure that they are generally in line with other pay rates.

The Council evaluation process will use the following guidelines and rules:

- Any re-evaluation exercise will be undertaken with a clear and systematic approach.
- An assessment will be undertaken to ascertain whether significant aspects of an employee's work has changed

The concomitant factors arising are that the employee may:

- No longer be adequately remunerated for the skills they are required to deploy
- Require new skills
- Require an assessment of work/life balance and that:
- there may be the possibility of additional staff having to be employed and with specialist skills as well
- the current post holder is leaving and a new and accurate person specification has to be designed for interview and contractual purposes

In assessing the Pay Scale criteria the Council will be mindful of the following:

Jobs as defined by Job Descriptions need to be taken into account.

- A framework needs to be established, but it must be reviewed in the light of structural changes in the work of the Council.
- Only objective criteria can be used.
- Sound judgement must be exercised in the process of analysing information and making comparisons against benchmarks established.

## Methodology

The evaluation will cover the entire staff

- The key points to be used in the evaluation will be identified
- The job and the role will be analysed
- The relative value of the jobs and roles will be established on a weighted scale
- Development needs will be identified and programmed
- Staffing levels will be projected
- The appropriate reward levels decided

## Framework

The Council will use the Profiles drawn up by the Society of Local Council Clerks and the National Association of Local Councils in the National Agreement on Salaries and Conditions of Service. These profiles will be used as a framework for assessing all posts, including the Town Clerk.

There can be a right of appeal against any decisions which will be undertaken through the Grievance Procedure of the Council.

## Training/Development

All staff will have access to training and development opportunities, which will be taken into account when assessing pay scales. This will be assessed on the level of achievement and the relevance of the qualification to the role being undertaken.

## Overtime

Overtime is time worked beyond the contracted hours. It is preferable for TOIL (time in lieu) to be used but where this is not practical all overtime will be authorized in advance by the Town Clerk. Overtime is paid at standard hourly rate unless the hours are before 7am or after 10pm (with the exclusion of the Town Clerk), and on Sunday or public bank holidays where a double rate is payable (all staff).

## Pay Structure

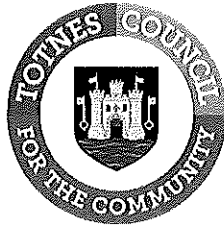
The Council uses the NALC and SLCC recommended salary scales. In exceptional circumstances, for example for retention reasons, employees may be awarded accelerated salary progression at the discretion of the Council. Each member of staff will receive a salary increment annually assuming the successful completion of their appraisal, back dated to 1<sup>st</sup> April of that year, until the top of their salary scale is reached.

## The Law

The policy will be implemented within the framework of the relevant legislation, which includes:

- Equal Pay Act 1970
- Employment Rights Act 1996
- Disability Discrimination Act 1995





## **DRAFT MINUTES FOR THE TOWN MATTERS COMMITTEE**

**MONDAY 22<sup>ND</sup> MARCH 2021 – HELD REMOTELY USING ZOOM**

Present: Councillors V Trow (Chair), C Allford, P Allford, S Collinson, L Webberley, G Allen (intermittent connection), P Paine (joined at 18.40) and A Galvin (joined at 19.05).

Apologies: Councillor D Matthews.

Not Present: Councillor S Skinner.

In Attendance: Cllr Piper (from 19.00), one member of the public and S Halliday (Governance and Projects Manager).

### **1. WELCOME AND APOLOGIES FOR ABSENCE**

**To receive apologies and to confirm that any absence has the approval of the Council.**

Cllr Allen read out a statement about how the meeting would be conducted, recorded and live streamed on social media.

Apologies were received from Cllr Matthews and were accepted.

*The Committee will adjourn for the following items:*

### **PUBLIC QUESTION TIME**

There were no members of the public present at this point in the meeting.

*The Committee reconvened.*

### **2. CONFIRMATION OF MINUTES**

**To approve the minutes of 22<sup>nd</sup> February 2021 and update on any matters arising.**

The minutes were approved as an accurate record of proceedings. Matters arising:

Item 4 – This will be discussed under agenda Item 3.

Item 5 – Resolved by Full Council and the response has been sent.

Item 7 – Complete. A number of posts were made on the Totnes Town Council Facebook page in the week beginning 15<sup>th</sup> March 2021.

Item 8 – Actioned through the Totnes Partnership meetings. It is hoped that Citizen's Advice will speak at the next Committee.

### 3. COMMUNITY HEROES FOR COVID AWARD

To consider the details, criteria and timeline for the Community Heroes Award announced in January 2021.

The Committee expressed concerns that the third wave of the COVID pandemic experienced in continental Europe might affect the planned easing of lockdown restrictions in the UK and that setting dates now for events in June may be affected. It was **AGREED** that this is potentially a large project and that further discussion is needed to break the various elements down to take forward.

### 4. DEVON COUNTY COUNCIL DRAFT RESOURCE AND WASTE STRATEGY

To consider how to respond to the Devon County Council Draft Resource and Waste Strategy for Devon and Torbay, with recommendations to Full Council to meet the deadline of 14<sup>th</sup> April 2021.

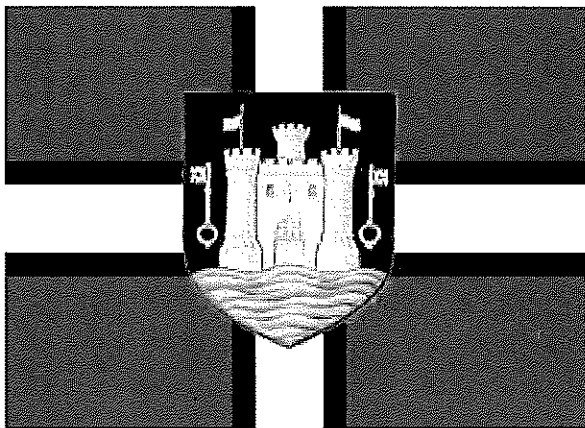
The Officer set out the background to the consultation and the themes covered in the questionnaire. It was **AGREED** that the questionnaire would be circulated to Committee members for their comments by 31<sup>st</sup> March, these comments will be collated and circulated on 1<sup>st</sup> April for agreement out of committee to make a recommendation to go to Full Council on 12<sup>th</sup> April 2021 (in order to meet the consultation deadline).

POST-MEETING NOTE: the survey was circulated to Councillors on 22<sup>nd</sup> March. No comments have been received so there is no recommendation for Full Council to consider.

### 5. TOWN FLAG

To consider commissioning a town flag to be made and for it to be regularly flown from the Civic Hall flagpole.

To **RECOMMEND** to Full Council that a town flag (see image below) is purchased on printed fabric (costing between £50-70 for a 150cm x 90cm flag) and is regularly flown from the Civic Hall (except during forecasted high winds).



### 6. COMMUNITY ENGAGEMENT

To consider Town Council/Councillor community engagement opportunities in 2021.

It was **AGREED** that until there is more certainty about the date when lockdown restrictions will be lifted, offering in person events and surgeries will be difficult. This item will return to the next meeting.

### 7. TRAFFIC REGULATION ORDER

To consider a Traffic Regulation Order to simplify the Care and Health Workers' Parking Exemption Scheme to allow 3 hours parking in No Waiting Limited Waiting, Pay and Display, and Resident Parking spaces.

To **RECOMMEND** to Full Council that this Traffic Regulation Order is supported.

## **8. RIGHT TO FOOD CAMPAIGN**

**To consider support for the 'Right to Food' campaign.**

To **RECOMMEND** to Full Council that Totnes Town Council supports the 'Right to Food' campaign that makes access to food a legal right for all, and that it pledges its support by:

- Adding its signature to the #RightToFood campaign pledge;
- Signing the Parliamentary petition;
- Asking the local MP to sign Early Day Motion 1251 on the #RightToFood;
- Writing to the National Food Strategy Team; and
- Telling everyone via the Totnes Town Council website and Facebook page that it is backing the #RightToFood.

## **9. CLIMATE EMERGENCY WORKING GROUP**

**To note any update from the Climate Change Working Group on 23<sup>rd</sup> February 2021.**

No minutes of this meeting had been received. Councillors reiterated that minutes from this working group need to be reviewed by the Committee. No Councillor connected to the meeting felt able to comment on the Working Group meeting.

## **10. TOTNES PARTNERSHIP UPDATE**

**To note a summary of minutes from recent Totnes Partnership meetings.**

Noted. The Committee acknowledged how useful these partnership meetings have been during the first year of the pandemic and the enormous efforts of all Totnes' community organisations in assisting those in need.

## **11. HOMELESSNESS AND VULNERABLE UPDATE**

**To note the minutes of the Caring Town Homelessness and Vulnerable People meeting held on 17<sup>th</sup> January 2021.**

Noted.

## **12. DATE OF NEXT MEETING**

**To note the date of the next meeting of the Town Matters Committee – Tuesday 1<sup>st</sup> June 2021 at 6.30pm.**

Noted. It was explained that the number of Monday Bank Holidays in April and May has necessitated this change in meeting day as a one off.

Sara Halliday

Governance and Projects Manager





## ITEM 4 – CONSIDERATION OF RECOMMENDATIONS

### Council Matters Committee

#### **3. PUBLIC REALM AND CEMETERY WORKING GROUP**

**To note the minutes of and consider any recommendations from the Public Realm and Cemetery Working Group held on 10th February 2021.**

To **RECOMMEND** to Full Council that the principle of allocating more land for allotments in Castle Meadow is agreed subject to further work and discussion to define the precise area, any archaeological restrictions and practicalities of the arrangement (ground clearance, fencing, etc).

#### **8. FINANCIAL REGULATIONS**

**To review the Financial Regulations.** [See Council Matters papers on TTC website]  
The policy was reviewed and it was **RECOMMENDED** to Full Council for adoption.

#### **9. COMMUNICATIONS STRATEGY**

**To consider the draft Communications Strategy from 2021-24.**

The strategy was reviewed and it was **RECOMMENDED** to Full Council for adoption, with the addition of a summary of key messages at the beginning of the document.

#### **10. PAY POLICY**

**To review the Pay Policy.**

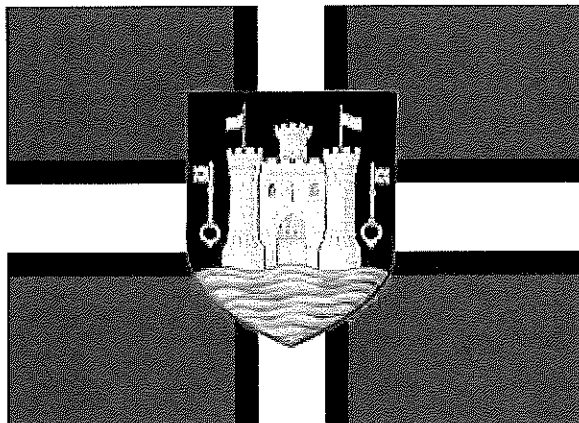
The policy was reviewed and it was **RECOMMENDED** to Full Council for adoption.

### Town Matters Committee

#### **5. TOWN FLAG**

**To consider commissioning a town flag to be made and for it to be regularly flown from the Civic Hall flagpole.**

To **RECOMMEND** to Full Council that a town flag (see image below) is purchased on printed fabric (costing between £50-70 for a 150cm x 90cm flag) and is regularly flown from the Civic Hall (except during forecasted high winds).



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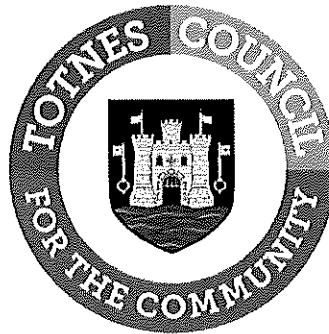
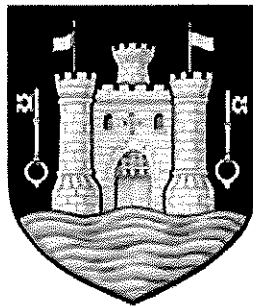
To **RECOMMEND** to Full Council that this Traffic Regulation Order is supported.

**8. RIGHT TO FOOD CAMPAIGN**

To consider support for the 'Right to Food' campaign.

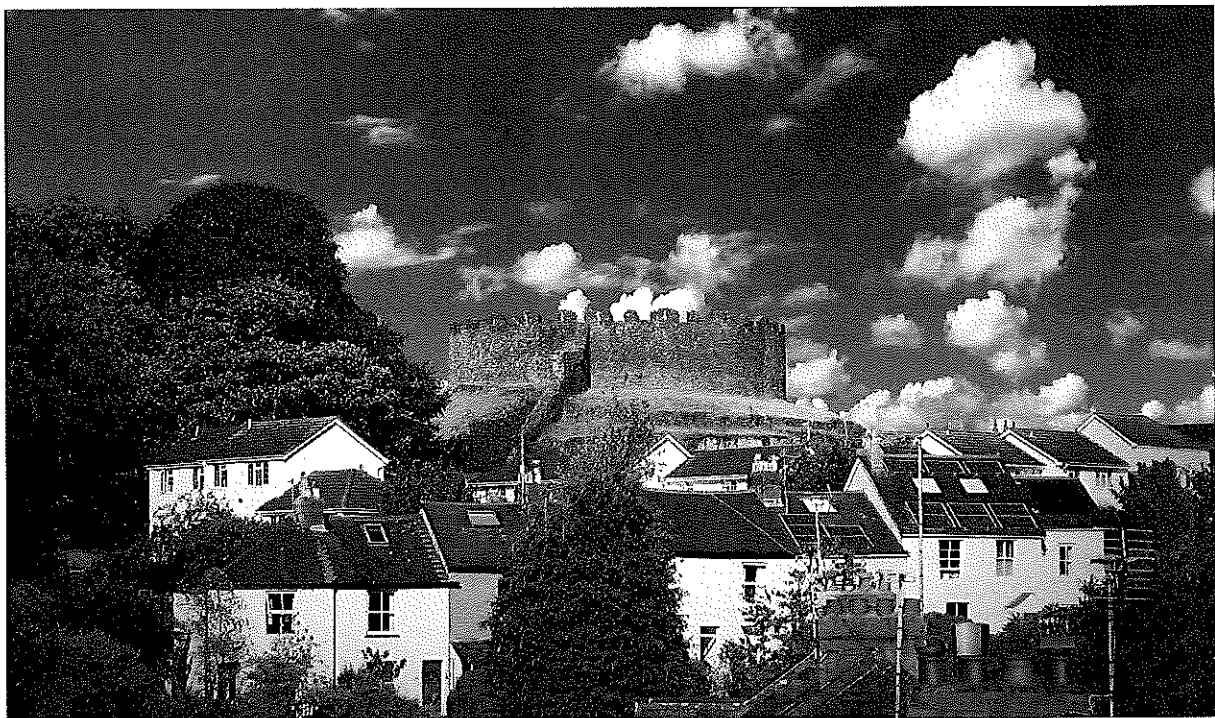
To **RECOMMEND** to Full Council that Totnes Town Council supports the 'Right to Food' campaign that makes access to food a legal right for all, and that it pledges its support by:

- Adding its signature to the #RightToFood campaign pledge;
- Signing the Parliamentary petition;
- Asking the local MP to sign Early Day Motion 1251 on the #RightToFood;
- Writing to the National Food Strategy Team; and
- Telling everyone via the Totnes Town Council website and Facebook page that it is backing the #RightToFood.



# TOTNES TOWN COUNCIL COMMUNICATIONS STRATEGY

## FEBRUARY 2021 - 2024



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## Totnes Town Council Communications Strategy 2021 - 2024

### Introduction

Communication plays an important role in everything we do at Totnes Town Council. It is crucial that everyone at the Council including all employees and Councillors communicate efficiently, effectively and consistently with all relevant stakeholders in a manner which is professional and on brand (in line with the town values).

As a Council we communicate regularly with local residents and businesses, local organisations, local media, the district and county councils, and internally. We also communicate with potential and existing visitors via the Visit Totnes channels.

We should be committed to being open and honest with the aim to inform, update and engage to promote the Council's hard work in a positive way using a multi channel approach. We should aim to create a two-way approach wherever possible to increase positive engagement, which is where social media plays an important part.

Positive communication is key to building trust within the community. At Totnes Council we should aim to encourage positivity in order to start improving our reputation and rebuilding the overall perception.

It is important to engage in difficult conversations where appropriate without getting caught up in town gossip, however it's crucial that this is handled in a proactive, consistent and confident way, preferably backed up with relevant evidence. This should be balanced out with positive news and updates about services and work undertaken, and doesn't mean that we should engage in every local argument.

The Council's values of openness, fairness, flexibility and teamwork should be considered in all communications.

This document should be regularly adapted according to any changes, whether technological or in line with the changing needs of the Council or community. The strategy applies to all staff and Councillors however Samantha Branch, Marketing & Communications Manager will lead on the work.

### Key Messages

The key messages from this document are:

- This is the first Communications Strategy for the Council which will be delivered primarily by the Marketing and Communications Manager with support from Officers & Councillors

- It remains the responsibility of various Officers to manage some of the social media channels, and it is the responsibility of all staff to communicate efficiently, effectively and professionally via all channels
- Negative comments from external stakeholders should always be responded to when directly aimed at the Council or Visit Totnes, however the response should be checked by the Clerk or a Manager before it is sent, and all responses should be handled carefully, politely and professionally
- The different Council brands should start to become more consistent in terms of their style (apart from Visit Totnes) and should be used in all relevant communications
- It is possible to develop some brand guidelines for the Council
- The key strategic aims for the Council which relate to the economy, environment and community should underpin all communications unless there is a specific communication aim or objective
- The communication aims and objectives primarily include keeping local stakeholders and visitors well informed and engaged in the town in a professional and cost-efficient way, with a view to building a better reputation for the Council and an excellent destination
- Our audience is made up of local residents, businesses and organisations; potential visitors; local and national media, and other Councils in the area
- As a Council we already use a lot of the available communication channels however there are recommendations on how to improve on what we already do, and what else we can incorporate into the mix e.g. Instagram
- It is important for both the Council and Visit Totnes to become more proactive with a series of preplanned marketing & communication campaigns to run alongside anything reactive – recommendations have been made as to what we could potentially do and the Marketing & Communications Manager will put together a timeline
- All press releases should be checked by one of the management team before being sent out and all staff should be aware of all news stories so that they are able to respond to any queries
- All staff and Councillors should be responsible for feeding any potential communication stories or images through to the Marketing & Communications Manager
- There is a proposed action plan for 21/22 to include improving existing social media channels and building more followers (in terms of numbers and quality / relevancy of demographics); starting an Instagram account for the Council, and building better relationships with the local media and the Communications team at South Hams Council

## Context

The aim of this document is to set out where we currently are in terms of our communications including how we communicate with our different stakeholders, and where we would like to be including what we can improve upon.

The entire toolkit will include:

- Communications & Media Protocol
- Councillors Code of Conduct

## Background

There hasn't been a specific Communications staff member for the Council as a whole and this Strategy will be the first of its kind. The Visit Totnes brand which is designed to promote Totnes as a visitor destination has had a Marketing Manager (Samantha Branch) since its origin in 2015. As from January 2021 Samantha Branch is now the Marketing & Communications Manager for Visit Totnes and Totnes Town Council and will be responsible for promoting Totnes as a destination using the Visit Totnes brand and to promote the positive work of the Council.

## Delivering the Strategy

It will be the main responsibility of the Marketing & Communications Manager to deliver the strategy but with the support of the following team, and it should always be remembered that it is the responsibility of all Officers and Councillors to communicate efficiently, effectively and professionally at all times with key stakeholders:

- Marketing & Communications Manager - responsibility to lead on all communications
- Town Clerk
- Governance and Projects Manager
- Mayoral, Events & Marketing Administrator - assisting the Marketing Manager
- Information Officer - Jane Gallagher - manages the Visit Totnes Information Centre
- Governance and Projects Administrator – supporting the management of some of the Council social media channels

## *Social Media Responsibility*

It has been and will continue to remain the responsibility of various Officers, the Town Clerk and the Councillors to communicate via social media and to interact with the media as well, however there hasn't ever been a joined up, strategic approach before which this strategy will aim to fix.

With lots of different social media channels for the various Council brands, different members of staff have responsibility for managing different channels as outlined in the table below. There are also some recommended improvements outlined as well.

| Brand | Channel | Responsibility | Recommended Improvements |
|-------|---------|----------------|--------------------------|
|-------|---------|----------------|--------------------------|

| Overarching responsibility from Marketing & Communications Manager |                        |   |   |
|--|------------------------|---|---|
| TTC  | TTC Facebook           | Catherine Marlton<br>Sara Halliday<br>Mairead Phipps<br>Amy Lumsden | Build more followers and make sure followers are from the relevant areas in Totnes & TQ9  |
|  | TTC Twitter            | Sam Branch<br>Mairead Phipps  | Create more proactive tweets based on a campaign plan   |
| Community  | Guildhall FB           | Catherine Marlton<br>Mairead Phipps<br>Amy Lumsden                  | As we have so many pages to manage, we can merge these the Guildhall & Civic Hall pages to make one TTC Venues pages with clear TTC branding  |
|  | Civic Hall FB          | Catherine Marlton<br>Mairead Phipps<br>Amy Lumsden                  |   |
| Green Travel   | Totnes Green Travel FB | Sylvia Dell   | Bring the logo in line with the TTC community logo & build followers  |
| Visit Totnes   | VT FB                  | Sam Branch<br>Mairead Phipps<br>Jane Gallagher                      | Build more followers & make sure they're the right demographic from outside Totnes as well  |
|  | VT Twitter             |   |   |
|  | VT Instagram           | Sam Branch  |   |
| Visit Totnes / TTC   | Totnes High Street     | Cllr C Allford<br>Sam Branch  | We are merging the Virtual High Street with the Totnes High St page which has more followers and is a page rather than a group which is easier to manage. We will review this page moving forward to see if we actually need this as well as Visit Totnes |
|  | Virtual High Street    |   |   |

There are many social media management tools available to bring all of the channels together to make the work easier and more efficient, which can also incorporate a filter so that certain people who post will have to have their work approved by an editor before it's posted, however these are quite expensive tools now requiring a monthly subscription. HootSuite is £39 a month for the most basic package therefore SB could initially monitor all accounts to make sure they remain on brand and professional and potentially review this possibility if the work becomes too onerous.

The Communications & Media Protocol outlines the aims for all Officers and Councillors when referring to social media which are:



- To ensure that social media used to communicate with the public, partners or other stakeholders by all Town Council staff in the performance of their duties is aligned to the view of the Town Council.
- To ensure that all Town Council social media sites are easily identifiable as originating from the Town Council and correctly apply the council's logo and brand guidelines.
- To protect the reputation of the Town Council while embracing the possibilities of this channel.
- To ensure that any Council communication through social media meets legal requirements and is consistent with other communication activities.
- To prevent the unauthorised use of Town Council branding on employees' or Councillors personal social media sites.

Further to the above, as all officers have a degree of responsibility for endorsing the Council they should try to follow the following guidance at all times:

- Be kept informed about everything that is happening within the Council so that they are armed with the correct information if questioned by the public or the media - if there is anything they are unsure about they should ask the Marketing & Communications Manager, Town Clerk or Governance and Projects Manager for advice.
- All staff should be partly responsible for finding positive news stories and alerting either the Marketing & Communications Manager, the Clerk, Mayoral, Events & Marketing Administrator or Governance and Projects Manager. These officers can filter the potential stories and push them out via the most appropriate channels to the relevant stakeholders where possible.
- Take photos of anything newsworthy or positive e.g. maintenance work, clean streets, events, attractions etc and send to the Marketing & Communications Manager or Mayoral, Events & Marketing Administrator for them to use via the appropriate channels.
- Officers are responsible for attending meetings and represent the Council wherever they go therefore they should all remain professional at all times in terms of their appearance and manner.

For further information on social media usage including personal, please check the Communications & Media Protocol.

### *Social Media Style Guide*

With many different people writing across a variety of channels it's important that there is consistency in terms of the type of content which is being posted but also in terms of the style and tone of the writing. For the Council the language, tone and style of writing should remain professional and fairly formal (or standard English).

Ideally all posts on Twitter & FB should use a relevant image (as this encourages more engagement) and a short paragraph explaining the nature of the post or link. Tagging and using hashtags also increases the visibility and potential engagement of the post by alerting others.

## Examples:

**Totnes Town Council**  
Published by Amy Lumsden · 19 March at 16:06 · 🌐

It's Census Day this Sunday.  
Please remember to fill in your census.  
It provides invaluable information and by taking part you'll help inform decisions that shape your community.



**You can trust the census to keep your data safe**

it's about us  
census 2021

132 People reached · 0 Engagements

Boost post

**Totnes Town Council**  
@TotnesTCouncil

This spring join @KeepBritainTidy & their #Litterheroes on a #MillionMileMission to clear litter from our streets, parks & beaches. What is good for our environment is good for our mental & physical health.

Share your photos of litter picking in #Totnes – tag #GBSpringClean




10:21 AM · Mar 25, 2021 · Twitter Web App

View Tweet activity

1 Retweet · 4 Likes

**Visit Totnes**  
@visittotnes

There's much more to #Totnes than what's on the surface. We have many important organisations such as @Foodincommun who source fresh food from local suppliers including @SharphamCheese & @Riverford, using it to feed local households in need. Well done!



Turning surplus food into a meal for those who need it most  
Every week Food in Community saves more than a ton of food from waste and use it to feed households in need  
devonlive.com

10:39 AM · Feb 16, 2021 · Twitter Web App


4 Retweets · 1 Quote Tweet · 10 Likes

**Totnes Town Council**  
@TotnesTCouncil

#Totnes have your say:

Car Parking Consultation via @SouthHams\_DC looking at changes to the Off Street Parking Order including an increase of 4% on fees (which is less than the inflation between 2018 & 2023 when it could next be reviewed.)

engagement.southhams.gov.uk/carparkingcons...



10:25 AM · Feb 2, 2021 · Twitter Web App

View Tweet activity

1 Retweet · 2 Likes

## Dealing with Negative Comments on Social Media

The Communications & Media Protocol says the following in relation to dealing with negative comments on social media:

*From time to time the Council has to respond to negative issues. It is important that these situations are managed carefully so as to limit the potential for negative publicity.*

*Members and Officers must alert the Clerk as soon as a potentially negative issue which may attract media interest comes to light. They should not wait until contact is made by the media.*

*Members and Officers must be prepared to work together to prepare holding statements, other information and carry out research even if no media have contacted the Council about an issue.*

Further to the above, if an Officer can't notify the Clerk about any negative issues they can inform the Marketing & Communications Manager or Governance and Projects Manager. An individual Officer can physically respond but the response should be checked before posting as anything can be shared numerous times and can easily be picked up by the local media.

Forbes outlines the following ways to address negative feedback on social media:

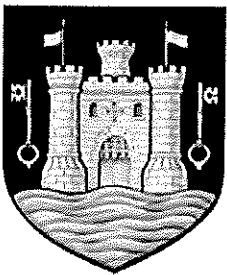
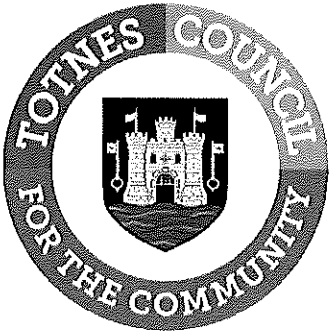

1. Don't divert blame - always accept responsibility where relevant, take it on the chin and move on. Encourage the respondent to email the Council if they want to take the matter further - try to move the conversation away from the public arena
2. Be respectful
3. Don't get defensive - acknowledge the comment and list the ways you're addressing the issue. If a comment is particularly controversial aim to encourage the conversation to continue via email or call again
4. Show you're taking the comment seriously - it may seem trivial to us but it is important to that person
5. Make sure the person feels heard - we may not have a perfect answer for them but it will go a long way if that person feels they are being heard and dealt with
6. Respond as quickly as possible - but without rushing into an unconsidered / thought out response
7. Write a personalised response - don't just send a generic, automated response to all as the person will feel devalued
8. Respond with a solution - this won't always be possible as sometimes decisions take time or there isn't a clear solution, however if we can show that we're on the path to making a decision or coming up with a solution this will help
9. Be thankful for feedback - we might not always feel like thanking people for their feedback but as long as the comment isn't extremely controversial we could thank them for taking the time to write
10. If we aren't comfortable responding on social media or if we think it might add fuel to the fire and encourage more public gossip, we should encourage the respondent to email or call to continue the conversation


## Council Branding

There isn't an overall brand toolkit with designated fonts, colours etc for Totnes Town Council however there is the well established traditional crest logo which has been used to represent the council through more formal communication methods and there is the more modern Totnes Council for the Community logo.

The Council for the Community logo should start to supersede the town crest where possible and appropriate – the Marketing & Communications Manager will get guidance from the Clerk as to where this will be.

### Council Brands

| Brand                            | Logo  | Communications   |
|----------------------------------|---|--|
| Totnes Town Council              |   | The traditional crest is used to support any formal or traditional Council related communications including public information notices e.g. road closures, mayoral invitations, internal handbooks, letters etc.   |
| Totnes Council for the Community |  | The Community logo is currently used on the TTC FB page and is used in general to support comms about Council surveys, events, arts and anything which has been designed or organised to support the community, particularly things that are less formal or traditional. The language should still be fairly formal unless promoting things like events or event space. The incorporation of the crest ties it in with the TTC branding. |
| Visit Totnes                     |  | The Visit Totnes logo is used on all tourism related channels to support any comms about Totnes as a visitor destination. Language tends to be more informal. This logo isn't in line with the TTC logos because it was developed according to the nationally recognised tourist board brands e.g. Visit England & Visit Devon however it is   |

|              |   |   |
|--------------|---|---|
|              |   | important that we make it much clearer that VT is managed by TTC for positivity in the community - SB has written on the FB & Twitter profiles to say that they're 'managed & funded by TTC' but will make it clearer where possible  |
| Green Travel |  | The Green Travel Totnes brand is very new, developed in Oct 2020 with a designated FB page to support it. It would be good to bring the logo in line with the TTC Community logo moving forward for synergy and consistency in terms of the visual branding, to ensure people recognise the activities and information associated with any comms as being Council related. As such all comms need to be in accordance with any brand guidelines (if developed). |

### *Brand Guidelines*

There is the potential to develop brand guidelines for any Council related brands to ensure any communication is on brand using a consistent typeface or fonts alongside the correct logos for the right piece of information. This would ensure that all communications are consistent, professional and relevant to the desired audience and will therefore be well-trusted and professional. The Marketing & Communications Manager can put together some Guidelines along with some examples on writing style.

It's also possible to develop a Style Guide which is a set of standards for writing documents including grammar which help when producing more consistent documents. As mentioned earlier in the document, all Council communications should use standard English and should be cross-checked with another Officer wherever possible.

Council documents such as the Minutes and Policies should be standardised in terms of their format with the following style guide and should all be accessibility checked before being placed on the Council website:

- Titles page with the policy name and new 'community' TTC logo, dates agreed and reviewed, summary if required
- Main body – Calibri font size 12, single spaced.
- Subheadings – as we will be placing many of these documents onto the website we need to make sure they are accessible so headings/sub-headings should be labelled as such to help screen readers.

## Key Strategic Aims / Priorities

Totnes Town Council has the following key strategic aims for the future. The Communications Strategy will underpin these aims but will have its own objectives as well:

- Economic - to drive the economic regeneration of the town by sustaining local jobs, encouraging young people to stay in the area through better education, encouraging more local manufacturing and local procurement
- Environment - committed to protecting climate change by encouraging green travel, more recycling & reusing, using less energy and zero waste with the aim of becoming a plastic free town
- Creating a better town by improving the built environment, cleanliness, signage, street furniture and maintenance
- Improving people's lives through a vibrant Arts programme including a programme of community events while encouraging the use of local venues such as the Civic Hall, the Barrel House and St. Mary's Church to hold community events and exhibitions

## Aims & Objectives

The overall aims and objectives should reflect what we want to achieve in terms of our communications, bearing the strategic aims in mind at all times.

### Aims

- To develop a good level of efficient and effective communications with the intention of keeping local residents and stakeholders informed, improving the Council's reputation, changing any negative perceptions and increasing awareness of our services and achievements
- To promote Totnes as an attractive destination for visitors from across the UK and the world with the support of Visit Devon
- Communication should be high quality, consistent, professional and on brand with a different style and tone for the general Council comms and Visit Totnes
- Any paid advertising and communications should be cost effective or relevant to the return on investment

### Objectives

- To keep local residents and stakeholders informed about what services we provide
- To promote all of the positive work the Council does including day to day services (maintenance, upkeep), future plans and any achievements
- To better engage with a wide range of local stakeholders and encourage resident involvement where possible e.g. consultation processes, decision making, surveys

- To build a better reputation through positive communication
- Promote the quality events, attractions, local businesses and accommodation in the area to highlight the town as an excellent tourism destination
- Supporting staff in delivering excellent communications
- Promoting the Council to potential investors and other external stakeholders
- To create a more joined up approach with the comms team at SHDC to see if we can work together on any campaigns to create a bigger voice and wider reach e.g. encouraging people to shop local, encouraging people to be more green etc

As outlined in the Communications Protocol, the following principles should also be followed:

- Ensure that the Council is recognised as one which is open, accountable and accessible, and one which listens
- Share and celebrate the Council's successes
- Give information about policies and services and about the democratic process so that people feel more informed about the Council's work
- Handle negative issues clearly and decisively (but also sensitively and professionally)

Check the Communications & Media Protocol for the General Operating Guidelines.

### **Delivering the Aims & Objectives**

#### *Audience*

It is important to understand who are we talking to as a Council which would include the following key stakeholders:

- local residents in the TQ9 postcode area including Bridgetown & Totnes
- local business owners - shops, eateries, attractions, pubs, services, accommodation
- local media - Totnes Times, Totnes Directory, Devon Live, Sound Art
- regional media – Western Morning News, Herald Express (part of Devon Live)
- Totnes organisations - Totnes Caring, Caring Town, Transition Town, Chamber of Commerce, The Connection Hub, Food in the Community, the Mansion, STAG, Incredible Edibles, Totnes Gardens and Citizen's Advice
- Visitors - via Visit Totnes

#### *Communication Channels*

The Council already uses a whole host of different communication channels which are used to promote various services and inform stakeholders about a variety of projects. It is important to analyse these existing channels to see if we can improve upon anything we're already doing and to see if there is anything else we can do.

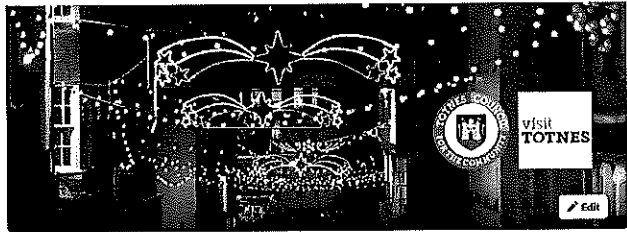
All Officers are responsible for managing a variety of the different channels. It is possible to have a checklist to make sure we're communicating in all of the possible ways for each story or piece of information which the Marketing & Communications Manager can produce.

| Brand   | Existing Channels | Content  | Improvements  |
|---|-------------------|--|---|
| <b>Key Stakeholders: Local residents, businesses, organisations</b> |                   |  |   |
| TTC - Crest   | Facebook          | Any info or story of public interest or in the interest of local businesses / stakeholders posted direct from the Council or shared from SHDC or DCC | <p>The TTC FB page only has 955 followers - this should be significantly more as the population of Totnes is 8,000.</p> <p>Need to increase followers - promote the pages or posts through paid advertising, all staff can promote through their email signatures, via any advertising e.g. posters and a local door to door leaflet drop.</p> <p>SB can research the demographics to determine where these followers are from to see if we need to improve on this as well.</p> <p>The TTC page uses the Community logo - possible to swap to the crest logo &amp; use the community logo for the Guildhall / Civic pages.</p> |
|   | Twitter           |  | <p>1,121 followers - again this should be higher although not as high as FB</p> <p>We should feed into the relevant hashtags &amp; engage with community groups such as Devon Hour (56.9k followers) and South Hams Hour (4220 followers). Devon Hour will retweet anything about the area from 8-9pm every Wednesday.</p> <p>#SouthHamsHour will retweet on Wednesdays from 20:30-9:30pm - a place to promote local businesses and events.</p>   |
|   | TTC Website       | Any information which needs to be made public e.g. minutes & notification plus staff & Cllr info, press releases & more                              | Currently being upgraded - due to go live in March 21. We can promote the social media channels through the new website. Once the new website is up & running it will be important to research Google analytics to see how the site is performing.  |
|   | Telephone &       | Reactive   | New phone lines have been installed and it will be  |



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|  | email   |  | <p>the responsibility of the administrators to answer the phone. In their absence this will fall to the other officers in office. It's possible to have a standard line for answering the phones however as long as it's professional it should be ok.</p> <p>All email signatures can promote the new website &amp; various social media channels.</p>  |
|  | Full Council meetings / working groups & committees | Open to the public or viewed via zoom & social media   | It's important to maintain the professionalism of all Cllrs at all times in all meetings especially when meetings are being recorded via Zoom or live streamed via FB.   |
|  | Face to face  | The most visual face to face role for TTC is the TMO   | The TMO should always be branded in a presentable uniform so that people can approach him and his positive work will be visible in the community.  |
|  | Councillors   | Face of the Council often on the front line both face to face (in meetings & the streets) & via social media | Potential to raise the profile of individual Cllrs (areas of work, backgrounds, positive things they do for the community etc) as long as it's not during election times. Important to make sure they're using social media via the guidelines and not saying anything inflammatory or controversial even on personal accounts.  |
|  | Leaflets - door to door                             | Surveys, events, community workshops, important announcements or news  | This is expensive (if we use a company) or timely if Cllrs distribute but it's a very good way of reaching all houses or businesses. If budget allows it would be more efficient to use Royal Mail or another organisation.  |
|  | Email   | Any relevant info e.g. road closures, cancellations of Xmas markets etc.                                     | <p>TTC is currently building a database of all (or as many) local businesses as possible to try and reach as many via email however many businesses don't read or respond.</p> <p>We don't have an email database for residents.</p> <p>We can use an enews channel to support future B2B comms to ensure there is a consistent and professional template with consistent fonts &amp; relevant branding e.g. Moosend or MailChimp.</p> |
|  | Totnes Directory                                    | Full page once a month - Council news  | This is a more cost effective way of reaching all houses and many businesses as they distribute to the whole town.   |

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|  | Local Media - Totnes Times, Devon Live | Ad hoc press releases  | Is there a good relationship with the editor of Totnes Times? If not we should aim to improve upon this to try and ensure positive representation. The Marketing & Communications Manager will meet with all local media as soon as it's safe.  |
|  | Poster sites                           | Events, important news, community announcements  | There is a limited amount of poster space in town and most is used by advertisers through Visit Totnes.   |
|  | Notice boards                          | TTC has notice boards under the Civic Hall which are used for agendas & electoral notices etc  | This only takes 4 portrait pieces of A4 therefore there is the potential to improve upon this space within the wayfinding / public realm project - the new digital screens in the market square will help to promote news, events & services. This was postponed due to coronavirus.  |
|  | Branded items – van & clothing         | Relevant logos   | Need to ensure they are replaced when they start to look worn.  |
|  | Advertising                            | Various  | Should be reviewed on a case by case basis & make sure it's cost-effective or the cost is relevant to the appropriate reach.  |
| <b>Key Stakeholders: Local residents, organisations, residents from neighbouring areas</b> |  |  |   |
| Totnes for the Community   | Facebook - Guildhall & Civic pages     | Info about the Guildhall or Civic (separate pages) - promoted as potential venues for weddings, funerals, parties and community events | <p>Guildhall FB page only has 288 followers which can be improved and the Civic page only has 468 followers</p> <p>The Guildhall page has a photo of the Mayoral boards as the profile - it's possible to change to one of an event. It doesn't have a User Name - we should try TotnesGuildhall.</p> <p>The Civic page also doesn't have a User Name.</p> <p>With both pages we should incorporate the TTC Community logo to highlight that both are managed by us &amp; we should highlight this in the account info as well. We can layer the logo over the header images like we did on the Virtual High St FB page</p> |

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|  |                      |  |  <p>Totnes Virtual High Street<br/>Public group · 358 members</p>  |
|  | External websites    | Key Council events   | Possible to promote some of the key Council events which we've organised via Visit Devon, Visit South Devon, Visit Plymouth & more - potential to do this for some of the other key events as well (or encourage organisers to do) because this will help to promote the venues. |
| <b>Key Stakeholders: Local residents &amp; businesses</b>  |                      |  |  |
| Green Travel   | Facebook page        | News, events & info to support Totnes Traffic & Transport Forum promoting low carbon & sustainable travel for a greener future | Only 54 followers so far - need for improvement on this and to potentially bring the logo in line with the Community logo so that it's more consistent and more instantly recognisable.  |
| <b>Key Stakeholders: Potential &amp; existing visitors</b> |                      |  |  |
| Visit Totnes   | Facebook             | Any news, stories or photos which will paint Totnes in a positive light as a potential tourist destination                     | 3120 followers. We have a high number of followers from Totnes & the surrounding area so we need to be increase from outside the area.   |
|  | Twitter              |  | 1690 followers - need more followers & more from out of the area as per FB.  |
|  | Instagram            |  | 2863 followers - need more followers & more from out of the area as per FB.  |
|  | Visit Totnes website | Information on accommodation, what to do, eating, shopping & more  | We constantly review the demographics & analytics and change the home page or add blogs to keep it fresh & relevant. Adding new content also helps to improve SEO and keep it at the top of Google when people search for Totnes.  |
|  | TIC / Info Officer   | Face to face in the TIC  | The Information Officer wears a branded shirt and is always professional and courteous.  |

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|  | Advertising | Various | There are lots of other channels / advertising methods being used by Visit Totnes as outlined in a separate VT marketing strategy. |
|--|-------------|---------|--|

### Potential new channels

We already use most of the potential communication channels as a Council however it is possible to incorporate the following to the mix over time where possible and relevant:

### Instagram

It would be good to start an account for the Council as a whole for all brands apart from Visit Totnes as there is a dedicated account for this. South Hams DC and Devon County Council are both on IG with 1053 and 3670 followers respectively. It would require some decent images (however we can share some of the town via a repost app or use some of the Visit Totnes images) plus we can use it to post some of the positive visual work we do (cleaning, maintenance etc) and share information as well. We will require the TMO, Officers and Cllrs to take some photos to send to Sam Branch as well.

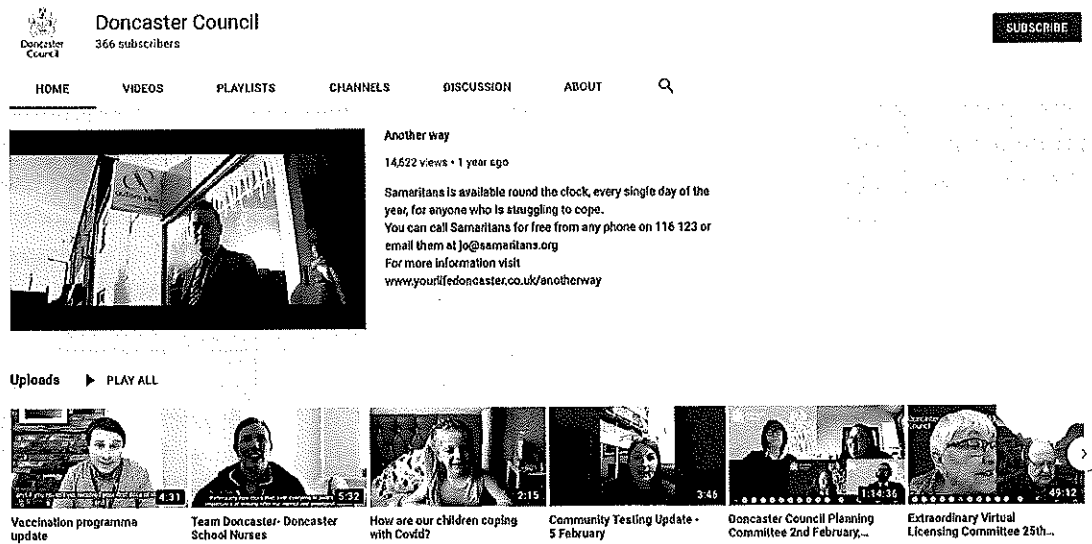
Here are some examples of good posts:



### YouTube

We have set up a YouTube channel for Visit Totnes however we need our own videos and we only have one so far therefore we haven't promoted this at all. It's something we can develop if and when we get more videos as you can't share videos through this channel.

It's possible to have a YouTube channel for the Council but I don't think this is necessary at the moment as it would be time-consuming to create lots of videos. Most Council channels on YouTube are for city Councils and video examples include info on recycling, voting, paying bills and council meetings.



### Local media

It's possible to improve communications with Devon Life for information on events or Cllr profiles however this title is centralised with Great British Life now and so it will probably be hard to get coverage if we don't advertise. We could utilise Sound Art FM more for promoting events or highlighting any particularly important messages via Cllr interviews.

### National Press

Totnes is often featured in the Guardian and Telegraph as a destination, however coverage for the Council tends to be more negative therefore this shouldn't be a key focus for the Council, only Visit Totnes.

### Potential Campaigns

With all communication we should consider what strategic Council aims or communication objectives are being fulfilled, for example for 'Improving lives' we can promote the TTC brand via photos of clean streets and maintenance jobs.

As a Council we should also start to consider becoming more proactive with some pre-planned campaigns rather than just being reactive, with the aim to forward plan what stories to promote through which channels across the year. The Marketing & Communications Manager will produce a timeline and content schedule for the year to be approved by the Clerk and Councillors.

The table below outlines just some examples of existing or potential new proactive campaigns including who we want to talk to, via which channels and the key messages. There will be many more than this which the Marketing & Communications Manager will continue to think about.

*Potential or Existing Communication Campaigns*

| Strategic Aim / Objective                       | Stakeholders   | Campaign                        | How / What Channels   | What do we want to say? Key messages   |
|---|--|---------------------------------|---|--|
| To promote the positive work we do as a Council | Local residents & business owners, local organisations | New website                     | Social media<br>Local media<br>Enews<br>Website                                   | We will want to promote the new website once it's had a little time to settle to allow for snagging. We should highlight how it's more user friendly and aesthetically pleasing while informing people about what they can discover.   |
|   |  | Market Square Improvements      | Social media<br>Local media<br>Enews<br>Leaflets<br>Website                       | Promoting any future plans or work done to improve the market square highlighting the reasons behind all changes.  |
| Creating a better town                          | Local residents & business owners, local organisations | Tidy Totnes                     | Branded vinyls / stickers for shop windows<br><br>Social media<br><br>Local media | In this existing campaign we wanted to highlight the importance of keeping the streets tidy & how it isn't just the responsibility of Totnes Council or SHams, it should also be down to the owners / managers to keep their pavements clean. They displayed a Tidy Totnes sticker and we recognised their work with a full page in the Times. |
|   |  | Maintaining the town            | Social media<br>Enews<br>Website  | TMO to take photos of any maintenance, building works, upkeep or cleaning he does for the relevant officers to post.   |
| To drive the economic                           | Local residents & business owners, schools             | A place to learn, work and stay | Social media<br>Posters<br>Website<br>Collab with schools                         | Raise awareness of local employment opportunities to try and retain young people in the area.  |

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| regeneration of the town                                    |  |  |  | Raise awareness of new housing areas & the quality of life here.  |
|   | Local residents, potential visitors                              | Shop local   | Social media<br>Posters<br>Enews<br>Ads<br>VT website          | Raise awareness of the local, independent shops to encourage people to 'shop local' from Totnes, surrounding areas & when visiting.   |
| Improving people's lives                                    | Local residents & schools  | Fun for all  | Social media<br>Posters<br>Enews<br>Website<br>Leaflets        | Raise awareness of all of the great community events and arts workshops we have planned for the area (when it's safe to do so).   |
|   | Local residents & schools  | Stay healthy   | Social media<br>Posters<br>Ads<br>Website                      | Encourage people to stay healthy - cycle to work, eat healthily, don't smoke etc. Potentially in collaboration with SHams.  |
| Protecting climate change                                   | Local residents & business owners, local organisations & schools | Recycle, upcycle or reuse<br><br>Plastic free<br><br>Switch it off | Social media<br>Posters<br>Ads<br>Enews<br>Website<br>Leaflets | We want to try and become a plastic free town with the help of various local organisations & businesses & we want to highlight important environmental messages in a snappy way.                                  |
| To promote Totnes as an attractive destination for visitors | Potential & existing visitors                                    | Visit Totnes   | Social media<br>Website<br>Enews<br>Ads                        | Promote the quality events, independent businesses, attractions and accommodation to highlight why people should visit Totnes in a variety of creative ways - SB will develop a series of campaigns for the year. |

## Media Relations

The media sits within an evolving landscape. Traditional news from papers has expanded vastly and a lot of people digest their news through digital channels now including news websites, Twitter and Facebook.

This presents opportunities and threats - opportunities as there are more channels available to spread news offering a wider reach, however sharing news via social media presents it's own problems with people being able to freely comment in a positive or negative way sparking online arguments or debates.

It's important for the Council to respond to direct questions on social media however we shouldn't engage in local gossip - see the section on negative comments.

### *Press Releases*

All press releases should be written by Council Officers and checked by either the Clerk, Marketing & Communications Manager or Governance & Projects Manager to ensure consistency and to check the facts.

All Officers and Councillors should be aware of all news stories and information in case they are asked questions by the public or through social media. The Marketing & Communications Manager will keep a log of press releases and associated coverage on the server for people to check - see Appendix A.

The releases should be submitted to the local news, used on the Council website and shared via social media to further the potential reach.

Style guide – Calibri font size 12 with the TTC Community logo. See Appendix B for a template which is used by South Hams District Council for their press releases which is a helpful guide in terms of what elements the releases should include. Samantha Branch will add producing a similar template for Totnes Town Council to the Action Points.

As outlined in the Communications & Media Protocol there are 2 types of press release – Official Council Press Releases and Councillor Press Releases.

Councillor Press Releases should not include the TTC Crest or TTC contact details and therefore all communications should be fed directly through the Cllr who issues the release. As again outlined in the Communications & Media Protocol, it says that it would be beneficial for the Clerk or Marketing & Communications Manager to see a copy of the release before they're sent out so that Officers are kept aware of all potential news stories and to measure success.

### *Joint Communications*

There is the potential to join forces with local partners, organisations or businesses to communicate to the local residents and stakeholders about joint initiatives or projects to try and create a bigger voice and wider reach. This should be more proactive to give us longer to think about the key messages.



We already work closely with the Chamber of Commerce and other various organisations particularly around matters to do with the high street however it is possible for the Marketing & Communications Manager to build a better relationship with the Communications Team at Shams. A meeting will be arranged as soon as it's safe.

### Internal communications

As a small council we don't have a staff intranet therefore all communications are channelled primarily through email, face to face meetings, letters and handbooks. Communications from staff to Councillors are channelled through email, face to face and papers in pigeon holes.

It is important to have a strong two way communication process to ensure staff feel valued and motivated.

Staff should have an understanding of and commitment to the Town's values and aims and should all feel comfortable with the Communications Strategy.

### Action Plan

Here are the communication actions for April 2021 / end March 2022 if agreed by Councillors based on the recommendations in the overall document:

| Action  | Responsibility   | Deadline                                 |
|---|--|--|
| Set up an Instagram account for TTC - this has to be done through a mobile phone however posts can be posted via a computer with Later or Facebook Business Suite app | SB to set up with ongoing responsibility for posting from SB and other Officers once it is well established. Images to be sent to SB & MP by Officers, the TMO & Cllrs | ACCOUNT SET UP – SB building the account |
| Merge the Civic Hall & Guildhall FB pages to make a TTC Venues page   | SB to merge and improve the page with on-going responsibility to post by the relevant Officers   | May 2021                                 |
| All staff to update their email signatures to include the new website & social media channels boost the number of followers   | All officers   | May 2021                                 |

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| Produce a press release template for use when creating releases and for management to make checks              | SB  | June 2021   |
| Analyse the social media demographics to determine the geographical location of the existing followers         | SB  | June 2021   |
| Door to door leaflet distribution in Totnes via the Directory to promote the new website & social channels     | SB / MP to create a leaflet via Canva, SB to make sure we have budget & book with the Directory | June 2021   |
| Produce a communications checklist to make sure we're pushing each story out via the relevant channels         | SB  | June 2021   |
| Update the Green Travel logo to bring it in line with the TTC for the Community logo                           | SB & Left Bridge  | Summer 2021 |
| Create a content calendar & timeline with a series of proactive stories to push via all communication channels | SB  | May 2021    |
| Pre schedule as many social media posts as possible to include tweeting to the likes of Devon Hour             | SB & MP   | On-going    |
| Set up Google Analytics for the new website to monitor, evaluate & report on the success of the new website    | Web design agency to set up with on-going responsibility for reporting by SB & MP               | On-going    |
| Sam Branch to meet with the Comms team at SHDC to see if we can work together more                             | SB  | Summer 2021 |
| Measure success of important news stories & social media campaigns to determine engagement levels & coverage   | SB & MP   | On-going    |

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| Sponsorship - build the reputation of the Council, brand awareness and promote the social media channels / new website through sponsoring key local events | SB, MP & the Clerk | After summer 2021 (when safe after coronavirus)            |
| Communications & Marketing Manager to meet with the key editors / local media to start building these relationships  | SB & MP            | After summer 2021 (as soon as it's safe to meet face-face) |

## Appendices

### Appendix A

## Media Log - examples

| Story                        | How was the story released?                       | Date released     | Coverage / engagement   | Media enquiries? | Lessons learnt  |
|------------------------------|---|-------------------|---|------------------|---|
| Road closures                | Press release, TTC FB & Twitter                   | 11th Sept 2020    | A column in Totnes Times<br><br>10 likes on FB                          | No               | n/a   |
| Cancellation of Xmas markets | Press release, TTC FB & Twitter, e-news, leaflets | 1st December 2020 | A page in Totnes Times<br><br>50 likes on FB<br><br>2 negative comments | Yes              | To email all local businesses as well - building a database |

## Appendix B – South Hams District Council Press Release Template

# PRESS RELEASE

Signed off by:

| ROLE          | WHO                | DATE | ROLE | WHO | DATE |
|---------------|--------------------|------|------|-----|------|
| Group Manager | Steve Mullineaux   |      |      |     |      |
| Leader        | Cllr Judy Pearce   |      |      |     |      |
| Comms Lead    | Cllr Nicky Hopwood |      |      |     |      |
|               |                    |      |      |     |      |
|               |                    |      |      |     |      |

## Corporate Strategy Themes

|   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> Council | <input checked="" type="checkbox"/> Communities | <input checked="" type="checkbox"/> Enterprise |
| <input type="checkbox"/> Environment        | <input type="checkbox"/> Homes                  | <input type="checkbox"/> Wellbeing             |

|  |   |
|--|---|
| <b>Snappy Title / Headline</b>           | South Hams High Streets Needs Your Support  |
| <b>Date of Issue</b>                     | 30 November 2020  |
| <b>Supporting sentence</b>               | The run up to Christmas is one of the busiest times of the year for retailers, and this year especially, shoppers are being asked to Support South Hams and buy local.  |
| <b>Explanatory Paragraph / Body Text</b> | <p>COVID-19 has had a huge impact on everyone and hard hit retail businesses are fighting for survival. That is why South Hams District Council is supporting the District's Town Councils in a campaign to encourage visitors to safely return to the high street this Christmas-time.</p> <p>Buying Christmas presents is always a challenge, especially if on a budget, but there are a wide range of prices and gifts on offer to meet even the most discerning shopper's needs.</p> <p>Don't forget the wealth of expert knowledge from local shopkeepers, who are on hand to help shoppers find those difficult-to-buy-for presents. So, head to the high streets, filled with festive lights, Christmas trees and a wonderful atmosphere, which you just can't find when buying online.</p> <p>Are you searching for a different type of gift, perhaps something that is fair trade? Then pop into the lively town of Totnes and visit the fantastic variety of retailers and unique shops. This lovely market town has an enviable range of shops selling ethical products and delicious wholefoods. Talented stallholders have wonderful products on sale at the weekly markets, from jewellery, clothes to delicious food for the table or on the go.</p> <p>Dart to beautiful Dartmouth with a wide selection of diverse, boutique and well-known shops, all within a historic setting. Wander the streets and you will soon tick off items on your Christmas shopping lists, whether clothing, shoes, pamper or bespoke gifts, it can all be found. Don't forget you can also find things for the sailing</p> |

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|  | <p>enthusiast or some incredible art from the many galleries within the town.</p> <p>Just off the moors, Ivybridge is a great place to stock up for Christmas for those festive table goodies. From delicious butcher or greengrocer food, to the local wines and ales, it can be found here. Don't forget to finish off the table with a stunning centrepiece from the talented florists. Wrap up warm from the clothes shops, or grab a stylish gift for the family and perhaps a little outfit for yourself at the same time. While you are at it, book yourself in for a haircut and manicure too. Go on, you know you deserve it!</p> <p>Locally made products, vintage items and beautiful antiques can all be found in Kingsbridge. A great place to explore with fantastic shops, where you can also find gifts aplenty for the DIY enthusiast, Great British Bake-off wannabees and quality toys for the children. If that is not enough, there are some great gift shops with individual products that you've been hunting for and even some you weren't.</p> <p>Boutique, sailing and gift shops galore are on the shopping list for Salcombe. If you are searching for sailing paraphernalia, clothes and gifts or perhaps elegant boutiques or well-established high street clothes for young and old, then this is where you need to be. The quaint streets offer art galleries, delicious food and drink and an abundance of choice.</p> |
| Quote                                      | Cllr Judy Pearce, Leader of South Hams District Council, said: "XX  |
| Further Details / If it needs expanding on | <p>Remember when out on the high street to stop for food, because a shopping trip would not be complete without stopping in one of the local cafés, pubs or restaurants for a delicious meal or afternoon tea. Don't forget a lot of our towns have wonderful markets with fresh produce and homemade wares which can make the perfect gifts.</p> <p>In the run up to Christmas, all towns, along with the smaller ones of South Brent and Modbury, all have so much to offer and are a delight to visit. This year, more than ever, they need your support to help them to survive.</p> <p>The COVID pandemic has taken its toll and shoppers may be nervous to go back to the high street, however strict measures are in place with hand sanitisers in shops, one-way systems in place, social distancing and the wearing of masks, (where possible) all in place to ensure your safety. South Hams District Council has been working closely with businesses to help keep you safe so you can shop with confidence.</p>   |
| Partner Quote                              |   |
| Where to go for more information           | <p>To find out more about what is offer in the South Hams, go to: <a href="http://www.visitsouthdevon.co.uk/places/south-hams">www.visitsouthdevon.co.uk/places/south-hams</a> or contact the local Town Council for more information.</p> <p>Alternatively, just pop along to any of the towns and be delighted at all on offer.</p> <p>ENDS</p>   |
| Notes to Editors                           |   |

## ITEM 6 – NEIGHBOURHOOD PLAN

Following the Extraordinary Full Council on 1<sup>st</sup> April 2021 below is an update on the latest position with the Neighbourhood Plan.

The position is largely unchanged since September 2021 ( see extract from TTC Full Council below) when TTC approved the Reg 15 document for submission to SHDC. As was pointed out at the time and at subsequent TTC and other Committee meetings we have been in the hands of SHDC since then. They are the authority responsible for progressing our NP through to the final stages.

### TTC - 07/09/20 - Agenda Item

#### 1. NEIGHBOURHOOD PLAN

To consider the revised draft and supporting papers for the Totnes Neighbourhood Plan; Regulation 15 submission to South Hams District Council; and ensure that all relevant documents are hosted on the TTC website.

See attached document or [http://www.totnestowncouncil.gov.uk/Neighbourhood\\_Plan\\_626.aspx](http://www.totnestowncouncil.gov.uk/Neighbourhood_Plan_626.aspx)

### MINUTES OF TTC - 07/-9/20

Cllr Luker explained that the draft plan is now ready to go to SHDC and then it will go to the Independent Examiner and then to a referendum. He proposed the Town Council approves and submits the draft plan to SHDC.

The Clerk advised that the Neighbourhood Plan website will now be closed as it is not accessibility compliant and all the documents will be moved across to the Town Council website.

Cllr Allen raised concerns that the draft plan does not include any requirement to prevent second home owners from buying properties on new developments. She was unhappy that this had been included originally and taken out at some point. She requested the process be stopped to amend the draft plan to include it.

Cllr Luker explained that any amendments at this stage would delay the process of approving the plan by several months.

**Following a vote it was RESOLVED to agree Cllr Luker's proposal and also to close the website as suggested.**

A number of factors have made this process slower than both TTC & SHDC would like.

**Firstly** the Covid regulations stopped any elections / referendums taking place until May 2021. This has caused a traffic jam of NPs awaiting the referendum process and in particular the work involved in the local elections which takes priority over referendums.

**Secondly** the relevant Officers at SHDC have also been diverted to other tasks related to Covid actions. So again creating delays.

**Thirdly**, SHDC needed to contact all the relevant statutory consultees. This is part of the process and obviously takes time as not everyone responds in a timely manner.

Despite all this we have received excellent service from the Officers at SHDC.

During this time Council Officers and I have been in regular contact with SHDC & a lot of emails have been received / written over the last few months. In particular these relate to Natural England and their comments on having an HRA (Habitat Regulations Assessment) & SEA (Strategic Environmental Assessment) report. Originally both our Consultants and SHDC Officers thought such reports would not be needed so that has caused an unexpected delay.

**On 26th February 2021 the Officer advised me that:**

- a) Locality is processing the application form technical support to commission the SEA and referring to AECOM for action
- b) As the technical support request is for a policy that is not proposing new development, Ministry of Housing and Communities have had to agree that we can have a grant for the purpose intended – it is an unusual situation, and this has caused delay.

The latest step was the recommendation approved at the Extraordinary Full Council on 1<sup>st</sup> April:

Item 5 - To consider a minor wording amendment to a Neighbourhood Plan Policy.

To **RECOMMEND** to Full Council that Policy C9 Steamer Quay replaces the word 'permitted' with 'supported' to address concerns raised by Locality about the use of the word 'permitted', and includes reference to the bat corridor so that the policy now reads (new wording underlined):

At Steamer Quay only leisure or river related development will be supported, providing it has no adverse impact on the South Hams Special Area of Conservation's population of greater horseshoe bats. Any such development must:...

Again this has taken time as it has to go through the Planning Committee before coming to Full Council. Now that this has been resolved, Locality will be sent a revised draft plan which should enable work to commence on the production of the HRA required to address the concerns raised by Natural England. We can now expect that a report will hopefully be available within the estimated 6 weeks. Once Cllr Luker has more news he will update Councillors on the timetable for the next process of a) an external examination and b) a referendum assuming all goes well with the examiner.



## ITEM 7 – COMMUNITY COORDINATOR

### Community Fundraiser Report July 2020 – March 2021

It's been a great year working with new colleagues, interesting community groups, and getting a feel of the issues that Totnes residents, businesses and community faces.

When I began in July, I approached a set list of organisations, to see how they were doing and how I may be able to help find grants. It was a slow start – not all of them came back to me and I had to prompt a couple by sending potential grants suitable for their stream of work. Suddenly I was off to start – when one of these was a grant that Mary Popham at Totnes Caring hadn't heard of, and they received £37k as a result. Word must have got around and people started contacting me for advice and support. It's not just about grants, some groups have needed support developing a constitution, or a CIC or CIO. Over the first few months I established links with online funding platforms and set up my own database of potential grants. This entails checking criteria, eligibility, amounts and deadlines for applications. It's this I use to tailor a spreadsheet of suitable grants for groups who approach me.

In no particular order (vaguely chronological, these are the groups I have, and indeed, am still supporting). NB some groups have entailed multiple meetings and phone calls.

| Funding advice                         |   |  |
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| Transition Town Totnes<br>5 x meetings | Meeting to discuss position and potential funding to expand project; followed by meeting re Tudor Trust training project (against my advice – and rejected) | Meeting to discuss options as funding looking precarious; none followed up, focus on Transition Streets instead and possible winding down.                         |
| Totnes Caring                          | Phone, zoom and actual meetings led to an understanding of what support they need   | Funding suggestions submitted and followed up with good results - £37k secured to offset loss of income and cover costs during additional support for older people |
| Sea Scouts                             | Zoom and phone calls – require funding to make safe (covid restrictions in between lockdowns) the hut, and seeking funding to upgrade hut and new equipment | List of potential grants sent  |
| Totnes Image Bank                      | Seeking funding to upgrade IT and database  | List of potential grants sent – support on one application to put in context given. No feedback as yet   |
| Link Orchestra                         | Zoom with James Barnet, seeking funding to support the development of an online orchestra   | List of potential funders given – issues with governance (not a constituted group) advice on structure provided, no feedback since then                            |
| Share Shed                             | Meeting on site – discussion on needs and aspirations   | No action  |
| Totnes Connection Hub                  | Meeting on site with Bonita, discussion on needs and aspirations – no support   |  |

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|  | required at this time (they'd just received 2 grants to get through Covid)   |  |
| SASHA x 3<br>Ongoing support                               | Zoom meetings and phone calls, seeking funding to extend paid staff and train volunteers   | List of grants provided. Discussion on governance and community group constitution template sent – they currently operate under The Hub which restricts what they could go for if independent. |
| Totnes Town Council<br>Re-opening High Streets Safely Fund | Established eligibility and potential to defray costs incurred to date. Approached SHDC and eventually the Cities and Local Growth Unit as SHDC were not responsive  | Once engaged, it was agreed we could defray all finances to date, c £28k and anticipated £7k on planters still to be invoiced. Considerable paperwork req'd. Bid has been submitted            |
| St Mary's Church   | Advice for funding the capital repair work required, and later stages – kitchen and toilet improvements. Garden design and delivery of plans also sought grants.   | Initial list sent to John, and when appropriate grants appear I send them over too. Ongoing.   |
| Totnes Rowing Club   | Seeking funding to improve offer to young people, and accessibility (disabled access improvements). Generally improve clubhouse and new equipment.   | List of potential grants sent – no feedback.   |
| Totnes Museum  | Support in proof reading bid for project. Have sent occasional other streams if appropriate  |  |
| Totnes Rural Area Youth Engagement<br>Ongoing              | Seeking support for youth work. Meeting revealed to date they work hand-to-mouth on funds coming in. Discussed developing a 3 yr Business Plan.  | Sent them business Plan template, and a list of potential funding streams suitable to deliver it. Suggested another meeting following discussing with their Board.                             |
| Youth Mental health Foundation                             | Advice on grants and on governance – they have applied to register as a charity but very slow – could constitute for now and go for grants anyway. Seeking funding to improve online support and in-school mentoring workshops | List of grants sent to Joel – application to DCF submitted, no feedback yet.   |
| A Totnes Tale (Helen Sands) x 4 meetings on zoom           | Advice on suitable funding for project – initially a simple concept idea - it needed firming up. Second meeting highlighted lack of engagement with other groups   | Final 2 meetings focussed on bid application content – some advice taken but not all, bid submitted to Arts Council early March. 10 weeks appraisal period until feedback                      |

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|                              | – schools, jamming Station and others.   |   |
| Foxhole Community gardens    | Zoom meeting, seeking advice on funding for a custom gazebo roof, and for training sessions  | Bespoke list of potential funders sent – support with bid.  |
| Philip Nash                  | Information on grants for tree planting – also wanted town council to be a portal for donations  | Too complicated due to financial regulation restrictions  |
| Steve Nayar Lantern Festival | Seeking funding to put on a lantern festival – not easily funded as most of the usual grants are still focussing on covid response and recovery. However suggestions sent over, no feedback yet. |   |
| Steve Corline, KEVICCS       | Requested advice on funding following the fire at their sports pavilion.   | Sent over a list of sports and schools grants, offer to support, no feedback yet.   |
| Jamming Station              | Zoom and email exchange on finding funding to take on new premises, expand the offer, particularly during lockdown, look ahead to future   | Tailored spreadsheet sent over – haven't heard since then.  |
| Skate Park group<br>Ongoing  | Supporting the writing of Stage 2 bid – now held up following issues with planning documents submitted   |   |
| South Street Collective      | Seeking funding to support their pop up art gallery and shop in old Santander building   | Sent list but not a constituted group – sent template but were not interested in setting one up   |
| Bridgetown Alive             | Seeking funding for a defibrillator – waiting for Town Council grant forms   |   |
| Local Businesses             | Several local companies approached me directly or via Sam to find out about support to keep them going – I sent them and Sam SHDC links for Business Interruption Grants                         |   |
| Totnes Community Bike Hub    | Zoom meeting to discuss grants available to establish a Hub – also discussed previous projects, strategic fit (Climate Change Action group and Neighbourhood Plan.                               | Sent links to Power to Change for info on Community Businesses and support they can offer, and list of other grants appropriate. Advised on Business Plan as financial forecast hadn't been thought through sufficiently. |
| Working Groups attended      |  |   |
| Totnes Heritage Group        | Advice on grants and strategic fit with national programmes  |   |
| Arts Working group           | Advice if required   |   |

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| Support for Catherine on setting Strategic Priorities   | Draft doc prepared   |  |
| Administrator for the fortnightly   | Covid response Town Partnership chaired by Jacqi   |  |
| Support via Totnes Caring (10 hours per week)   |  |  |
| Administration of grant to frontline organisations -  | Distributed to Totnes Caring, CAB, Rainbow and Daisy Nurseries, Food in Community and Connection Hub |  |
| Meeting support for:  | Keeping Young Totnes Safe<br>The Homelessness Partnership  |  |
| Support in preparing Stage 2 application to Reaching Communities to deliver 3 years Business Plan, comprising of: | Youth Community Builder;<br>Mental health Community Builder;<br>Project coordinator                  |  |

As of last week (March 20<sup>th</sup>) I have moved into the new role at Totnes Town Council, Community Coordinator. This merges the support I've given Totnes Caring, with the Community Fundraiser, and offers additional support to community groups in Totnes. My hours have increased and I now work 3 full days 9-5.30 Tuesday, Wednesday and Thursdays. My new role includes supporting Sylvia as Green travel coordinator and the Climate Action Group as well as the long list of local organisations.

I look forward to making a difference to the town and community as we move out of covid-restrictions, and if that's not a straight line then I hope to make a difference in supporting the community and the Town Council get through whatever comes next.

Lesley Nel

March 30<sup>th</sup> 2021