



**AGENDA FOR THE ANNUAL GENERAL MEETING OF TOTNES TOWN COUNCIL
WEDNESDAY 5TH MAY 2021 – HELD REMOTELY USING ZOOM**

MEETING LINK: <https://zoom.us/j/94898900520>

MEETING ID: 948 9890 0520

PASSWORD: Not required.

Please note that Annual Town/Parish meeting will be held by Zoom from 6pm and an agenda is available on the website.

Please note that public question time will be held prior to Full Council from 6.30pm by joining the Zoom link above.

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

You are hereby **SUMMONED** to attend a Meeting of the Council, which is to be held using remote meeting service Zoom on **Wednesday 5th May 2021 at 6.30pm** for the purpose of transacting the following business:
Welcome to everyone attending and observing the meeting.

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.

1. WELCOME TO ALL ATTENDING AND OBSERVING

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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. ELECTION OF MAYOR AND TO CONSIDER ROLES AND RESPONSIBILITIES

- a) To elect a Mayor for 2021 (until May 2022). The retiring Mayor will call for nominations and put them to the vote by show of hands. Those standing must have a proposer and seconder.
- b) Declaration of Acceptance of Office by the newly elected Mayor – signing of the book.
- c) New Mayor's Acceptance Speech. Please note it is in the power of the Mayor to appoint a Deputy without election.
- d) To consider rolling over the current committee, working group and link Councillor roles agreed in January 2021 for the 2021/22 Municipal year.
- e) To consider an approximate date for a ceremonial Mayor Making to do presentations and exchange of chains.

3. 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.

The Committee will adjourn for the following items:

Reports from County and District Councillors.

- a. County Cllr Hodgson – document enclosed.
- b. District Cllr Birch – document enclosed.
- c. District Cllr Rose – document enclosed.
- d. District Cllr Sweett – document enclosed.

The Council will convene to consider the following items:

4. 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 1st April 2021 – document enclosed.

To note the following minutes:

- b. Council Matters Committee 8th March 2021 – document enclosed.
- c. Town Matters Committee 22nd March 2021 – document enclosed.
- d. Planning Committee 26th April 2021 – document enclosed.
- e. Council Matters Committee 29th April 2021 – document to follow.

5. 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 1st April 2021 – document enclosed.
- b. Council Matters Committee 8th March 2021 – document enclosed.
- c. Town Matters Committee 22nd March 2021 – document enclosed.
- d. Planning Committee 26th April 2021 – document enclosed.
- e. Council Matters Committee 29th April 2021 – document to follow.

6. COMMUNICATIONS STRATEGY

To consider adoption of the Communications Strategy. Document enclosed.

7. OVERNIGHT PARKING AT LONGMARSH CAR PARK

To consider the proposal for a variation to the Off-Street Parking Places Order to allow overnight sleeping within designated car parks – Longmarsh in Totnes - at £10 per night. Document enclosed.

8. TEMPORARY PAVEMENT LICENCE APPLICATION

To consider a temporary pavement licence application from The Curator Café to South Hams District Council Estates Team. Document attached.

9. NEIGHBOURHOOD PLAN

To note an update on the Neighbourhood Plan. Document enclosed.

10. COMMUNITY COORDINATOR

To note an update from the Community Coordinator. Document enclosed.

11. LIST OF MEETING DATES

To note a list of upcoming meeting dates. Document enclosed.

12. NEXT MEETING

To note the next meeting date of Monday 7th June 2021, 6.30pm public session, 7.00pm formal meeting. Current proposed location – Civic Hall.

The Council will be asked to RESOLVE to exclude the press and public "by reason of the confidential nature of the business" to be discussed and in accordance with the Public Bodies (Admission to Meetings) Act 1960.

13. CONFIDENTIAL ITEMS FROM COMMITTEE (Standing Item)

To consider any recommendations or matters arising that are considered confidential in nature. No documents.

Agenda produced by:

Catherine Marlton

Town Clerk

29th 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.

County Councillor's Monthly Report Cllr. Jacqui Hodgson - Date of Report: 20th April 2021

County Councillor for Totnes & Dartington

(incl. Harberton, Harbertonford, Staverton, Landscope & part of Berry Pomeroy)

Devon County Council: key issues

COVID-19 – Team Devon remains in place. Rates of infection and cases continue to decline and vaccination programmes continue. Regularly updated information and advice is at this website link:

<https://www.devon.gov.uk/coronavirus-advice-in-devon/>

DCC Cabinet meeting; (10.03.21) The Report of the County Treasurer outlining the financial position and forecast for the Authority at month 10 was considered. This Report outlined that an expected underspend of £3.7 millions had been anticipated, a reduction of £5.6 millions from the month 8 forecast.

- The Dedicated Schools Grant projected deficit, relating to Special Educational Needs and Disabilities (SEND), was forecast to be £30.1 millions. However, in line with Department of Education guidance this deficit would not be dealt with in the current financial year but carried forward to future years.
- Revenue expenditure for Adult Care and Health Services was forecast to overspend by £921,000, a reduction of £1.5 millions from month 8.
- In Children's Services, an overspend of £2.2 millions was projected, a reduction of £1.4 millions from month 8 (not including the projected deficit of £30.1 millions on Special Education Needs and Disabilities (SEND)).
- In Highways, Infrastructure Development and Waste, there was a forecast underspend of £1.4 millions, which was a change from the reported breakeven position at month 8.
- Communities, Public Health, Environment and Prosperity (COPHEP) were forecasting an underspend of just under £3 millions and Corporate Services an underspend of £187,000, a reduction of £324,000 from month 8.
- Non- service items, which included capital financing charges, were forecast to underspend by £2.3 millions.
- Corporate debt stood at £3.5 millions, being just over 2% of the annual value of invoices, against the annual target of 1.9%.

COVID – response update: The Report outlined that in response to the COVID-19 outbreak, Government had put in place a number of grant funding streams to help support Local Authorities in responding to the pandemic. The Council was in direct receipt of 13 different pandemic related grants with a confirmed value of £91 millions, of which £88.6 millions had been received and £53.7 millions spent.

Cabinet noted that the level of uncertainty and pressures being faced by the public sector this year were unprecedented and continued to evolve. Whilst the projected underspend was welcomed there remained significant and far reaching risks associated with the impact of the pandemic, which could be financially destabilising as well as the ongoing pressures being experienced within the Dedicated Schools Grant.

Climate Emergency: My motion tabled at Full Council in February, seeking DCC's support for the **National Climate and Ecological Emergency (CEE) Bill** was discussed and **supported by the Officers recommendation "to endorse the Bill. In doing so, Council will ask local MPs to work with Government Colleagues to provide a national framework of necessary legislative changes and additional resources to facilitate the unprecedented levels of behaviour change, skills development, technology deployment and investment that will be necessary to meet Paris Agreement Commitments."** This will now return to DCC Full Council on April 29th for debate and decision.

Commissioning Liaison Officers: As part of a review of the role of these officers, the following was agreed by cabinet (mtg 14.04.21);

- That social value and carbon reduction principles form an embedded part in commissioning and procurement activity and is encompassed in both procurement strategy and processes; and
- The templates that are used to aid identifying and acting on social value and carbon reduction opportunities to be welcomed and the current recruitment process for a carbon Officer to further develop and promote social value and carbon reduction with services, suppliers and partners be supported.

Devon's Cycling and Multiuse Trail strategy which sets out steps to support local walking and cycling aspirations was discussed and there were good examples of local communities raising their own funds to commission early feasibility

work for their aspirational routes. Reference was made to a document produced by the Council 'Community Paths: a 10 step guide to improving public rights of way in your community' to assist local groups, individuals and/or landowners considering ideas for improving access in their communities. It was agreed that The Cycling and Multi Use Trail Strategy would be refreshed in the next twelve months and as part of the update, would incorporate policy to support local aspirations and involve Members of the Corporate Infrastructure and Regulatory Services Scrutiny Committee

Devon Rail Partnership meeting (08.03.21) It was announced that the long-awaited £40M had been awarded to start the re-opening of the Dartmoor railway to Oakhampton from Exeter (via Crediton). The timeline for the works is expected to be announced in the next month. It was previously closed in 1972 as a fully operational railway and will be the first line to be reopened under the Government's reversal of Beeching proposals.

An outline report on the use of rail during the past year of COVID restrictions and it was confirmed that rail had suffered more than other public transport. Post COVID demand is yet to be assessed, but there is optimism that the SW pattern of return to use is different to the rest of the UK and that this is an important message for government to hear.

Regular services from Exeter to Penzance return this month. A strategic assessment of how the railway can support the growth of the leisure and the business sectors in the South West and a decarbonisation programme is being looked into.

Homeless support meeting (17.03.21) All rough sleepers and homeless people in the Totnes area are now being offered COVID vaccinations and multi-agency work continues via the Community Hub to support them to access housing and other services. The SHDC officers 'Navigators' who support this work report at bi-monthly support meetings (organised by Caring Town Totnes). There has however been **an update from the Community Hub** that they will be withdrawing services to long-term roughsleepers and the food bank will be operated out of a portacabin unless another group wishes to take over the Community Hub; a meeting is scheduled to take place on April 21st where this will be discussed further.

DALC County Committee meeting (22.03.21). Active Travel route proposals were discussed as being very important to have ready with landowner permissions and possible funding support to enable them to be 'ready to go' when being put forward for consideration at County and nationally under the Gear Change- a bold vision for cycling and walking - link: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf

A report was given regarding the **Local Enterprise Partnership** – who have reverted back to their production strategy and have dropped their industrial strategy which is no longer being pursued nationally. **DALC** have been developing a response to the new planning regulations; this includes support for recognition of Neighbourhood Plans.

Local Issues – TOTNES

Totnes Town Centre – Traffic calming and reduction. Design work has been carried out by DCC officers to consider measures that can deter non-essential access of motorised vehicles coming into the town centre. Shared Space is no longer a viable option as this has been banned by government as it was considered dangerous in particular for those with a sight disability. A series of raised narrow ramps is being proposed that include an extra width access for wider vehicles including Bob the Bus. Some changes to parking spaces and an extension to the pavement in front of the old HSBC bank are also proposed. These proposals are being discussed by the TC and the Traffic and Transport Forum. Totnes TC has also sought additional signage to assist with the re-opening of the high street post-COVID. A series of planters has now been installed throughout the town centre to assist with improving the environment in the town. The vote taken at Totnes TC to recommend to DCC to reinstate the Saturday morning road closures until June 21st was not supported by DCC due to emergency regulations under which this had been supported is no longer in force.

Totnes TC Climate & Ecological Emergency Action Planning working group is making good progress. Links are being made with other useful resources and information sharing opportunities: Our Planet Our Place website:

<https://ourplaceourplanet.org> and Sustainable South Hams (network): <http://www.sustainableouthhams.org>

The next meeting will take place on (the third Tuesday of each month) **Tuesday May 18th at 6pm**. All are welcome to attend. This will be a virtual Zoom meeting as follows:

<https://us02web.zoom.us/j/81632190242?pwd=ZFZlNnZKbXJ3Wm5DdXhnczBUZkpqdz09>

Meeting ID: 816 3219 0242 Passcode: 299511

Totnes Area Tree Planting – Community tree planting events have been carried out in March / April in Totnes with 24 new white fruiting cherry trees planted in Baltic Wharf and 6 new white cherry trees in Totnes Cemetery. **Plant the Boundary: There are plans to plant some trees on Rogation Day, Sunday 25th April** Details will be confirmed at the next tree network meeting on **Friday 24th April at 5.30pm** on Zoom at this link:
<https://us02web.zoom.us/j/89194825051?pwd=K2x3RmhFdnpzNStsbktVbTVESDlmUT09>

Totnes & District: Traffic & Transport Forum The next meeting takes place on **Wednesday 28th April at 6.30pm**. Agenda and Link will be published on Totnes TC website at this link:
<http://www.totnestowncouncil.gov.uk/Traffic and Transport 614.aspx>

Air Quality Monitoring – on Air Quality Management Areas – Totnes on the A385 from Bridgetown Hill through to Puddaven in Dartington Further to my request for datasets that feed into the AMR, below are the links that they cite in the Joint Local Plan:

- **Public Health England – air quality and % deaths.** This link comes from Ian Luscombe, and actually contains a wealth of useful information. If you change the 'area type' field to 'District and UA', you can then set the 'Area' field below to 'South Hams'. You can also find regional figures that give a useful baseline. Because there is so much data available, it can be hard to find the actual numbers behind the trends – which is why we didn't reference these in the AMR. If you struggle to find the data you're looking for, let me know and I'll see if I can find someone who is more familiar with the website.
<https://fingertips.phe.org.uk/search/air%20pollution#page/0/gid/1/pat/15/par/E92000001/ati/6/are/E12000009/cid/4/tbm/1/page-options/ovw-do-0>
- **Carbon figures from the Dept for Business, Energy and Industrial Strategy.** Again, a lot of information here, but it's the data tables that contain the key information, although the supporting summaries are useful in terms of helping to understand what data is collected and how it is refined.
<https://www.gov.uk/government/statistics/uk-local-authority-and-regional-carbon-dioxide-emissions-national-statistics-2005-to-2018>

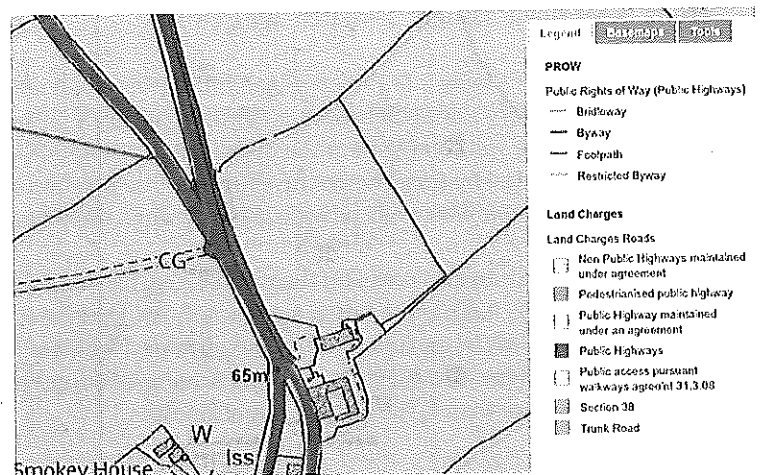
Local Issues – HARBERTON

Flooding & Drainage issues at Gerston Cross, Harberton.

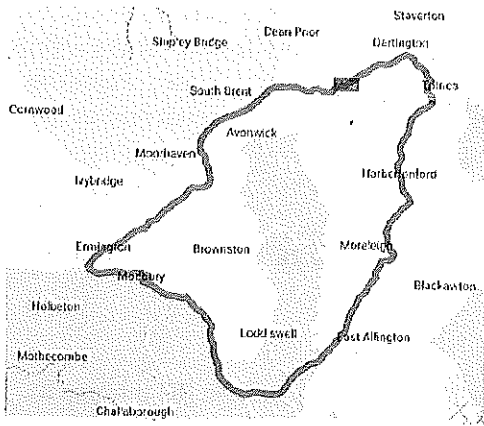
Further to the last Harberton PC meeting where this was discussed, I requested a site meetings with Highways' officers for Parish Councillors to attend. Alan Martin initially asked for this to wait until after Easter break and has now confirmed that he is willing to attend and that Darren Cole will also be there for a meeting and I'm awaiting his confirmation of a date and time (Friday 30th April is currently pencilled in).

Request for a Footpath along the A381 – Footpaths officer Paul McFadden has confirmed that this verge is DCC Highways land. Further to which, this was the reply I have received to my request from Darren Cole:

"We simply don't have the funding to construct new footways and I'm not sure if this location would even be considered. There are many locations that would benefit from a new footway and I can't say that this is one that would be seen as a priority. The only way this could be achieved is through development funding, but I'm not aware of anything in Harberton that would warrant such a scheme. It's not just the footway, but associated aspects such as crossing points, speed calming, risk assessments etc. If we're encouraging people to use this area these are all factors that would need investigating.



I'm sorry to disappoint, but it is unlikely that we will ever be in a position to deliver such a request."



Road Closure on A381 Western By-Pass – More highways works have been scheduled from 3rd May to 23rd July 2021 from 19.00 to 07.00 to enable highways maintenance works, waterproofing, surface drainage, road lining and Traffic signs. Diversions will operate via A381, A379, A3121, A38, A381, and vice versa.

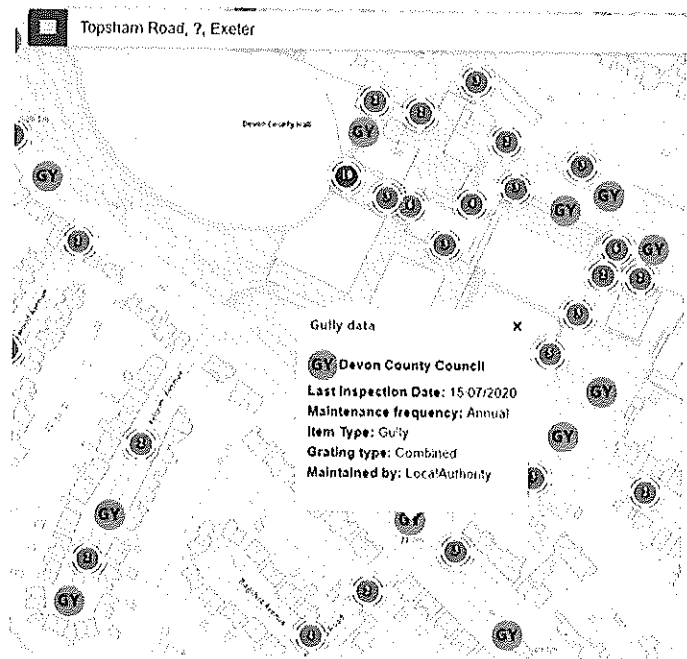
The map of where the closure falls is hard to read, but it looks like it starts from the junction with the Plymouth Road and runs South. However, it could affect that junction too, so I've asked for clarification as it may be that an alternative local traffic route between Totnes and Harberton via Totnes Down Hill and Ashprington is possible (rather than than what seems like a huge diversion via Loddiswell). I'll circulate this additional information when Highways have come back to me.

OTHER MATTERS:

Information sought by DCC on grips, easements and buddleholes: information below from Rob Richard at DCC was requested at the last Corporate Infrastructure and Regulatory Services Scrutiny Committee (CIRS) meeting

At the moment the system identifies only gullies cleaned by Skanska but we are looking at adding grips, easements and buddleholes in the future as well as features cleaned by our communities. Parish and Town Councils are being asked to check these on-line and feed back to DCC additional features to be added. The link is [here](#)

To use the system users search for a location. If you then click on a GY symbol you see the following information.



Project Gigabit investment welcomed by Connecting Devon and Somerset - update

From: Peter Doyle Issued: 19 March 2021 18:35

“The Government’s launch of Project Gigabit today has been warmly welcomed by Connecting Devon and Somerset (CDS). The Digital Secretary’s announcement confirms that CDS is in line for further investment through the third tranche of Project Gigabit. The move will complement the current deployment of full fibre broadband under CDS’ new and existing contracts which are supported by Government investment. The planned and live delivery in the CDS region currently exceeds £100 million of investment which will provide gigabit connectivity to around 80,000 of the most rural properties in the UK.

The Secretary of State also unveiled the new UK Gigabit Voucher scheme which goes live on April 8. This is further good news for our region. CDS has been working successfully with the Government’s Building Digital UK agency and local communities to reap the benefits of the current voucher programmes. To date, communities across our region have benefited from £9.2 million of investment through these voucher schemes, more than any other region in the UK and helping to provide full-fibre broadband to more than 6,750 homes and businesses.

A copy of the full Connecting Devon and Somerset’s news release can be found below and also in summary via this [link](#).”

Devon County Council Investment and Pension Funds; Further to a flurry of correspondence from members of the public in February petitioning for divestment of investments from Fossil Fuels, the following statement was issued by the Investment and Pension Fund Committee:

"The Devon Pension Fund has pledged that its portfolio of investments will be net-zero by 2050 at the latest. This was agreed at the meeting of the Investment and Pension Fund Committee on Friday 26 February 2021, where the committee members signed up to a commitment drawn up by the Institutional Investors Group on Climate Change.

The Fund also has current commitments to invest over £200 million in renewable energy infrastructure funds via the Brunel Pension Partnership.

The Committee has pledged to work with the Brunel Pension Partnership to decarbonise all its current investments at a rate of seven per cent a year and to increase investments into carbon solutions.

The Fund's investments in companies classed as 'carbon intensive' have fallen significantly over the last few years.

Weighted Average Carbon Intensity (WACI) is a measure of a portfolio's investments in businesses that are deemed 'carbon-intensive'. When the Devon Pension Fund's WACI was last measured in December 2019 it showed a 21.5 percent reduction when compared to just nine months previously. Another assessment is currently being conducted and is expected to show further reductions.

A key focus of the net zero commitment is on achieving real economy emissions reductions. That means we want to engage with the companies we are invested in and seek reductions in their emissions, not just divest. Divestment may make us look good, but is likely to have less impact on cutting emissions across the global economy than the investee companies making changes to their businesses to achieve real reductions in emissions.

In practice the Fund will look to achieve its targets through a combination of investee companies reducing their emissions, and rebalancing portfolios to reduce their carbon exposure."

Some petitioners referred to the Devon County Council listings at the DIVEST UK link which cites the DCC Investment & Pension fund investment and portfolio; as follows: <https://www.divest.org.uk/councils>

Devon CC Pension fund top holdings:

Rank	Fossil Fuel Company	Amount (GBP)
1	ROYAL DUTCH SHELL	36,671,000
2	BP	21,057,000
3	BHP	12,828,000
4	EXXONMOBIL	7,063,000
5	ANGLO AMERICAN	6,140,000
6	MITSUBISHI	5,992,000
7	LG	5,899,000
8	CHEVRON	5,827,000
9	MITSUMI	4,544,000
10	VALE	4,210,000

DCC pension fund has the 14th highest investment in fossil fuels out of 98 council funds. £157.5m, which is almost 4% of their fund.

John Birch
SHDC Member for Totnes

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

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

Town/Parish Council report – March 2021

ClIr Joseph Rose SHDC

Skatepark

On the 11th of March I met with Rob Secula – planning officer, Mark - member of the Rugby Club, all Totnes District Councillors, Jacqi, Georgina and Ben Piper to discuss changing the skatepark planning application to avoid losing the 4 mature trees in the planning application. The opinion of the group was clear, that we wanted to avoid losing the trees.

As a result of the meeting, Rob agreed to investigate different options including, changing the shape of the skatepark to avoid the RPAs and moving the skatepark to the other side of Borough Park (by the leisure centre). There was also support for planting more trees but also concerns raised from the tennis club that leaf mould could cause slippery surfaces for their courts.

On the 8th of April we had a follow up meeting to further explore moving the skatepark to the eastern edge of Borough park, next to the leisure centre. Whilst there were no insurmountable obstacles to this, concerns were raised about anti-social behaviour, drug use, sound issues and the length of time required to redesign the skatepark so that it would fit the new location.

As we all know, young people have been hit particularly hard by the need to isolate and social distance. The recent tragedies in Totnes

ATMOS

Having been elected only two years ago and moving to the area after the referendum, I have not had more than a background awareness of the ATMOS project. It was only recently that I became aware of the extraordinary journey that the community of Totnes, represented by the Totnes Community Development Society, have been on to create the nationally recognised plan for the Atmos site. I was shocked to learn that the sale of the site to Fastglobe was made behind closed doors with no acknowledgement of the years of negotiations, the investment by the community of £800 000, and the fact that TCSDC were ready to exchange contracts with Saputo.

The JLP clearly states that the delivery of the ATMOS site must be 'in accordance with the provisions of the Community Right to Buy Order' and that the design must be 'sensitive and high quality which integrates with the existing area and the setting of nearby heritage assets'. How Fastglobe plan to meet these requirements is unclear but, as an elected representative of the people of Totnes, I feel very strongly that we need to act to ensure that the JLP is upheld, and the community of Totnes and surrounding areas are not cheated out of an outcome that they voted for in the referendum and invested so much into.

On the 18th of March I organised and chaired a meeting between the District and County Cllrs and representatives from TCDS to ensure that we could establish a clear, shared understanding of what the situation is and what steps may be taken to uphold the clear intention of the community. A clear outcome of the meeting was a shared desire for a united approach from TTC, SHDC, DCC, TCDS, and the community of Totnes.

After being contacted by TCDS/Totnes4Atmos to give feedback on a letter to SHDC I organised a second meeting in order for myself and Cllr Birch to give our advice on how best to approach SHDC. It is clear that any approach to SHDC must be extremely well thought out and must clearly demonstrate the journey that TCDS (and the community of Totnes) have been on, the ways that SHDC can help and the benefits of doing so.

Fusion Leisure Update

Like many businesses, Fusion has been hit very hard by the past year of lockdowns. At a member briefing on the 18th of March, Fusion laid out their plans for reopening (subject of course to the easing of restrictions). The dates are:

- **Monday 8th March:** Schools and colleges allowed to return to centres for PE. This has been facilitated at Quayside and Dartmouth
- **Monday 29th March:** We will facilitate outdoor group exercise at Meadowlands and Ivybridge. This will involve the following classes:
 - Circuits, Spin Cycling, HIIT Classes, Power Yoga/Stretching
- **Monday 12th April:** All centres planned to re-open on this date with the following activities:
 - Lane Swimming, Family Swim, Swim School
 - Fitness Centre
 - Possibility of facilitating junior clubs (Swimming & Schools)
 - Review and likely extend outdoor group exercise
- **Monday 17th May:** Re-introduce indoor group exercise to all centres and look to increase club use in sports halls subject to social distancing
- **Monday 21st June:** Subject to Government confirmation on removal of social distancing rules we will aim to revert to a near normal programme and operational hours

District Councillor's Locality Fund for Climate Solutions

At the SHDC full council meeting, held on the March 25th a motion (proposed by Cllr Birch) was passed, giving each District Councillor a budget of £3000 to support climate solutions in their wards. We will be awaiting applications from the community for how this money should be spent. I am particularly interested in supporting projects or initiatives that will have cascading benefits, will

gather momentum to continue to operate after the money is spent and best represent the wishes of the community.

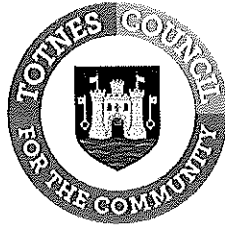
District Councillor Sweett – Report April 2021

Longmarsh Carpark - planning to charge £15 to overnight camper. I've raised issues regarding toilets closing early, need for extra bins including glass recycling and that there are live in vehicles there often. We need tolerated park up sites for local live ins. Three bays are being leased to a Kayak hire company.

Skatepark - Jury is out regarding change of locations. 136 comments of approval confirm the public support for a new skatepark being provided ASAP. Good that there is now so much engagement including from skaters old and new. Lottery deadline is now end of August.

Traffic steering group - Agenda came out morning of the meeting so no sufficient time to view the traffic calming measures. Myself and I know others are feeding back comments to the coordinator.

Chicken Run - Mitigation trees, a crab apple, 2 sweet chestnuts and a rowan successfully planted to compensate loss of one sycamore in the Chicken Run for the ramp improvements. This will be felled/ coppiced later in the year.



DRAFT MINUTES FOR THE MEETING OF TOTNES TOWN COUNCIL

THURSDAY 1ST 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 1st March 2021

The following minutes were considered:

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

To note the following minutes:

- b. Planning Committee 15th March 2021.

The following minutes were noted:

- b. Planning Committee 15th 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)

- f. Full Council 1st March 2021.

g. Planning Committee 15th March 2021.

a. Full Council 1st 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 15th 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.

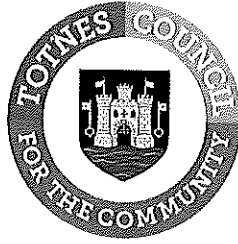
This was unanimously **AGREED**.

7. NEXT MEETING

To note the next meeting date of Monday 12th April 2021, 6.30pm public session, 7.00pm formal meeting.

Noted.

Ben Piper
Mayor



**DRAFT MINUTES OF THE MEETING OF COUNCIL MATTERS
MONDAY 8TH 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:

- 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) 5th May 2021 before the existing legislation expires on 6th 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 19th 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



DRAFT MINUTES FOR THE TOWN MATTERS COMMITTEE

MONDAY 22ND 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 22nd 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 15th 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 14th April 2021.

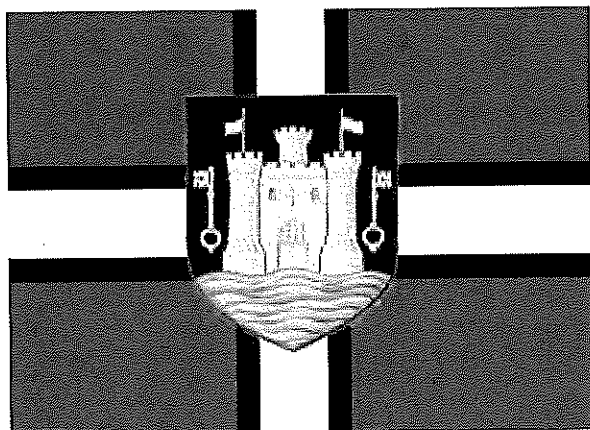
The Officer set out the background to the consultation and the themes covered in the questionnaire. It was **AGREED** that the questionnaire would be circulated to Committee members for their comments by 31st March, these comments will be collated and circulated on 1st April for agreement out of committee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

POST-MEETING NOTE: the survey was circulated to Councillors on 22nd 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 23rd 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 17th January 2021.

Noted.

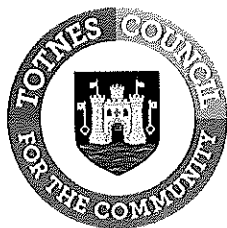
12. DATE OF NEXT MEETING

To note the date of the next meeting of the Town Matters Committee – Tuesday 1st 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



DRAFT MINUTES FOR THE PLANNING COMMITTEE

MONDAY 26TH APRIL 2021 - HELD REMOTELY USING ZOOM

Present: Councillors G Allen (Chair), R Hendriksen, C Luker, V Trow, P Allford (joined at 18.45), P Paine (joined at 18.50) and J Hodgson (joined at 19.05).

Apologies: Councillor S Collinson.

In Attendance: 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.

The apologies from Cllr Collinson were accepted and Cllr Allford's running late was noted.

The Committee will adjourn for the following items:

PUBLIC QUESTION TIME

There were no members of the public who wished to speak.

The Committee reconvened.

2. CONFIRMATION OF MINUTES

To approve the minutes of 15th March 2021 and update on any matters arising.

The minutes were approved as an accurate record of proceedings.

Item 5 – resolved by Full Council. The changes have been made to the draft Neighbourhood Plan and submitted to Locality to enable the Habitat Regulation Assessment to proceed. Full Council in May 2021 will have an update on the Neighbourhood Plan.

Item 6 – resolved by Full Council.

3. TREE WORKS APPLICATIONS

To make recommendations on the following tree works applications:

3a. 0369/21/TCA - T1: Yew Hedge - Fell; T2: Yew Hedge - Lateral reduction by 1 metre on North, South and West sides. Rhine Villas, Bridgetown, Totnes, TQ9 5BD.

Overtaken by events – a decision has been made by South Hams District Council on this application.

4. PLANNING APPLICATIONS

To make recommendations on the following planning applications:

Note: Cllr Hodgson observes and does not vote on any applications which would potentially be discussed at a Development Management Committee meeting at SHDC.

4a. 0754/21/HHO - Householder application for two storey side extension to a detached house including front porch entranceway. 1 Lower Collins Road, Totnes, TQ9 5PS.

Support.

4b. 1999/20/HHO – Retrospective householder application for insertion of 2no velux windows into existing roof and installation of wood burner into main room. 4 Chapel Lane, Totnes, TQ9 5AF.

Support the velux windows. The Committee would request that South Hams District Council checks that the flue height is within permitted legal limits.

4c. 1072/21/FUL – Application for LED Strip Lights to two sides of Tennis Court 4 to be attached to existing fence poles. Borough Park, Borough Park Road, Totnes.

Support.

4d. 1238/21/LBC – Listed building consent for construction of aluminium framed extension to the rear and new raised timber deck (resubmission of 4060/20/LBC). 86 High Street, Totnes, TQ9 5SN.

Support.

4e. 0931/21/LBC – Listed Building Consent for addition of two toilets and alterations to shop front. 3 Fore Street, Totnes, TQ9 5DA.

Support.

4f. 1209/21/FUL – Change of Use of the first floor of building (D1 non-residential institutions) to a cafe/restaurant (A3 now E). 4 Birdwood Court, High Street, Totnes, TQ9 5SG.

Support the change of use. However, the Committee has concerns about limitations on the accessibility for all to the premises and would wish to see access for those with mobility issues improved, particularly with planned improvements to the Market Square area. The Committee would also wish to see a waste plan for the Market Square area for any takeaway food and drink containers that could be generated by this type of business.

4g. 0891/21/VAR – Application for variation of conditions 2 (approved plans) and 6 (samples of materials) of planning consent 2787/19/HHO. Endsleigh, Jubilee Road, Totnes, TQ9 5BP.

Support.

4h. 0991/21/ARC - Application for approval of details reserved by condition 3 for planning application 1110/20/LBC. 13 Moorashes, Totnes, TQ9 5TN.

Support.

5. TORBAY LOCAL PLAN

To consider how to respond to the Torbay Local Plan 2012-30 Update of Housing Supply Policies: Regulation 18 Issues and Options, with recommendations to Full Council to meet the deadline of 4th May 2021.

It was **AGREED** that this is an opportunity to raise concerns about the impact of the traffic generated by developments in neighbouring districts on the Air Quality Management zone in Totnes, and to ensure that green travel plans are put in place. The Officer will collate the draft responses of Cllrs Allen and Luker and

circulate the draft consultation response to Committee members for comment by Friday before the draft response goes to Full Council next Wednesday. [See draft response below.]

6. COMMUNITY RISK MANAGEMENT PLAN

To consider how to respond to the Devon and Somerset Fire and Rescue Service 'Community Risk Management Plan' information capture, with recommendations to Full Council to meet the deadline of 20th May 2021.

It was **AGREED** that the Officer will sift the questions for comment by Cllr Allford and circulate his advice on how to respond to the survey to Committee members for comment by Friday before the draft response goes to Full Council next Wednesday. [See draft response below.]

7. TRAFFIC AND TRANSPORT FORUM

To note the minutes of the Traffic and Transport meeting held on Wednesday 30th March 2021.

Noted.

9. DATE OF NEXT MEETING

To note the date of the next meeting of the Planning Committee – Monday 24th May 2021 at 6.30pm.

Noted.

Sara Halliday

Governance and Projects Manager

ITEM 5 – DRAFT RESPONSE TO TORBAY LOCAL PLAN CONSULTATION

TTC would like to respond to the Review (TLP etc) by stressing our concerns over the fact that despite the large numbers of new housing being built, with particular reference to housing and development along the A385 between Dartington and Brixham, White Rock, Inglewood, Collaton St Mary etc very little is being done to ease dependence on cars, which is exacerbating the serious congestion and very high air pollution, in Totnes and along the A385. All these new developments can be described as 'fringe developments' and therefore are/will be particularly car heavy. 'We... found a particularly high percentage of people going to work by car in the new 'fringe of town' housing' (<https://www.transportfornewhomes.org.uk/wp-content/uploads/2018/07/transport-for-new-homes-summary-web.pdf>). Each new house creates 5 new journeys a day (estimate based on national traffic survey figures) and so we ask that Torbay Council puts a major emphasis on sustainable travel as an imperative for all new developments and the production of green travel plans to mitigate the effects of traffic pollution. Totnes is a pinch-point for commuter travel from Brixham and surrounding areas to the A38. Despite having been designated an Air Quality Management Area (AQMA) in 2009 and enlarged in 2016 the AQMA which runs through Totnes and is lined by residential homes, pavements and a school, air quality along its route has not improved at all since its designation. Air quality regularly breaches safe limits and every new home built along the A385 adds to the problem. It is an unsustainable situation.

The Government's Sustainable Communities Plan states the importance of, 'the need for communities to be "well connected", with facilities to encourage safe walking and cycling, the provision of good public transport and easy access to high quality services. Steps taken now to make new developments more accessible in a sustainable manner will influence the travel patterns of these communities far into the future. They should also help reduce pressure of additional traffic on surrounding roads.' Every new home built along the A385 in particular, impacts negatively on Totnes and surrounding areas and yet so far, very little has been done in terms of infrastructure, sustainable travel plans or build type to improve the situation. Councils have an obligation to improve air quality and to take action when limits are breached.

That has to apply also to when actions taken in one district impacts so negatively on neighbouring ones. We would request that you consult with South Hams District Council where such large scale developments will have an adverse impact on air quality in a neighbouring district.

One of the reasons that these new developments have tended to be so car-heavy is that they are built in areas where there are not the jobs to sustain the new residents. People are having to commute into cities and towns to work and without reasonable public transport have to rely on cars, which is set out in your report that Torbay is becoming a commuter belt for jobs held in Exeter. We would ask that new developments only be put into areas where there is reasonable employment opportunities and not stuck on the fringe of existing communities totally reliant on cars to access work, shops and recreation. Long term employment needs to be created in the Torbay – not only for the construction and building phases of these developments – which will sustain the local community, reduce the commuter needs, and provide residents with an efficient and cost-effective public transport service that reduces reliance on cars for commuting and recreational needs. All these factors generated by increased housing developments are impacting on Totnes and the air quality management area.

The Torbay Local Plan appears to be meeting its target, or indeed exceeding it, for market housing, but there is little detail given to whether the houses being built are addressing the local housing need and providing the levels of social housing required to meet demand in Torbay. The local economy needs to be able to enable people to have access to truly affordable housing. Also of concern is whether there is the infrastructure (medical and educational) in place and local employment base to support the housing numbers. Medical provision is of particular concern if it is to meet the demographic trends identified in Torbay which are most likely echoed in the wider area and with Torbay providing South Devon's main hospital facilities. Will this demand be addressed with other agencies to ensure that there is adequate health and social care provision for the area in the future?

ITEM 6 – DRAFT RESPONSE TO DEVON AND SOMERSET FIRE & RESUCE SERVICE (DSFRS) COMMUNITY RISK MANANGEMENT PLAN CONSULTATION

Answering as a: Council, rural

What do you think your local fire and rescue service does? (all that apply underlined)

Responding to emergencies such as flooding and terrorist incidents; Rescue people from road traffic collisions; Collaborating with other organisations, for example the police and ambulance service; Responding to fires; Preventing fires and promoting fire safety; Obtaining information from landlords/building owners to improve response if a fire or other emergency occurs in the building; Ensuring those responsible for public and commercial buildings comply with fire safety regulations; None of the above; Don't know.

DSFRS has a duty to:

Prevent fires and death or injury by fire through the provision of fire safety information and advice to our communities and enforcing relevant legislation in places where people work or visit. Provide a safe and effective operational response to meet a wide range of incidents.

(Response options: Very Important, Important, Neither Important or Unimportant, Unimportant, Very Unimportant, Don't Know)

- Working with our communities to help them understand how to keep safe and avoid an emergency situation (prevention) – Important
- Water rescue, including flooding – Important

- Education at local schools – Important
- Rescue from height or depth – Neither Important or Unimportant
- Animal rescue - Neither Important or Unimportant
- Working with local partners, for instance gaining entry for the ambulance services - Neither Important or Unimportant
- Responding to road traffic collisions – Very Important
- Co-responding with the ambulance service – Important
- Working with other Fire & Rescue services across the country for large scale emergencies (locally & nationally) - Neither Important or Unimportant
- Making sure that premises where people work and visit comply with fire safety legislation (protection) – Important
- Responding to building collapse – Very Important
- Responding to fires – Very Important
- Hazardous materials incidents and mass decontamination – Very Important

A risk is defined as unwanted events that might occur in the community, which the fire and rescue service aims to reduce or provide an emergency response to. How likely are you to see these risks or hazards in your local area?

(Response options: Very Likely, Likely, Neither Likely or Unlikely, Unlikely, Very Unlikely, Don't Know)

- Drowning and water safety – Likely
- Trapped persons – Likely
- Wildfire – Likely
- Civil unrest, including crime and terrorism - Neither Important or Unimportant
- Slow response time to incidents - Neither Important or Unimportant
- Increasing ageing population – Likely
- Dwelling fires (including thatch or high rise buildings) – Likely
- Incidents as a result of decreased Mental Health or those with learning difficulties – Likely
- Extreme weather, such as wide scale flooding, drought or snow – Likely
- Animal rescue - Neither Important or Unimportant
- Serious fires in commercial premises - Neither Important or Unimportant
- Pollution, including responding to hazardous materials - Neither Important or Unimportant
- Incidents as a result of decreased physical health - Neither Important or Unimportant
- Limited firefighter availability to respond to incidents – Highly Likely
- Road traffic collisions – Highly Likely

Do you feel at all anxious about any of these risks or hazards?

No

How might we help to reduce this risk or level of anxiety?

Improved manning and retention levels in the local fire station in Totnes

Who do you think is responsible for reducing this risk? For example, are there any partners we should be working with more closely?

No comment offered.

Looking Ahead. As the Community Risk Management Plan will be in place from 2022 to 2027, we would like to understand if you think any hazards or risks will change over the next five years.

Are there any other risks you think may arise in your local area over the next five years?

Conditions of buildings in Totnes main street.

Are there any risks you think will reduce in your local area over the next five years?

None.

Is there anything else you'd like to tell us?

No comment offered.

ITEM 5 – CONSIDERATION OF RECOMMENDATIONS

Council Matters Committee 8th March 2021

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.

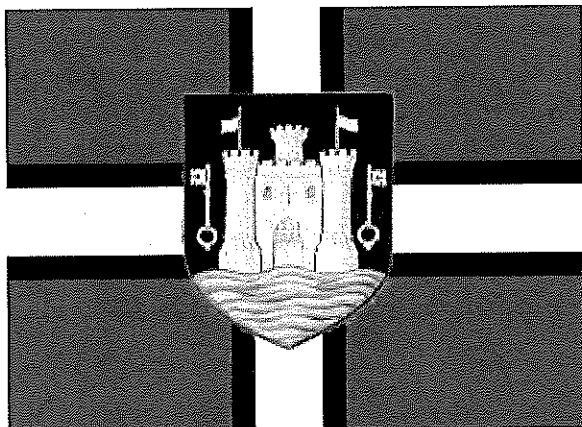
The policy was reviewed and it was **RECOMMENDED** to Full Council for adoption.

Town Matters Committee 22nd March 2021

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).



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.

Planning Committee 26th April 2021

5. TORBAY LOCAL PLAN

To consider how to respond to the **Torbay Local Plan 2012-30 Update of Housing Supply Policies: Regulation 18 Issues and Options**, with recommendations to Full Council to meet the deadline of 4th May 2021.

It was **AGREED** that this is an opportunity to raise concerns about the impact of the traffic generated by developments in neighbouring districts on the Air Quality Management zone in Totnes, and to ensure that green travel plans are put in place. The Officer will collate the draft responses of Cllrs Allen and Luker and circulate the draft consultation response to Committee members for comment by Friday before the draft response goes to Full Council next Wednesday.

Draft response for Full Council consideration:

TTC would like to respond to the Review (TLP etc) by stressing our concerns over the fact that despite the large numbers of new housing being built, with particular reference to housing and development along the A385 between Dartington and Brixham, White Rock, Inglewood, Collaton St Mary etc very little is being done to ease dependence on cars, which is exacerbating the serious congestion and very high air pollution in Totnes and along the A385. All these new developments can be described as 'fringe developments' and therefore are/will be particularly car heavy. 'We... found a particularly high percentage of people going to work by car in the new 'fringe of town' housing' (<https://www.transportfornewhomes.org.uk/wp-content/uploads/2018/07/transport-for-new-homes-summary-web.pdf>). Each new house creates 5 new journeys a day (estimate based on national traffic survey figures) and so we ask that Torbay Council puts a major emphasis on sustainable travel as an imperative for all new developments and the production of green travel plans to mitigate the effects of traffic pollution. Totnes is a pinch-point for commuter travel from Brixham and surrounding areas to the A38. Despite having been designated an Air Quality Management Area (AQMA) in 2009 and enlarged in 2016 the AQMA which runs through Totnes and is lined by residential homes, pavements and a school, air quality along its route has not improved at all since its designation. Air quality regularly breaches safe limits and every new home built along the A385 adds to the problem. It is an unsustainable situation.

The Government's Sustainable Communities Plan states the importance of, 'the need for communities to be "well connected", with facilities to encourage safe walking and cycling, the provision of good public transport and easy access to high quality services. Steps taken now to make new developments more accessible in a sustainable manner will influence the travel patterns of these communities far into the future. They should also help reduce pressure of additional traffic on surrounding roads.' Every new home built along the A385 in particular, impacts negatively on Totnes and surrounding areas and yet so far, very little has been done in terms of infrastructure, sustainable travel plans or build type to improve the

situation. Councils have an obligation to improve air quality and to take action when limits are breached. That has to apply also to when actions taken in one district impacts so negatively on neighbouring ones. We would request that you consult with South Hams District Council where such large scale developments will have an adverse impact on air quality in a neighbouring district.

One of the reasons that these new developments have tended to be so car-heavy is that they are built in areas where there are not the jobs to sustain the new residents. People are having to commute into cities and towns to work and without reasonable public transport have to rely on cars, which is set out in your report that Torbay is becoming a commuter belt for jobs held in Exeter. We would ask that new developments only be put into areas where there is reasonable employment opportunities and not stuck on the fringe of existing communities totally reliant on cars to access work, shops and recreation. Long term employment needs to be created in the Torbay – not only for the construction and building phases of these developments – which will sustain the local community, reduce the commuter needs, and provide residents with an efficient and cost-effective public transport service that reduces reliance on cars for commuting and recreational needs. All these factors generated by increased housing developments are impacting on Totnes and the air quality management area.

The Torbay Local Plan appears to be meeting its target, or indeed exceeding it, for market housing, but there is little detail given to whether the houses being built are addressing the local housing need and providing the levels of social housing required to meet demand in Torbay. The local economy needs to be able to enable people to have access to truly affordable housing. Also of concern is whether there is the infrastructure (medical and educational) in place and local employment base to support the housing numbers. Medical provision is of particular concern if it is to meet the demographic trends identified in Torbay which are most likely echoed in the wider area and with Torbay providing South Devon's main hospital facilities. Will this demand be addressed with other agencies to ensure that there is adequate health and social care provision for the area in the future?

6. COMMUNITY RISK MANAGEMENT PLAN

To consider how to respond to the Devon and Somerset Fire and Rescue Service 'Community Risk Management Plan' information capture, with recommendations to Full Council to meet the deadline of 20th May 2021.

It was **AGREED** that the Officer will sift the questions for comment by Cllr Allford and circulate his advice on how to respond to the survey to Committee members for comment by Friday before the draft response goes to Full Council next Wednesday.

Draft response for Full Council consideration:

Answering as a: Council, rural

What do you think your local fire and rescue service does? (all that apply underlined)

Responding to emergencies such as flooding and terrorist incidents; Rescue people from road traffic collisions; Collaborating with other organisations, for example the police and ambulance service; Responding to fires; Preventing fires and promoting fire safety; Obtaining information from landlords/building owners to improve response if a fire or other emergency occurs in the building; Ensuring those responsible for public and commercial buildings comply with fire safety regulations; None of the above; Don't know.

DSFRS has a duty to:

Prevent fires and death or injury by fire through the provision of fire safety information and advice to our communities and enforcing relevant legislation in places where people work or visit. Provide a safe and effective operational response to meet a wide range of incidents.

(Response options: Very Important, Important, Neither Important or Unimportant, Unimportant, Very Unimportant, Don't Know)

- Working with our communities to help them understand how to keep safe and avoid an emergency situation (prevention) – Important
- Water rescue, including flooding – Important
- Education at local schools – Important
- Rescue from height or depth – Neither Important or Unimportant
- Animal rescue - Neither Important or Unimportant
- Working with local partners, for instance gaining entry for the ambulance services - Neither Important or Unimportant
- Responding to road traffic collisions – Very Important
- Co-responding with the ambulance service – Important
- Working with other Fire & Rescue services across the country for large scale emergencies (locally & nationally) - Neither Important or Unimportant
- Making sure that premises where people work and visit comply with fire safety legislation (protection) – Important
- Responding to building collapse – Very Important
- Responding to fires – Very Important
- Hazardous materials incidents and mass decontamination – Very Important

A risk is defined as unwanted events that might occur in the community, which the fire and rescue service aims to reduce or provide an emergency response to. How likely are you to see these risks or hazards in your local area?

(Response options: Very Likely, Likely, Neither Likely or Unlikely, Unlikely, Very Unlikely, Don't Know)

- Drowning and water safety – Likely
- Trapped persons – Likely
- Wildfire – Likely
- Civil unrest, including crime and terrorism - Neither Important or Unimportant
- Slow response time to incidents - Neither Important or Unimportant
- Increasing ageing population – Likely
- Dwelling fires (including thatch or high rise buildings) – Likely
- Incidents as a result of decreased Mental Health or those with learning difficulties – Likely
- Extreme weather, such as wide scale flooding, drought or snow – Likely
- Animal rescue - Neither Important or Unimportant
- Serious fires in commercial premises - Neither Important or Unimportant
- Pollution, including responding to hazardous materials - Neither Important or Unimportant
- Incidents as a result of decreased physical health - Neither Important or Unimportant
- Limited firefighter availability to respond to incidents – Highly Likely
- Road traffic collisions – Highly Likely

Do you feel at all anxious about any of these risks or hazards?

No

How might we help to reduce this risk or level of anxiety?

Improved manning and retention levels in the local fire station in Totnes

Who do you think is responsible for reducing this risk? For example, are there any partners we should be working with more closely?

No comment offered.

Looking Ahead. As the Community Risk Management Plan will be in place from 2022 to 2027, we would like to understand if you think any hazards or risks will change over the next five years.

Are there any other risks you think may arise in your local area over the next five years?

Conditions of buildings in Totnes main street.

Are there any risks you think will reduce in your local area over the next five years?

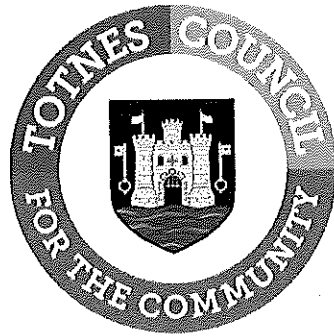
None.

Is there anything else you'd like to tell us?

No comment offered.

Council Matters Committee 29th April 2021

To follow.



**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
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Overarching responsibility from Marketing & Communications Manager			
TTC	TTC Facebook	Catherine Marlton Sara Halliday Mairead Phipps Amy Lumsden	Build more followers and make sure followers are from the relevant areas in Totnes & TQ9
	TTC Twitter	Sam Branch Mairead Phipps	Create more proactive tweets based on a campaign plan
Community	Guildhall FB	Catherine Marlton Mairead Phipps 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 Mairead Phipps 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 Mairead Phipps 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 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
census2021

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
deverlwa.com

10:39 AM · Feb 18, 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...



10:26 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:

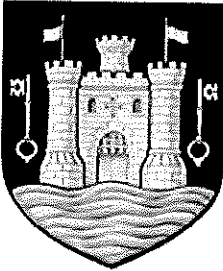
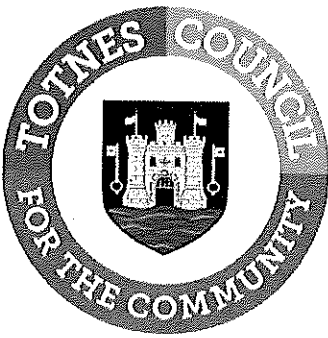

1. Don't divert blame - always accept responsibility where relevant, take it on the chin and move on. Encourage the respondent to email the Council if they want to take the matter further - try to move the conversation away from the public arena
2. Be respectful
3. Don't get defensive - acknowledge the 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
Key Stakeholders: Local residents, businesses, organisations			
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 & 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 & 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

	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 & 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 & 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.

	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.
Key Stakeholders: Local residents, organisations, residents from neighbouring areas			
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 & 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>

			 <p>Totnes Virtual High Street 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.
Key Stakeholders: Local residents & businesses			
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.
Key Stakeholders: Potential & existing visitors			
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.

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

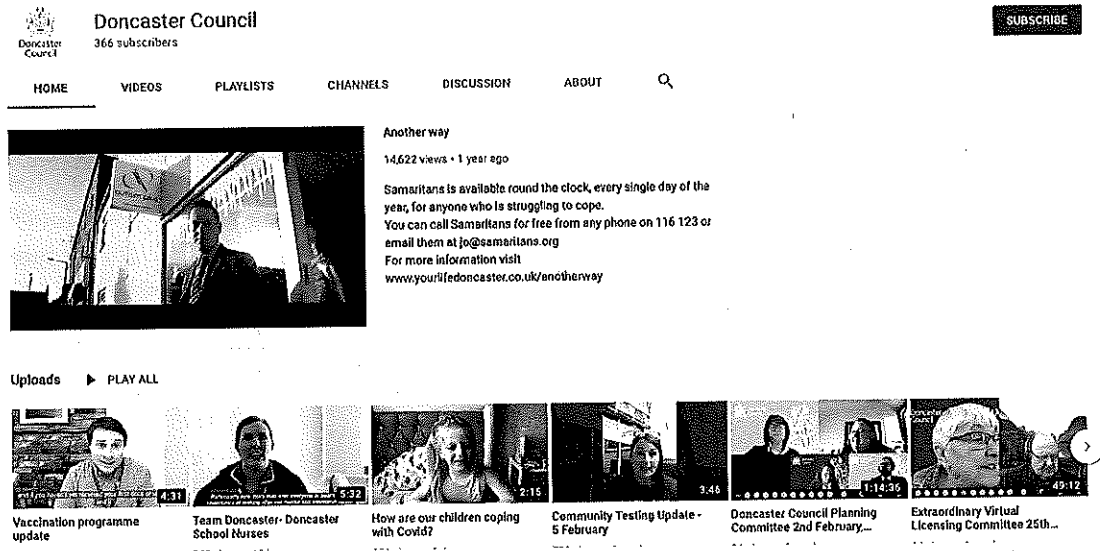


YouTube

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.

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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 Local media Enews 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 Local media Enews Leaflets 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 Social media 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 Enews 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 Posters Website Collab with schools	Raise awareness of local employment opportunities to try and retain young people in the area.

regeneration of the town				Raise awareness of new housing areas & the quality of life here.
	Local residents, potential visitors	Shop local	Social media Posters Enews Ads 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 Posters Enews Website 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 Posters Ads 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 Plastic free Switch it off	Social media Posters Ads Enews Website 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 Website Enews 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 channeled 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

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

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 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 50 likes on FB 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

Snappy Title / Headline	South Hams High Streets Needs Your Support
Date of Issue	30 November 2020
Supporting sentence	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.
Explanatory Paragraph / Body Text	<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>

enthusiast or some incredible art from the many galleries within the town.

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!

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.

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.

Quote

Cllr Judy Pearce, Leader of South Hams District Council, said: "XX

**Further Details /
if it needs
expanding on**

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.

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.

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.

Partner Quote

**Where to go for
more
information**

To find out more about what is offer in the South Hams, go to: www.visitsouthdevon.co.uk/places/south-hams or contact the local Town Council for more information.

Alternatively, just pop along to any of the towns and be delighted at all on offer.

ENDS

Notes to Editors

ITEM 7 - OVERNIGHT PARKING AT LONGMARSH CAR PARK

To consider the proposal for a variation to the Off-Street Parking Places Order to allow overnight sleeping within designated car parks – Longmarsh in Totnes - at £10 per night.

Extracts from an email from South Hams District Council Parking and Public Conveniences

Following [SHDC] Executive which was held on Thursday 22nd April it was resolved that approval be given to make a variation to the Off Street Parking Places Order to allow overnight sleeping within designated car parks as shown in the table below and car parks at North Sands, Salcombe; Slapton; and Torcross would charge £15 per night, with the remaining car parks at £10 per night. This decision is now subject to a 21 day public consultation which will commence on Thursday 29th April and run until 20th May. We are very keen to hear your views regarding this policy and would like to invite you to make comments and representations in writing to parking@swdevon.gov.uk by the 20th May.

The link to our consultation page on our website which will go live on Thursday for the consultation is as follows:

<https://www.engagement.southhams.gov.uk/>

If you would find it beneficial, we would be more than happy to attend a meeting to discuss the policy further so, please let me know if you would like an Officer to attend a meeting.

Below provides the main information included within the report (copy attached):

The number of motorhomes in recent years has significantly increased with 357,000 registered motorhomes in the UK. The caravan and motorhome industry is worth £6 billion per year to the UK's economy and the Campaign for Real Aires UK (CAMpRA) states the average daily spend of a motorhome users excluding fuel is £47. Motorhomes are already permitted to park in a number of our allocated car parks provided they purchase a ticket for each bay in which they park.

We have seen an ever increasing number of motorhomes users opting to use car parks and a wish to be able to stay overnight. Motorhome usage has the potential to deliver benefits such as improved local tourism, increased local spend and extend the tourist season. Locally East Devon District Council have been operating a trial for a number of years and Torridge District Council have also been operating this scheme for a long time and even won a local business award for the support this policy provide for supporting local businesses within the area. Exeter City Council are also intending to allow overnight sleeping in 2 car park as is Plymouth City Council. Generally across the Country, there is move to allow self-contained motorhomes to stay overnight as its recognised the benefits that they bring to the local economy. The CAMpRA website is a very active group across the country for supporting Councils to allow overnight stays and their website provides a wealth of information of the benefits etc.

This policy would attract self-contained motorhomes who require short term overnight sleeping whilst on route to dedicated campsite facilities or those who are touring within minimum time to spend in one area. A maximum stay of two consecutive nights would only be permitted with no return within 48 hours. Vehicles would be restricted in size to 8m and they would be required to park at least one bay width distance between each van. Motorhomes can go several days between needing to empty and refill waste and fresh water tanks therefore there is not a requirement to provide grey waste disposal etc. It would be expected that as they are generally only using the car park as a stopover they would visit appropriate sites to enable them to empty their tanks etc. The maximum stay of two days or co insides with the time they would need to empty/refill tanks. We have also ensure that the location of the sites are located within close proximity of public conveniences.

In terms of enforcement, alphanumeric keypads would be installed on the P&D machines which means we would have vehicle registrations which means the ceo's can checked that motorhomes are not exceeding the two night stay. Payment would be made through the pay & display machine and also through ringgo and those not displaying or purchasing a valid ticket would be issued with a penalty charge notice. The civil enforcement officers would carry out patrols of these car parks as well as having visits from the enhanced local team who are out till later in the evening seven days a week. We can carry out later and early patrols to ensure the rules and regulations are being adhered to. There will be clear signage within the car park which would state our code of practice we would expect the motorhomes to adhered to. This would include the maximum permitted stay, making it clear fines will apply should waste contraventions occur and we would encourage users to behave in the appropriate manner and respect their surroundings.

The usual contraventions of the car park would still apply for overnight stays such as the prohibition of any open cooking or fires within the car park. Motorhomes would not be permitted to put out awnings, BBQs, tables, generators etc and must be confined to the vehicle only.

Of course with any such policy there are always a very small minority who may cause problems but it is hoped these would be addressed by the enforcement team and as the parking team operate 7 days a week throughout the year they can closely monitor any issues in terms of waste etc.

The policy would be subject to a 12 month trial which will be reviewed to evaluate whether we no longer permit overnight sleeping within our car parks or continue with the policy. It will also allow us to consider whether we would wish to progress with providing more facilities such as electrical hook up, waste disposal etc however, this would be costly to install and currently the overnight stops this is intended to attract would not require these provisions. If overnight stays require these facilities then they should be staying at official campsites.

The proposed car parks are as follows:

Town	Car Park	No of Parking Spaces	No of Litter Bins	Lighting	Nearest Public Toilets	Close to local amenities	Notes
e.Totnes	Longmarsh Car Park	167 car parking spaces	2	2	Steamer Quay toilets open daily between 7am and 6pm	Short walk to the centre of the town	located away from residential area

We look forward to receiving your comments in due course and please let me know if you wish to have a meeting to discuss the proposal further.

ITEM 8 - TEMPORARY PAVEMENT LICENCE APPLICATION

To consider a temporary pavement licence application from The Curator Café to South Hams District Council Estates Team.

Extracts from an email from South Hams District Council Parking and Public Conveniences

Consultation E-mail

On the 22 July 2020 the Government introduced a streamlined and cheaper route for businesses to gain a Temporary Pavement Licence.

This is a temporary measure to support businesses while social distancing measures remain in place. Any licence issued will not be valid beyond 30 September 2021.

While Devon County Council remains responsible for permanent Pavement Licences, under the Business and Planning Act 2020 the District Councils are now dealing with Temporary Pavement Licence Applications.

Please find attached a temporary pavement licence application for review.

The temporary pavement licence application submitted by The Curator Café is for 10 tables, 30 chairs and planters to section two areas either side of the pedestrian walkway in front of the Café and the next door business – see attached plan.

A formal planning application for the same requirement has been submitted (reference 0589/21/FUL), which was considered by the Planning Committee in March (see comment below) and has been refused by South Hams District Council following objections by Devon Highways around pedestrian and driver safety, encroachment onto the pavement, the permanency of the proposal (concrete planters cannot be brought in each evening) and concerns about overspill outside a neighbouring business.

TTC Planning Committee comments from 15th March 2021:

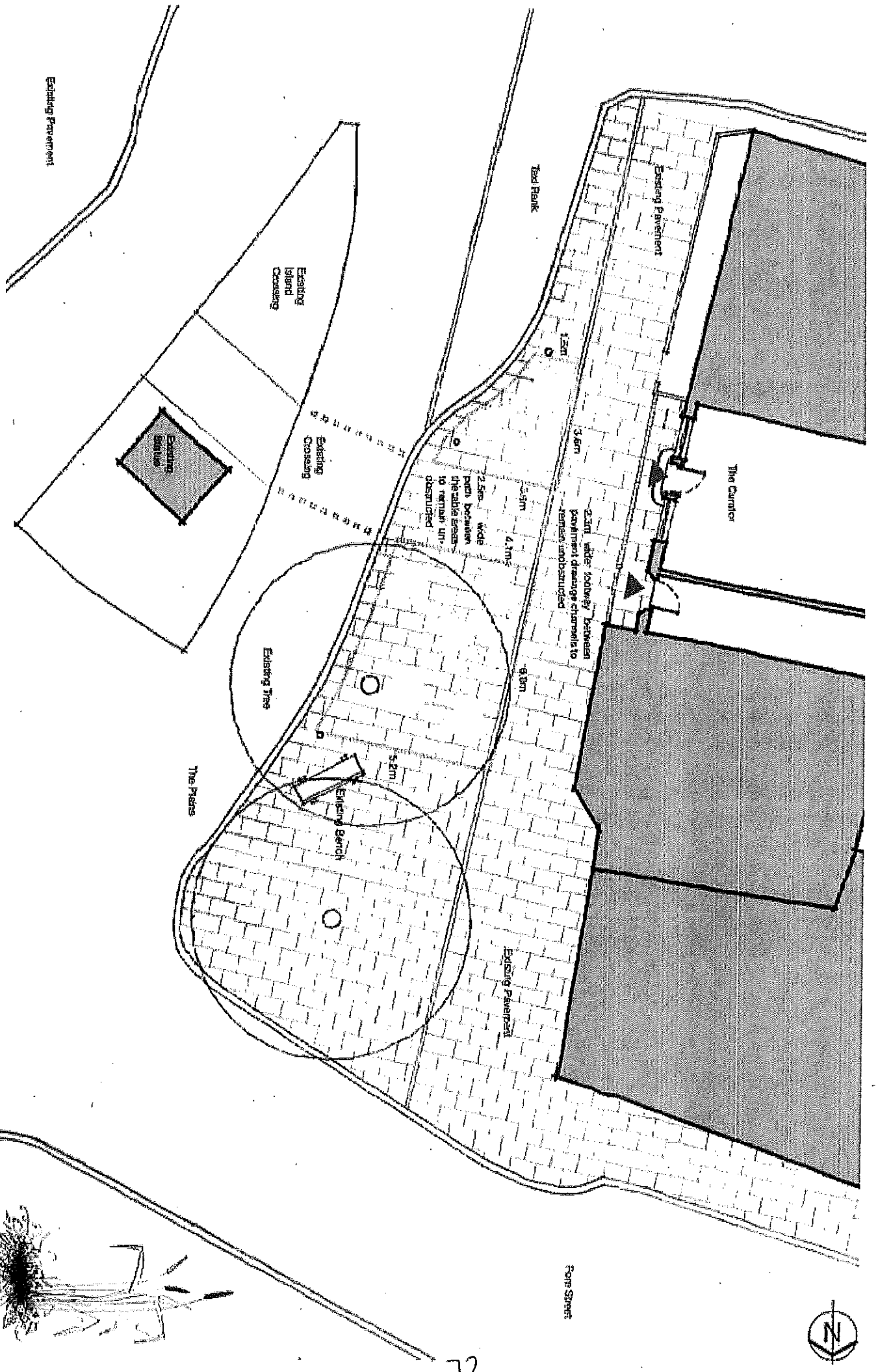
Object. The Committee supports in principle the request for tables and chairs using some of this area but is concerned about:

- the permanency of the structures proposed on a public highway;
- the affect they will have on driver and pedestrian visibility; and
- the design which conflicts with the Council's shared space planter project plans.



Page Sheet

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Existing Footway

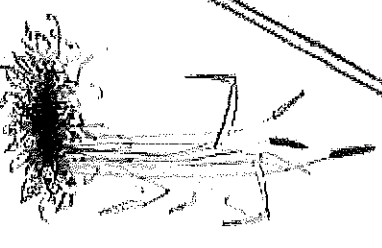
PA02

PROPOSED SITE PLAN SCALE: 1:100 @ A3
THE CURATOR, 2 THE PLAINS, TOTNES, DEVON, TQ9 5DR 297/CUT/PA02 DATE: 12/10/20

This document has been prepared by or on behalf of the Architectural Practice and is not to be used for any other purpose without the prior written consent of the Architectural Practice. All dimensions should be checked on site. Any structural work to be confirmed with a structural engineer prior to the work being carried out.

NEST DESIGN

25 Esplanade, Sidbury, Devon, PL28 0DA
www.nestdesign.co.uk 01364 633970



ITEM 9 – NEIGHBOURHOOD PLAN UPDATE

Following the Extraordinary Full Council on 1st 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

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 1st 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 10 – COMMUNITY COORDINATOR UPDATE

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 [REDACTED] 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		
Transition Town Totnes 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 [REDACTED], 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 [REDACTED], discussion on needs and aspirations – no support required at this time (they'd	

	just received 2 grants to get through Covid)	
SASHA x 3 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 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 [REDACTED], 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 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 ([REDACTED]) 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

	-- 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.
██████████	Information on grants for tree planting – also wanted town council to be a portal for donations	Too complicated due to financial regulation restrictions
██████████ 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.	
██████████, 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 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 though through sufficiently.
Working Groups attended		
Totnes Heritage Group	Advice on grants and strategic fit with national programmes	
Arts Working group	Advice if required	

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 The Homelessness Partnership	
Support in preparing Stage 2 application to Reaching Communities to deliver 3 years Business Plan, comprising of:	Youth Community Builder; Mental health Community Builder; Project coordinator	

As of last week (March 20th) 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 30th 2021

ITEM 11 – LIST OF MEETING DATES

Upcoming dates for noting. Councillors are asked to submit any suggested items for discussion well in advance of meetings and use the relevant working group or forum in the first instance.

Wayfinding Meeting – 13th May at 10am via Zoom.

Paige Adams Trust Meeting – 13th May at 6pm via Zoom.

Council Matters Committee - 17th May at 6.30pm in Civic Hall.

Climate Change Working Group – 18th May at 6.30pm via Zoom.

Planning Committee - 24th May at 6.30pm in Civic Hall.

Totnes Future Forum – 25th May at 6.30pm via Zoom.

Traffic and Transport Forum – 26th May at 6.30pm via Zoom.

Town Matters Committee – 1st June at 6.30pm in Civic Hall.

Full Council – 7th June at 6.30pm in Civic Hall.

Public Realm and Cemetery Working Group – 9th June at midday via Zoom.

Council Matters Committee – 14th June at 6.30pm in Civic Hall.

Venues and Public Assets Working Group – 16th June at midday via Zoom.

Planning Committee – 21st June at 6.30pm in Civic Hall.

Climate Change Working Group – 22nd June at 6.30pm via Zoom.

Arts Working Group - 24th June at midday via Zoom.

Traffic and Transport Forum – 30th June at 6.30pm via Zoom.

