



To All Credition Town Councillors

You are hereby summoned to attend a **Full Council**, which will be held on **Tuesday, November 21, 2023, at 19:00 - 20:30, at Old Landscore School, Greenway, Credition, EX17 3LP.**

This meeting may be livestreamed via Facebook in order to allow Members of the Public to watch the meeting.

The purpose of the meeting is to transact the following business.

Rachel Avery PSLCC

Town Clerk

Thursday, 16 November 2023

Please note that:

- Members of the Press & Public are invited to attend under the Public Bodies (Admission to Meetings) Act 1960. Members of the public will be given the opportunity to address councillors in attendance as part of the agenda.
- Under the Openness of Local Government Bodies Regulations 2014, any members of the public or press are allowed to take photographs, film and audio record the proceedings and report on all public sections of the meeting.
- Under the Local Government Act (LGA) 1972 Sch 12 10(2)(b), Credition Town Council is unable to make any decision on matters not listed within the agenda.
- Credition Town Council will always attempt to record and livestream meetings to Credition Town Council's social media platforms.

AGENDA

2023/011	Public Question Time To receive questions from members of the public relevant to the work of the council (a maximum of 30 minutes is allowed for this item; verbal questions should not exceed 3 minutes)
2023/012	Apologies To receive and accept Town Councillor apologies (apologies should be made to the Town Clerk)
2023/013	Declarations of Interest and Requests for Dispensations To receive declarations of personal interest and disclosable pecuniary interests (DPI's) in respect of items on this agenda. To consider any dispensation requests (requests should be made to the Town Clerk prior to the meeting)
2023/014	Order of Business At the discretion of the Chair, to adjust, as necessary, the order of agenda items to accommodate visiting members, officers or members of the public
2023/015	Chair's and Clerk's Announcements To receive any announcements which the Chair and Town Clerk may wish to make (for information only)
2023/016	Town Council Minutes To approve and sign the minutes of the meeting held on Tuesday 19 September 2023 and Tuesday 10 October 2023, as a correct record (minutes will be issued with the agenda)
2023/017	Town Council Committees and Sub-Committees To ratify the minutes of the following meetings: Community and Environment Committee on Tuesday 25 July 2023 Christmas in Crediton Sub-Committee held on Tuesday 05 September 2023 Planning and Town Strategy Committee on Tuesday 05 September 2023 Council Affairs and Finance Committee on Tuesday 12 September Planning and Town Strategy Committee on Tuesday 03 October 2023 Christmas in Crediton Sub-Committee held on Wednesday 04 October 2023 Council Affairs and Finance Committee on Tuesday 17 October 2023
2023/018	County and District Councillor Reports To receive reports from County and District Councillors
2023/019	Reports from Outside Bodies Mid Devon Community Safety Partnership (Cllr Huxtable) Friends of Crediton Station (Cllr Perriman) Sustainable Crediton (Cllrs Backhouse and Stone) Boniface Trail Association (Cllr Fawssett) Crediton Chamber of Commerce (Cllr Cochran) Okehampton Rail Forum (Cllr Perriman)

2023/020	Old Landscore School To receive the report regarding survey and architect proposals and to consider the recommendations therein
2023/021	Budget 2023/24 To receive an update on the Community Budgeting Workshops and to consider next steps
2023/022	Union Road toilet block survey To receive the report and to agree the recommendation therein
2023/023	Communications Strategy To receive the draft document, for comment and approval
2023/024	Amendment to Standing Orders To consider the report and to consider the recommendations therein
2023/025	Grant 2023/24 To consider a grant application from Crediton Methodist Church for £150.00
2023/026	Date of next meeting To note that the date of the next meeting will be Tuesday 16 January 2024
2023/027	Part II To resolve that under section 1(2) of the Public Bodies (Admission to Meetings) Act 1960, the public and press be excluded from the meeting for the following items as it involves the likely disclosure of sensitive and confidential information
2023/028	Council Offices
2023/028.1	Update To receive a verbal update from the Town Clerk
2023/028.2	Expenses To receive the report regarding expenses and consider the recommendations therein
Appendix	
2023/029	Reports Pack

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2023/011 - Public Question Time

To receive questions from members of the public relevant to the work of the council (a maximum of 30 minutes is allowed for this item; verbal questions should not exceed 3 minutes)

2023/012 - Apologies

To receive and accept Town Councillor apologies (apologies should be made to the Town Clerk)

2023/013 - Declarations of Interest and Requests for Dispensations

To receive declarations of personal interest and disclosable pecuniary interests (DPI's) in respect of items on this agenda.

To consider any dispensation requests (requests should be made to the Town Clerk prior to the meeting)

2023/014 - Order of Business

At the discretion of the Chair, to adjust, as necessary, the order of agenda items to accommodate visiting members, officers or members of the public

2023/015 - Chair's and Clerk's Announcements

To receive any announcements which the Chair and Town Clerk may wish to make (for information only)

2023/016 - Town Council Minutes

To approve and sign the minutes of the meeting held on Tuesday 19 September 2023 and Tuesday 10 October 2023, as a correct record (minutes will be issued with the agenda)

2023/017 - Town Council Committees and Sub-Committees

To ratify the minutes of the following meetings:

Community and Environment Committee on Tuesday 25 July 2023

Christmas in Crediton Sub-Committee held on Tuesday 05 September 2023

Planning and Town Strategy Committee on Tuesday 05 September 2023

Council Affairs and Finance Committee on Tuesday 12 September

Planning and Town Strategy Committee on Tuesday 03 October 2023

Christmas in Crediton Sub-Committee held on Wednesday 04 October 2023

Council Affairs and Finance Committee on Tuesday 17 October 2023

2023/018 - County and District Councillor Reports

To receive reports from County and District Councillors

2023/019 - Reports from Outside Bodies

Mid Devon Community Safety Partnership (Cllr Huxtable)

Friends of Crediton Station (Cllr Perriman)

Sustainable Crediton (Cllrs Backhouse and Stone)

Boniface Trail Association (Cllr Fawcett)

Crediton Chamber of Commerce (Cllr Cochran)

Okehampton Rail Forum (Cllr Perriman)

League of Friends of Crediton Hospital (Cllr N Letch)

Age Concern Trustee (Cllr Cairney)

2023/020 - Old Landscore School

To receive the report regarding survey and architect proposals and to consider the recommendations therein

2023/021 - Budget 2023/24

To receive an update on the Community Budgeting Workshops and to consider next steps

2023/022 - Union Road toilet block survey

To receive the report and to agree the recommendation therein

2023/023 - Communications Strategy

To receive the draft document, for comment and approval

2023/024 - Amendment to Standing Orders

To consider the report and to consider the recommendations therein

2023/025 - Grant 2023/24

To consider a grant application from Crediton Methodist Church for £150.00

2023/026 - Date of next meeting

To note that the date of the next meeting will be Tuesday 16 January 2024

2023/027 - Part II

To resolve that under section 1(2) of the Public Bodies (Admission to Meetings) Act 1960, the public and press be excluded from the meeting for the following items as it involves the likely disclosure of sensitive and confidential information

2023/028 - Council Offices**2023/028.1 - Update**

To receive a verbal update from the Town Clerk

2023/028.2 - Expenses

To receive the report regarding expenses and consider the recommendations therein

2023/029 - Reports Pack**Attachments**

[Community Environment - 25 July.pdf](#)

[2023-09-05 - Planning and Town Strategy Committee meeting - Minutes.pdf](#)

[2023-09-12 - Minutes.pdf](#)

[2023-10-03 - Planning and Town Strategy Committee - Minutes.pdf](#)

[2023-10-17 - Council Affairs and Finance - Minutes.pdf](#)

[Report - OLS architect.pdf](#)

[Report - Union Road toilet block survey.pdf](#)

[Crediton TC Communications and Engagement Strategy Final.pdf](#)

[Report - Standing Orders FC.pdf](#)

[Grant Application Form warm spaces CMC Warm Spaces for FC.pdf](#)



**Minutes of Credition Town Council's Community & Environment Committee held on
Tuesday 25 July 2023 at 19.00, at Old Landscore School, Greenway, Credition**

Present: Cllrs, G Cochran, E Brookes-Hocking, J Harris, G Fawssett, N Letch and P Perriman

Absent: Cllr J Downes

In Attendance: Emma Anderson, Deputy Clerk
Dr Penni Tearle, Boniface Allotments Association

16. Public Question Time:

- **To receive questions from members of the public relevant to the work of the council**
None received.

17. Apologies:

- **To receive and accept Town Councillor apologies**
It was **resolved** to receive and accept apologies from Cllr G Stone (Proposed by Cllr Cochran)

18. Declarations of Interest and Requests for Dispensations

- **To receive declarations of personal interest and disclosable pecuniary interests (DPI's) in respect of items on this agenda**
Cllrs G Cochran and N Letch declared that as members of more than one authority that any views or opinions expressed at this meeting would be provisional and would not prejudice any views expressed at a meeting of another authority.
- **To consider any dispensation requests**
There were no dispensation requests.

19. Order of Business:

- **At the discretion of the Chair, to adjust, as necessary, the order of agenda items to accommodate visiting members, officers or members of the public**
There were no changes to the order of business.

20. Chair's and Clerk's Announcements:

- **To receive any announcements which the Chair and Town Clerk may wish to make**
None

21. Community & Environment Committee Minutes:

- **To approve and sign the minutes of the meeting held on Tuesday 30 May 2023, as a correct record**

It was **resolved** to approve and sign the minutes from the meeting held on 30 May 2023 (Proposed by Cllr Brookes-Hocking, Cllr N Letch abstained)

22. Allotments:

- **To receive an update on the newly installed water troughs at Exhibition Road**
Penni Tearle confirmed the feedback had been brilliant. It was agreed to include this in the next town council newsletter.
- **To receive an update on the excessive vegetation growing between Barnfield allotment site and Spinning Path Gardens**

Westward Housing have been contacted and chased by the Town Council but no response received. A request for the vegetation to be cleared has now been sent to Westward Housing by Steve Scriven, Parks and Open Spaces Officer at Mid Devon District Council (MDDC). It was agreed for this issue to be discussed as a separate agenda item at the next meeting, as it is not related to the allotments.

- **To consider the following issues and agree a course of action – Vacant plots, Non-Cultivation Notices and Notices to Quit**

The Deputy Clerk announced that 4 non-cultivation notices had been issued since the last meeting.

- **To consider matters raised by the Boniface Allotments Association and allotment tenants and agree any actions**

Penni Tearle confirmed that every allotment plot should now have a number post and when a new tenant is allocated, they will be made aware that they are responsible for maintaining the number post or replacing it.

Penni Tearle left the meeting at 19.13

23. Litter bins:

- **To receive an update on the installation of litter bins on the paths linking Downeshead Lane and Tarka View and agree any actions**

The Deputy Clerk advised members that a letter had been sent to residents on Downeshead Lane to consult on the new bin location, at the junction of Downeshead Lane and Tolleys. Three responses had been received from residents objecting to the proposed location.

It was **resolved** for Cllr Cochran to arrange a site visit with MDDC's Street Scene team to assess the issue and consider feasible solutions. An update will be provided at the next meeting. (Proposed by Cllr Cochran)

24. Quantified Tree Risk Assessment:

- **To receive the report and consider the quotations therein to carry out a QTRA on all town council sites**

It was **resolved** to approve the quote from Contractor A. (Proposed by Cllr Harris)

25. Property Inspection

- **To receive the property inspection report and consider the recommendations therein**
It was **resolved** to approve the report and the recommendations therein. (Proposed by Cllr Harris)

- **To receive a report and consider the quotations therein to carry out a structural survey on the war memorial bus shelter**

It was **resolved** to approve contractor B. (Proposed by Cllr Harris)

- **To receive a report and consider the quotations therein to clean and treat the Jamie Fleming memorial bench**

It was **resolved** to approve contractor A. (Proposed by Cllr Harris)

- **To receive a report and consider the quotations therein to treat the oak lectern next to the Boniface Statue**

It was **resolved** to approve contractor A. (Proposed by Cllr Brookes-Hocking)

- **To receive a report and consider the quotations therein to replace the roof tiles on the bandstand**

It was **resolved** to obtain further quotations and defer this to the next meeting. (Proposed by Cllr Cochran)

- **To receive a report and consider the quotations therein to repair the unstable slabs at the Scout Memorial Garden**

It was **resolved** to obtain further quotations and delegate responsibility to the Deputy Clerk, in conjunction with Cllr Cochran, to instruct a contractor to stabilise the slabs. (Proposed by Cllr Brookes-Hocking)

- **To receive a report and consider the quotations therein to treat the wooden benches, bin, holly planter and noticeboard at the Scout Memorial Garden**

It was **resolved** to approve contractor A. (Proposed by Cllr Harris)

- **To receive a report and consider the quotations therein to repair the gate at Spinning Path Gardens play area**

It was **resolved** to obtain further quotations and delegate responsibility to the Deputy Clerk, in conjunction with Cllr Cochran, to instruct a contractor to carry out the repairs. (Proposed by Cllr Cochran)

- **To receive a report and consider the quotations therein to pressure wash areas identified in the property inspection**

It was **resolved** to approve contractor B. (Proposed by Cllr Harris)

- **To receive a report and consider the quotations therein to repaint the handrail at Upper Deck**

It was **resolved** to obtain further quotations and defer this to the next meeting. (Proposed by Cllr Cochran)

26. Peoples Park Wildlife Area

- **To discuss future maintenance of the Peoples Park Wildlife Area and agree any actions**

The Deputy Clerk advised members that activity at the wildlife area had reduced in the last 6 months as the lead of the volunteer group stood down in November. During the property inspection, it was noted that the area requires attention and maintenance.

It was agreed to publicise this position in the next newsletter, on social media and in the Courier, as well as asking for any volunteers who might be interested in getting involved in a tidy up day twice per year. Cllr Fawssett agreed to contact a friend with relevant experience.

27. Date of next meeting:

- **To note that the date of the next meeting will be Tuesday 26 September 2023 at 19.00**

The date of the next meeting was **noted**. The meeting was closed at 19.42.

Signed

Dated.....



Minutes of the Planning and Town Strategy Committee meeting of the Democratic Services held on Tuesday, September 5, 2023 at 19:00 in the Old Landscore School, Greenway, Credition, EX17 3LP

Present: Cllrs E Brookes-Hocking, J Harris, G Fawssett, N Letch, P Perriman and S Huxtable

Apologies: Cllr G Cochran

In Attendance: One member of the public

Minute Taker: Rachel Avery

MINUTES

37 PUBLIC QUESTION TIME

A member of the public asked Credition Town Council to support the '20 is plenty' campaign.

There was a brief discussion regarding the request, and it was **noted** that this would be added as agenda item to Full Council on Tuesday 19 September.

38 APOLOGIES

It was **resolved** to approve apologies from Cllr Cochran. (Proposed by Cllr Huxtable).

39 DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATIONS

Cllr N Letch declared that as a member of more than one authority, any views or opinions expressed at the meeting would be provisional and would not prejudice any views expressed at a meeting of another authority.

40 CLIMATE EMERGENCY

This was **noted**.



41 ORDER OF BUSINESS

There were no changes to the order of business.

42 CHAIR'S AND CLERK'S ANNOUNCEMENTS

There were no announcements.

43 PLANNING AND TOWN STRATEGY COMMITTEE MINUTES

It was **resolved** to approve the minutes. (Proposed by Cllr Harris).

44 MID DEVON DISTRICT COUNCIL PLANNING APPLICATIONS:

44.1 REF: 23/01196/FULL

It was **resolved** that Cllrs N Letch, Fawssett and Harris would visit the site, with a view to holding an additional meeting to consider the application. (Proposed by Cllr Brookes-Hocking).

It was **noted** that Cllr N Letch would arrange this and confirm with attendees. It was **noted** that the Administrative Officer would request an extension for comments to be provided by Wednesday 20 September.

44.2 REF: 23/01309/CAT

It was **resolved** to recommend no objection. (Proposed by Cllr Harris).

45 MID DEVON DISTRICT COUNCIL PLANNING DECISIONS:

The decision was **noted**.

46 CREDITON FOOD FESTIVAL

The Town Clerk explained that the Chair of the Credition Food Festival Committee had explained that there was currently no intention of running the event in 2024 and was approaching Credition Town Council to ask if they would be interested in taking



on the event. The Town Clerk suggested that this event could incorporate the Boniface Day celebrations. There was consideration given to the idea, which was met with interest. However, it was recognised that the office team was small, and the town council could not continue to take on events without looking to obtain additional volunteer support. It was agreed that consideration needs to go into the running of such a large event.

It was **resolved** that the Town Clerk would continue conversations with the current Food Festival Committee, with the view to support more strongly rather than taking on the event in its entirety. (Proposed by Cllr Brookes-Hocking). It was **agreed** that a meeting would be arranged in October to discuss with a wider group.

47 MID DEVON DISTRICT COUNCIL VISITOR BOARD:

It was **resolved** that:

- A location at Market Street car park, similar to St Saviours Way, would be acceptable with additional information regarding the Town Square and the Boniface Trail
- Crediton Town Council would not approve an information board directly on the Town Square due to cluttering the location
- That a visitor board should be located near the Railway Station. (Proposed by Cllr Harris).

48 BUS SHELTERS

The Town Clerk explained that she was investigating the possible relocation of one of the redundant bus shelters on Exeter Road. It was **noted** that information regarding who owns the land.

49 CREDITON HIGH STREET ON-STREET PARKING CHARGES PROPOSALS:

The Town Clerk outlined the outcomes of the meeting she and County Cllr F Letch had with DCC Officers:

- Existing limited waiting bay to East adjacent to North View Cottage to be made unrestricted, assisting parking for local residents
- Any new pay and display restrictions will not apply on Sundays or Bank Holidays



- Since the beginning of June to early July, 15 attendances were within normal working hours, only one was conducted as a “late”, with a total of 105 penalty charge notices being issued (including 7 issued during the late attendance)
- Monies for grass cutting subsidies were being investigated.

The issue was considered and debated, with members highlighting concerns around the climate, pay and display enforcement and lack of economic development within the town.

It was **resolved** that the Town Clerk would collaborate with the other towns being considered for pay and display implementation. (Proposed by Cllr Huxtable).

50 CREDITON MASTERPLAN:

The Town Clerk provided a brief update on the Town Centre Masterplan, which will provide a framework to set key regeneration priorities and identify a range of projects to enhance the town centre.

The Masterplan will build upon the existing foundations and principles set within the adopted MDDC Local Plan, Credition Neighbourhood Plan and Credition Traffic & Urban Realm Feasibility Study as well as drawing upon other current best practice guidance.

The topics that the masterplan will cover include:

- Traffic, parking & Highways
- Walking and Cycling
- Public realm and green spaces
- Community Infrastructure
- Development Opportunities
- Legibility and Wayfinding
- Adaption and resilience to Climate Change

It was **noted** that the Town Clerk:

- Is attending bi-weekly meetings with MDDC and LHC (chosen consultants)
- Awaiting a full initial draft document for circulation to members
- Attended a meeting with MDDC and DCC Highways to discuss active travel and transport.

Concerns were raised regarding the implementation of the document and whether the exercise was a good use of money.



51 **A377 CYCLE ROUTE:**

The was no update.

52 **LORDS MEADOW SKATEPARK:**

It was noted that the town council led consultation had received 92 responses. The Projects Officer would collate the data for presentation at the Diversity Festival on Saturday 09 September and to pass on to MDDC.

53 **CHRISTMAS IN CREDITON:**

The Christmas light infrastructure requirements were **noted**.

54 **JOCKEY HILL:**

The Administrative Officer had met with DCC Highways Officer and he had explained any additional signage including electricity would be cost prohibitive. DCC have stated that the current signage is sufficient and meets highway requirements. Vehicle speed was assessed for a week with mechanical tracker and the average speed recorded was 29.9mph. DCC only record accidents that include injury and not damage to vehicles, therefore only one incident has been recorded in the last 5 years.

On average, it was **noted** that there is not an average speeding issue, but 15% of vehicles are speeding. It was **agreed** that the Administrative Officer would ask:

- Whether DCC were liaising with community speed watchers, who have data regarding this location
- Why larger signs would not work and to ask for a quote for this.

It was **noted** that Credition Town Council is doing all it can to deal with the issue and would continue to liaise with DCC.

55 **NEWCOMBES MEADOW BENCHES:**

There was no update.



56 DATE OF NEXT MEETING

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The date of the next meeting was noted - Tuesday 03 October 2023 at 19.00.
The meeting closed at 20.37.

57 REPORTS PACK

Signed

Dated.....



Minutes of the Council Affairs and Finance Committee meeting of the Democratic Services held on Tuesday, September 12, 2023 at 19:00 at Old Landscore School, Greenway, Credition, EX17 3LP

Present: Cllrs S Huxtable, J Harris, R Backhouse, F Letch, J Cairney and G Fawssett

Apologies: Cllrs E Brookes-Hocking and G Cochran

Minute Taker: Rachel Avery

MINUTES

53 PUBLIC QUESTION TIME

No members of the public were present.

A series of questions were read out by Cllr Huxtable. A written response will be provided to the member of public within 10 working days.

54 APOLOGIES

It was **resolved** to receive and accept apologies from Cllrs Brookes-Hocking and Cochran. (Proposed by Cllr Fawssett).

55 DECLARATIONS OF INTERESTS AND REQUESTS FOR DISPENSATIONS

Cllrs F Letch and Cairney declared that as members of more than one authority, any views or opinions expressed at this meeting would be provisional and would not prejudice any views expressed at a meeting of another authority.

56 ORDER OF BUSINESS

There was no requirement to change the order of business.

57 CHAIR'S AND CLERK'S ANNOUNCEMENTS

There were no announcements.

58 COUNCIL AFFAIRS AND FINANCE COMMITTEE MINUTES

It was **resolved** to approve the minutes. (Proposed by Cllr Harris).



59 CCTV

The Town Clerk provided information regarding the latency issues and read out the recent response from ASAP.

It was **resolved** that the Town Clerk would request a deadline of Friday 29 September for an action plan to be received. If this was not possible, then the Town Clerk would contact Tozers for legal advice on the matter. (Proposed by Cllr F Letch).

60 ALLOTMENTS

It was **resolved** to increase the annual rent by 5%. (Proposed by Cllr Harris).

61 FINANCE

- To receive and approve transactions between 01 July 2023 – 31 August 2023

It was **resolved** to approve the transactions. (Proposed by Cllr Harris).

- To receive and approve the bank reconciliation to 31 August 2023

It was **resolved** to approve the bank reconciliation. (Proposed by Cllr Harris).

- To receive an update on bank account transfers

There was no update.

- To note bank account balances to 31 August 2023

Bank account balances were **noted**.

- To receive a verbal update from the Town Clerk regarding reduction of services by MDDC and to consider any further action

The Town Clerk advised that she was awaiting a response from MDDC further to her email dated 18 August.

62 2024/25 BUDGET AND PRECEPT ARRANGEMENTS

The Town Clerk advised that a series of Community Participation workshops will take place. The aim of these will be to offer the community an opportunity to understand services delivered by the council, find out about the reduction of services being provided by other tiers of local authority, and then ask for people to rank importance to enable the town council to assess this against setting the budget. An additional survey would be undertaken too.

It was **noted** that the dates of these workshops will be added to the next town council newsletter.

63 ELECTRIC METERS

It was **resolved** to request that the meters be removed at no cost to the council. If this was rejected, it was resolved to approve the cost of removal if it is no higher than the cost of the standing charge for two years. (Proposed by Cllr Huxtable).



64 TWINNERS' 30TH ANNIVERSARY CELEBRATIONS

It was **noted** that Cllr Huxtable would be attending the Twinners' 30th Anniversary celebration.

65 APPEAL AGAINST COMPLAINT

Cllr Huxtable advised that he had spoken to members regarding setting up an appeals committee.

It was **resolved** that Cllrs Cochran, Harris, Fawssett and Backhouse would make up the membership, and that the committee would consider whether the complaint was dealt with appropriately. (Proposed by Cllr Huxtable). It was **noted** that a meeting of the appeals committee will take place on 28 September.

66 GRANT FUNDING

It was **resolved** that further information would be requested from the applicant and the application would be considered at the next meeting of this committee. (Proposed by Cllr Huxtable).

67 DATE OF NEXT MEETING

It was **resolved** that the date of the next meeting would be rearranged for Tuesday 17 October 2023. (Proposed by Cllr Harris).

68 PART II

It was **resolved** to move to Part Two. (Proposed by Cllr Huxtable).

69 STAFFING

The report was received, and it was **resolved** to approve the recommendations therein. (Proposed by Cllr Harris).

70 COUNCIL OFFICES

The Town Clerk provided a verbal update, which was **noted** by members.

71 APPENDIX

Signed

Dated.....



Minutes of the Planning and Town Strategy Committee meeting held on Tuesday 03 October 2023 at 19.00 at Old Landscore School, Greenway, Credition

Present: Cllrs Brookes-Hocking, Harris, Huxtable, Fawssett, Cochran, N Letch and Perriman

Minute Taker: Emily Armitage

In Attendance: One member of public

MINUTES

- 22 PUBLIC QUESTION TIME** To receive questions from members of the public relevant to the work of the council

One member of public was present.

- 23 APOLOGIES** To receive and accept Town Councillor apologies

No apologies.

- 24 DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATIONS** To receive declarations of personal interest and disclosable pecuniary interests (DPI's) in respect of items on this agenda

Dispensation Requests

None.

Declarations of Interest

Cllrs Cochran and N Letch declared that as members of more than one authority, any views or opinions expressed at the meeting would be provisional and would not prejudice any views expressed at a meeting of another authority.

- 25 CLIMATE EMERGENCY** To note that decisions will be made with the climate emergency at the forefront of decision and policy making

This was noted.

- 26 ORDER OF BUSINESS** At the discretion of the Chair, to adjust, as necessary, the order of agenda items to accommodate visiting members, officers or members of the public

There was no requirement to change the order of business.

- 27 CHAIR'S AND CLERK'S ANNOUNCEMENTS** To receive any announcements which the Chair and Town Clerk may wish to make

There were no announcements.

- 28 PLANNING AND TOWN STRATEGY COMMITTEE MINUTES** To approve and sign the minutes of the meeting held on 05 September 2023, as a correct record

It was **resolved** to approve the minutes. (Proposed by Cllr Harris)

- 29 MID DEVON DISTRICT COUNCIL PLANNING APPLICATIONS:** [MDDC Planning Public Access Portal](#) - Mid Devon District Council, the determining Authority, has asked for comments from this Town Council on the following planning applications:

Ref: 23/01196/FULL

Proposal: Retention of land as domestic garden, including the erection of play equipment and fence

Location: Land at NGR 284534 100658 (81 Willow Walk) Crediton

Standing Orders were suspended to allow a member of public to speak

Committee members were advised that objectors are pursuing legal action. It was noted that some councillors had visited the site but an official meeting with the Planning Officer was declined, however, photos supplied were adequate. It was commented that had the application not been retrospective, aspects including surface would have been questioned and likely not passed regulation.

Standing Orders were reinstated

It was **resolved** to recommend objection: (Proposed by Cllr Huxtable)

- Play equipment is overlooking neighbouring property
- Vegetation is scrub and uncultivated, lack of consideration to biodiversity contrary to Crediton Neighbourhood Plan (CNP) policy EN2
- Replacing of boundary hedge with fence does not accord with CNP policy EN2 and likely constructed without planning permission

- Concerns the area is liable to flooding - CNP policy EN3

Ref: 23/00924/FULL

Proposal: Erection of restaurant with drive-thru facility, car parking, landscaping & associated works

Location: Land at NGR 284600 099535 Joseph Locke Way, Crediton, Devon

Cllr Cochran momentarily left the room and returned at 19.25

It was **resolved** to recommend objection: (Proposed by Cllr Brookes-Hocking)

Design

- The modern design in the most recent proposal, with plate glass and flat roofs is inappropriate for the location opposite listed buildings and contravenes Policy D5, CNP. The latest proposal uses some red brick to fit in with surrounding buildings but there is an equal amount of timber-effect cladding, which doesn't fit the vernacular style, and a whole section of the building in a prominent position which is grey panel cladding on three sides. The building has a very industrial appearance, unsympathetic with the surroundings and not desirable at such a prominent gateway site.

Environment

- The most recent landscape and planting proposal shows no planted screening on the north/west boundary will have a visual impact on the heritage buildings and orchard opposite
- CNP policy EN3 states that flood plain landscape is vulnerable to unsympathetic development and requires an appropriate landscape treatment that will help to blend the development into the existing landscape. Viewed from the north west, the development will be intrusive in design, lighting and signage. There should be further planting at the boundary facing the roundabout to help the development blend.
- A previous site plan showed 4 EV charging points. Councillors expressed concerns about plans for only two electric car charging points.

Traffic

- The access plans for the development give rise to concerns about congestion on the roundabout, and disruption of HGV access to Mole Avon
- The development still relies on generating car trips with excess traffic affecting climate change.

Health

- Drive-thru business model for the development encourages short car journeys in contravention of Policy D1, CNP, Development Principles for sustainability.
- Encouraging fast-food consumption is becoming a public health issue with this kind of diet contributing to obesity and other health issues.

Economy

- High street trade will be affected, as more cars will pass through the High Street, increasing traffic along the main road and making the environment less attractive for pedestrians and shoppers in the town centre. At the same time, the new drive-through outlet will encourage consumers away from the town centre to the out-of-town location
- Section 106 contribution of £15,000.00 to mitigate the economic loss to the High Street is insufficient from a global company
- The development will create a number of part-time jobs which will be helpful to some workers but contributes to the Mid-Devon profile of low-skill, low-wage employment.

It was **agreed** that should the application be permitted:

- Moisture-loving trees should be planted along the north west boundary
- Double yellow lines to discourage roadside car parking in the vicinity
- MacDonalds should make a greater financial contribution to high street mitigation
- The A377 totem pole signage should be reduced from 12 metres to 7 metres
- A left turn from the Drive-thru exit should be considered to keep traffic flow and reduce congestion.

Cllr Cochran momentarily left the meeting and returned at 19.51

Cllr Cochran advised 24 hour operation is not a material consideration for planning so this will not be changed. Public health and DCC Highways have not objected. The application is to be heard by MDDC planning committee on 22 November.

Ref: 23/00929/ADVERT

Proposal: Advertisement Consent to display 1 illuminated totem sign

Location: Land at NGR 284600 099535 Joseph Locke Way, Crediton, Devon

It was **resolved** to recommend no objection as plans for the height of the sign had been significantly reduced. (Proposed by Cllr Brookes-Hocking)

Ref: 23/00933/ADVERT

Proposal: Advertisement Consent to display site signage including, 4 illuminated freestanding signs, 2 illuminated banner units and 20 DOT signs

Location: Land at NGR 284600 099535 Joseph Locke Way Crediton Devon

It was **resolved** to recommend district councillors speak to MDDC to get further information on lighting. (Proposed by Cllr Brookes-Hocking)

Ref: 23/01375/LBC

Proposal: Listed Building Consent for repairs to roof to include replacement rafters and replacement guttering

Location: 4 Jockey Cottages, Jockey Hill, Crediton

It was **resolved** to recommend approval. (Proposed by Cllr Harris)

Ref: 23/01436/HOUSE

Proposal: Erection of carport

Location: 16 Creedy Road, Crediton, Devon

It was **resolved** to recommend no objection. (Proposed by Cllr Harris)

Ref: 23/01515/OUT

Proposal: Outline for the erection of 2 dwellings and associated access and layout with some matters reserved

Location: The Pound House, 48 Dean Street, Crediton

It was **resolved** to recommend objection as the application conflicts with Policy D1 Development principles. Recommend district councillors get further information. (Proposed by Cllr Brookes-Hocking)

- Overdevelopment of the site resulting in very reduced amenity space for the residents, especially of plot 1.
- a large proportion of the site, currently a garden, will become hard surfaced. If this hard surfacing is agreed, could a porous surface be considered to reduce water run-off into the drainage system during heavy rain events.
- The application shows 5 existing parking spaces with a total of 8 after the development. The site plan shows space for 4 cars at Plot 1 and potentially 4 more at Plot 2, making a total of 13 if residents choose to use the turning area at the end of the drive. Arguably, they should not do that but there would be nothing to stop them. That could mean 13 vehicles using the access and 16 additional daily traffic movements on Dean Street. This is more than is stated in the application. If this application were to be approved, consideration should be given to measures to make Dean Street a safer walking route for pedestrians, especially at school start and finish times.
- Visibility of traffic approaching from the south is poor for vehicles exiting the site.
- The applicant has replied 'No' to part Da of the Wildlife Trigger Table. However, the development is for 2 dwellings so should qualify for Biodiversity enhancement. The applicant is proposing a small Butterfly and Bee space alongside the existing hedge and one at the entrance. The design and access statement says that landscaping is not being determined at this time, but it is hoped that over time plants and trees will be planted to soften the development. There are currently several large trees either close to the boundary of the site or in it, which have not been mentioned in the application and are not shown as existing trees. It is not possible to judge whether biodiversity for the site can be achieved with the current layout and lack of information. The landscape plan should be one that can be achieved not hoped for.
- There is no clearly indicated space for bins for the residents of the 3 dwellings who will now be putting them out for collection on Dean Street.

Standing Orders were suspended - District Cllr F Letch made a comment about access.

Standing Orders were reinstated

30 MID DEVON DISTRICT COUNCIL PLANNING DECISIONS: Devon District Council, the determining Authority, has APPROVED the following applications with conditions as filed:

Ref: 23/01286/NMA

Proposal: Non-Material Amendment for 20/01445/HOUSE to allow alterations to gable end wall, garage door recess, gutter detail and bedroom window sizes

Location: 52 Beech Park, Crediton, Devon

Ref: 23/00990/LBC

Proposal: Listed Building Consent to display 1 non-illuminated fascia sign and 1 non illuminated projecting sign

Location: Crediton Dental Care, 110 High Street, Crediton, Devon

Ref: 23/00922/ADVERT

Proposal: Advertisement Consent to display 1 non-illuminated fascia sign and 1 non illuminated projecting sign

Location: Crediton Dental Care, 110 High Street, Crediton, Devon

Ref: 23/01173/FULL

Proposal: Refurbishment of fire damaged roof including new ridge and replacement of monopitch roof with duopitch

Location: 1 & 3 Tuckers Court, East Street, Crediton, Devon

Ref: 23/01309/CAT

Proposal: Notification of intention to remove secondary branches from the mid to upper crown to the fence line with 21 Chestnut Close of 1 Ash (T1) within the Conservation Area

Location: The Beeches, Old Tiverton Road, Crediton, Devon

Ref: 23/01250/HOUSE

Proposal: Erection of an extension to rear and a front porch

Location: 9 Blagdon Rise, Crediton, Devon, EX17 1EN

Refusal

Ref: 23/00829/HOUSE

Proposal: Erection of porch extension following removal of existing structures

Location: Yeo Vale, Four Mills Lane, Crediton, Devon

Noted.

31 ON-STREET PARKING CHARGES PROPOSALS

31.1 LETTER TO DCC To resolve to write to DCC regarding the proposals

It was **resolved** to agree to the wording and send, and for a copy to be sent to MDDC.
(Proposed by Cllr Cochran)

31.2 MAYORS LETTER To note the letter sent to County Councillor Stuart Hughes

The Mayor has endorsed the letter and will be sent in collaboration with the seven towns affected by the proposals.

31.3 SURVEY To approve the creation of a survey regarding on street parking charges

Cllr Huxtable advised there were typographical errors in the letter.

It was **resolved** to undertake the survey and to amend the typographical errors. (Proposed by Cllr Cochran)

32 CREDITON MASTERPLAN To receive an update regarding the MDDC-led Crediton Masterplan

The Town Clerk continues to attend bi-weekly progress meetings with MDDC and consultants. It is understood that the timeline has been extended but information is awaited. Further community consultation is due to take place and draft document should be circulated shortly. Portal says should be finished at end of 2023. Cllr Cochran agreed to alert the clerk when this comes up.

33 BUS SHELTERS To receive an update on the possible relocation of a redundant bus shelter on Exeter Road and agree any action

There was no update.

34 MID DEVON DISTRICT COUNCIL VISITOR BOARD To receive an update on the installation of a Visitor Board in the town square

MDDC have confirmed that they will not install a board on the town square but will focus on the installation of a board at Market Street carpark and the railway station.

35 DATE OF NEXT MEETING To note that the date of the next meeting will be 07 November 2023 at 19.00

The date of the next meeting was noted. The meeting was closed at 20.27.

36 REPORTS PACK

SignedDated.....



Minutes of the Council Affairs and Finance Committee held on Tuesday, October 17, 2023 at 19:00 at Old Landscore School, Greenway, Crediton, EX17 3LP

Present: Cllrs Liz Brookes-Hocking, Rachel Backhouse, Jim Cairney, Guy Cochran, Giles Fawssett and Frank Letch

Apologies: Cllr Steve Huxtable

Minute Taker: Rachel Avery

MINUTES

72 PUBLIC QUESTION TIME

There were no members of public present.

73 APOLOGIES

It was **resolved** to receive and accept apologies from Cllr Huxtable. (Proposed by Cllr Brookes-Hocking).

74 DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATIONS

Cllr F Letch, Cochran and Cairney declared that as members of more than one authority, any views or opinions expressed at this meeting would be provisional and would not prejudice any views expressed at a meeting of another authority.

Item 8 - It was **noted** that the grant applicant was known to Cllr Cochran.

75 ORDER OF BUSINESS

There was no requirement to change the order of business.

76 CHAIR'S AND CLERK'S ANNOUNCEMENTS

There were no announcements.

77 COUNCIL AFFAIRS AND FINANCE COMMITTEE MINUTES

It was **resolved** to approve the minutes. (Proposed by Cllr Harris).

78 FINANCE

It was **resolved** to approve the transactions. (Proposed by Cllr Harris).

It was **resolved** to approve the bank reconciliations. (Proposed by Cllr Harris).

It was **resolved** to note the bank account balances (Proposed by Cllr Cochran).

79 GRANT FUNDING

It was **resolved** to approve the application. (Proposed by Cllr Harris).

80 COMPLAINTS PROCEDURE

Cllr Cochran explained that the procedure is a standard policy but that there was a request from the Appeals Committee to clarify that the procedure is to consider the process and not the complaint.

It was noted that there was no process to reopen complaints as part of the Appeals Committee procedure, but that that could be a decision should the complaints procedure not have been followed.

It was agreed that the Town Clerk would investigate the use of external investigation, but that this was not adopted by other town and parish councils.

It was **resolved** that any meetings, held as part of the Complaints Procedure, would be recorded. (Proposed by Cllr Harris).

It was noted that the Town Clerk would re-draft the Complaints Procedure, for further consideration.

81 PARTICIPATORY BUDGETING WORKSHOPS

The dates of the workshops were noted: Saturday 04 November (13.00-15.00 at Crediton Library), Saturday 18 November (10.00-12.00 at The Boniface Centre) and Tuesday 21 November (18.00-20.00 at Old Landscore School).

This information would be added to the next newsletters.

82 DATE OF NEXT MEETING

The date of the next meeting was noted as Tuesday 14 November. The meeting was closed at 20.03.

It was **resolved** to move into Part II. (Proposed by Cllr Fawssett).

84 **VEXATIOUS COMPLAINTS**

The report was received, and it was resolved to approve the recommendations therein, with the discussed amendment. (Proposed by Cllr Harris).

85 **REPORTS PACK**

Signed

Dated.....



CREDITON TOWN COUNCIL

Old Landscore School Survey and Architect Report

Report by: Town Clerk
To: Full Council
Date: For consideration on 21 November 2023

Recommendation

Full Council is recommended to consider quotes for a full topographical survey and quotes for architect support and initial drawings of proposals.

1. Purpose

- 1.1 This report provides quotes for the intention to refine the brief, establish the requirements, and explore changes to the building that may be possible to achieve agreed objectives with a view to having wire design drawings of the proposal, alongside quotes for a topographical survey required to inform designs.

2. Background

- 2.2 Crediton Town Council (CTC) purchased Old Landscore School (OLS) to safeguard the building and to improve it for community use.

3. Proposal

- 3.1 Full Council is requested to consider quotes for undertaking the following:
- Topographical survey to inform initial architect plans
 - Outline design scheme for the building by an architect

4. Financial Implications

4.1 Topographical Survey

Quote A	Area topographical survey, measured survey of buildings floor plan, building elevations	£1605.00 (+ VAT)
Quote B	Area topographical survey, measured survey of buildings floor plan, building elevations	£1805.00 (+VAT)

4.2 Architect Plans

Quote A	<ul style="list-style-type: none">- Collate and review current architectural survey plans and baseline information supplied by Crediton Town Council- Identify any gaps in information required to undertake the study and advise you if further surveys are required (we will ideally need an existing measured building survey or scaled floor plan in dwg format and OS information)- Advise on responsibilities under the CDN 2015 Regulations- Undertake a site visit to review the existing building- Develop draft sketch floor plans- Hold a meeting to discuss preliminary options and renovation strategy- Update and finalise preliminary floor plans- Advise of risks, next steps and other expertise required	£6250.00 (+ VAT)
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	<ul style="list-style-type: none"> - Collate mini report and issue final inputs 	
Quote B	<ul style="list-style-type: none"> - Concept research and design development aimed at agreeing the schemes, scale & layout with stakeholders. Drawings may also be used to obtain professional costings or preapplication advice from the relevant consenting authorities as required - Travel to site following receipt of third party measured building & land survey information to conduct a non-invasive review of the existing building's fabric & services, take record photographs and record critical check dimensions - Research relevant site planning history and consult the LPA's Adopted Local Plan to determine planning designations - Assess the site for potential technical or statutory constraints and opportunities - Enhance third party CAD site survey data in preparation of concept design work - Develop the scheme design in accordance with Client briefing requirements (including the exploration of alternative project solutions where appropriate) to comprise: (i) the removal of poor quality flat roof modern additions and outbuildings, (ii) a single storey extension c.75m² towards the western boundary, (iii) reconfigure existing spaces and general restoration of original Victorian structures, and (iv) improved site access off Greenway Road. The proposals should principally seek open plan, adaptable spaces suitable for a broad range of unspecified future & continuation of present or aspired functions (Youth Club and Town Council meetings) complete with new & upgraded kitchen, sanitary, storage and administrative ancillary accommodation. The proposals shall also include measures for upgrading and enhancing existing structures with regards to both thermal performance and inclusivity / DDA access. - Assess the evolving proposals against pertinent spatial planning Building Regulations (Approved Documents Parts M4(1), B1 and K1). - Prepare framework design layout CAD drawings incorporating: (i) detailed fixture & furnishings layouts, (ii) area schedule, and (iii) preliminary below ground drainage strategy. Drawings shall be issued in PDF format, for client feedback as follows:- <ul style="list-style-type: none"> + <i>Concept Ground Floor Plan Layout</i> to a scale of 1:50 or 1:100 + <i>Concept Building Section(s)</i> to a scale of 1:100 or 1:200 + <i>Concept Site Layout</i> to a scale of 1:100 or 1:200 - Provide an additional layer of technical annotations including preliminary construction specification to key elements i.e. external walls, claddings, windows & doors, partitions, below DPC, foundations, ground floor, intermediate floors / stairs, roofs, as required. - Includes all time to date in connection with previous inception visit. 	£1950.00 (no VAT)

5. Conclusion

- 5.1 The proposals included in this report provide a step forward towards the development of the site.
- 5.2 The outline drawings can be used to inform the next round of consultation with the wider community.



Union Road Toilet Block Report

Report by: Town Clerk
To: Full Council
Date: For consideration on 21 November 2023

Recommendation

Full Council is recommended to consider quotes for a full survey for Union Road Toilet Block.

1. Purpose

- 1.1 This report provides quotes for the intention undertake a full survey of the toilet block to enable future consideration of the use of the building.

2. Background

- 2.1 Crediton Town Council (CTC) took ownership of the building, but not the land it is situated on. The land is owned by MDDC.
- 2.2 The large tank in front of the toilet block will be surveyed by MDDC.
- 2.3 The quote considered by Full Council in September did not include the utility survey required.

3. Proposal

- 3.1 Full Council is requested to consider quotes for undertaking the following:
- Measured building survey to include floor plans, elevations, sections of building
 - Topographical survey of site.

4. Financial Implications

- 4.1 The following quotes have been obtained:

Quote A	£1215.00 (+ VAT)
Quote B	£1975.00 (+VAT)
Quote C	£2550.00 (+VAT)

5. Conclusion

- 5.1 The proposals included in this report provide will allow consideration of the development of the site.



Crediton Town Council

Communications and Engagement Strategy

Prepared by Breakthrough Communications

Date: Final Draft 8 September 2023



CREDITON
TOWN COUNCIL

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The cover photograph was taken from Crediton Town Council's Facebook Page.

Section 1: Background

Purpose of the Strategy

The goal of the Communications and Engagement Strategy (the Strategy) is to provide a broad strategic framework for Crediton Town Council ('the Council' or 'Town Council') to develop its external communications.

The Strategy is a living document. It should be reviewed regularly and updated. This will help to ensure that it assists the Council in meeting new challenges.

The Strategy's aims are to support and assist the Council to:

- Take a more strategic and proactive approach
- Achieve its overarching objectives
- Develop a clear identity with distinctive messages
- More effectively engage with the community it represents
- Develop new communications channels and strengthen existing ones

A proposed work plan has been provided at appendix A.

The results of a survey and notes from a workshop session have been provided in a separate document (appendix B).

The Town of Crediton

Crediton is in Devon and is situated to the north west of Exeter. It is in the valley of the River Creedy. The town is occasionally called 'Kirton' with locals referring to themselves as 'Kirtonians'. At the time of the 2021 Census the population was estimated to be 8,070. This was higher than the 2001 Census when the population was 6,837.

The modern Civil Parish is in Mid Devon District Council. It covers the whole of the urban area that makes up the town. It also extends to the south taking in some countryside. The train station is to the south and set slightly apart from the main settlement.

Crediton is a focal point for several communities that surround it. This would include Civil Parishes such as Shobrooke, Crediton Hamlets and Sandford. Crediton is therefore the principal market town for around 22,000 people.

Crediton has a long history. Its name is thought to derive from 'Cridiantune' meaning 'Farmstead on the River Creedy'. It is thought that Saint Boniface (Winfrith) was born in the town. A See

was established in the early 900s. In 1050 it was transferred to Exeter. In 1086 the settlement was mentioned in the Domesday survey.

During the medieval period the market town developed a strong wool trade industry. In more modern times Crediton had a diverse range of industries. This included shoemaking, leatherwork, agriculture, dairy, tinplating and the manufacture of sweets and drinks.

The town today still some limited industry in addition to shops, pubs, and restaurants. There are regular markets and events in the town as well as a lively arts scene.

Being close to both Dartmoor and Exmoor the town enjoys high visitor numbers. Having a training station and being situated on an A-road makes the town accessible. Leisure pursuits such as golfing, fishing, riding and outdoor activities are catered for.

Historical buildings of interest in the area include Crediton Parish Church and The Downes, the house where Redvers Buller was born.

In addition to the Town Council's facilities Crediton also has services provided by other public authorities. It has several primary schools and a secondary school. There is also Crediton Hospital, which is a community hospital.

The Town Council

Crediton Town Council has 12 councillors divided into two wards. There are six councillors in the in Boniface Ward and a further six in Lawrence Ward.

As is common with other town councils the Chair of the Council is styled as the Mayor. They represent the Town Council at civic events and functions.

There are four standing committees of the Council: Town Strategy & Planning; Council Affairs & Finance; Community & Environment; and, Climate Emergency. There are a further three sub-committees: Grants; Parish Paths; and, Christmas in Crediton. The [Terms of Reference](#) for the committees and sub-committees are available on the Council's website.

The Council undertakes the core functions of a local council, for instance, as a statutory planning consultee and representing community views. In addition, it is also responsible for a wide range of other services and functions. For example:

- Three allotment sites
- The War Memorial, St Boniface Statue and Millenium Cross
- The Bandstand and Newcombes Meadow
- Public conveniences
- People's Park and play areas
- Old Landscore School and Council Offices
- CCTV

- Town Clock
- Grant funding
- Floral competition
- Support or management of events
- Campaigns or activities. For example, the Redvers Ramble and Keep Crediton Clean

The Council employs 8 members of staff and a number of peer mentors. The Town Clerk is the most senior officer and is also the Responsible Financial Officer.

The precept for the 2023/24 financial year is £450,000 with an anticipated total income of £467,220. The precept therefore makes up the bulk of the Council's income.

Relevant Council policies

The Council has many policies which impact on its external communications:

- Communications and media policy
- GDPR policies and procedures
- Protocol on Member and officer relations
- Volunteer policy
- Community engagement strategy
- Social media and electronic communication policy
- Complaints procedure
- Community grant policy

The considerable body of policies is not unusual for a large town council. However, there is probably scope for some degree of review and rationalisation.

For instance, social media is covered in both the Communications and Media and the Social Media and Electronic Communication Policies. The Community Engagement Strategy is a very useful document which could be reviewed, made more accessible and publicised widely.

The Council has developed a Strategic Plan for 2021-2025. It is a comparatively concise and easy to follow document. It is quite refreshing to read such a clear strategic plan. It sets out the 'core aims' along with review details. The 'core aims' identified in the document are:

1. Managing development

- Finalise the Neighbourhood Plan for Crediton
- Ensure that Crediton Town Council plays an active role in planning decisions
- Improve areas within the control of Crediton Town Council
- Encourage sustainable development where possible, as a commitment to the Climate Emergency

- Engage with the Local Planning Authority on the allocation of developer contributions to appropriate projects in the town
- Work with our partners to make CREDITON a connected town, with cycle route provision being a high priority

2. Providing Services

- Consider the value to the community and financial implications of taking on devolved services from Devon County Council and Mid Devon District Council to ensure the retention, as far as possible, of services such as grass verge cutting and seasonal bedding
- Work towards our open spaces being accessible to all
- Continue to provide allotments on the three council-owned sites
- To ensure that we offer good value for money when providing services, facilities and open spaces
- To provide and maintain a public realm CCTV system

3. Building Relationships

- Offer strong leadership
- Continue to provide community grants to groups and organisations, to enhance the health, wellbeing, and future of CREDITON
- Maintain and develop our relationships with partners, community groups and organisations and create multi channel communication
- Provide excellent service at all times
- Work always within legislation and best practice

4. Promoting CREDITON

- Encourage and work with partnership organisations in organising community events and projects that attract visitors
- Develop the successful Christmas in CREDITON and Floral CREDITON events
- Ensure the preservation of the town's historic assets
- Support local businesses, where possible, to safeguard the High Street
- Provide good quality, accessible public conveniences and attractive open spaces
- Continue town maintenance services, taking pride in where we live

5. Strengthening our community

- Address the Climate Emergency through emerging policy and practical changes in how we deliver services, carry out maintenance of public spaces and organise our own administration
- Maintain financial support and management to the provision of youth work
- Work collaboratively with existing groups and stakeholders to promote the character and importance of our town
- To raise our standards by participating in accredited award schemes

Section 2: Review of current communications

This section will review the Council's current external communications. It is important that the Council can identify what is working, as well as what is not. There is also a need to identify where there is scope for improvement.

Identity and branding



CREDITON
TOWN COUNCIL

The Council has a core identity and brand, that of 'Credition Town Council'.

The Council has a logo which takes the form of an oval. The logo is presumably a digital recreation of the seal used in 1469. In the boarder are the words 'The selle of the borowe town of Credyton.' In the centre of the logo is the figure of a Bishop or Archbishop on a field of red. The figure is making the Hand of Benediction gesture and holding a crosier. The digits '14' and '69' are either side of the figure. The figure is wearing vestments of blue, white, and yellow.

The logo is clear and impactful. An unintended 'side effect' of the design is that it works surprisingly well across a range of media. For instance, on a newsletter, noticeboard or as a social media profile picture.

However, it is not entirely clear that it is the Town Council's logo. The 'seal design' is used by other organisations in the town. It could easily be mistaken for a church logo. Unfortunately, on some occasions when the Council's name appears it is next to that of another local authority.

A recent addition has been the words 'Credition Town Council' in a *sans serif* font.

Beyond the logo the Council has limited formal branding in place. What there is has most likely been developed largely through organic processes. For instance, there is some consistency of colour on the website which is taken from the logo. There is also some consistency in relation to typography where the same font is used.

There has been some attempt at creating consistent messaging. For instance, the Strategic Plan speaks to this. However, there appears to be an appreciation of the fact that a more strategic, consistent, and clear approach is required.

Sub-brands

The Council has a surprisingly large number of what could best be described as sub-brands. There is no 'brand family' this is where an organisation creates different logos with a similar theme. For instance, the BBC or Virgin. The word 'sub-brand' has been used because they sit below the core brand of the Council.

The sub-brands have been created in a largely ad hoc fashion to meet specific needs. Each has been developed to varying degrees. Crediton Youth Service appears to be the most developed. Crediton Warm Spaces is the least developed.

There are issues with having many sub-brands. It requires a clear strategic approach and additional resources to manage. The Youth Service sub-brand might be as well developed as it is because it has a specific team dedicated to working for it.

An additional issue with the high number of sub-brands is that the Council's principal identity can get 'lost'. It is not always obvious that the Town Council is directly responsible for them.

Keep Crediton Clean Campaign



The sub-brand is associated with a public information campaign aimed at the reduction of littering and dog fouling in the town. [The page on the Council's website](#) has a leaflet and several posters. Presumably the leaflet was distributed along with the posters.

There is a logo in the form of a roundel. In the centre of the roundel there is a stick figure dropping waste in a bin. The words 'Keep Crediton Clean Campaign' are around the edge in a sans serif font. The colouring of the lettering and the background do not contrast well.

The Town Council's address is on the leaflet. However, it is next to a link to the Devon County Council website. On the posters the Town Council's name appears on them, but it is 'hidden' at the bottom.

Crediton Warm Spaces

This was presumably a recently created sub-brand in response to the surge in energy prices. [A website page](#) sets out the basics of the initiative and provides information about the Town Council's role. On the website page there is a poster.

There is no distinct branding on the poster, and it does not obviously tie in the Council's logo. Only the Council's website address hints at the organisations coordinating role.

Redvers Ramble and other walks



This 'niche' sub-brand is used on the website and leaflets associated with walking. The brand is in essence a logo in the form of a footpath signpost with the words 'Redvers Ramble & other walks' on it.

It is undeveloped and does not seem to have been altered since its creation in 2016. The signpost is red and therefore has some continuity with the Council's logo colours.

The '[Redvers Ramble and other walks' leaflet](#) highlights well the wider issues with the Council's sub-branding. On the leaflet the Town Council and its logo is on the last page. It is mentioned alongside the County Council.

Crediton Youth Service



The most developed sub-brand which appears across many of the Council's communications. Regardless of the communication channel used the service offer is clear and distinctive.

The sub-brand has a [separate page on the Council's website](#). It also appears on several of the newsletters. This will hopefully contribute to the number of those taking up the service offer.

The reason for its development is clearly so that it appeals to younger people (and presumably their parents) who are the 'target group' for the service.

Unlike many of the other sub-brands the connection with the Town Council is clear. The Council's logo often appears alongside the Youth Service logo.

The Crediton Youth Service logo is clear and distinctive. It can be easily and effectively used across a variety of media. The only slight issue with the sub-brand is that it is focused on the 'Youth Club'. [The Council's website](#) states that the service is more than that:

"Detached youth work: Not all young people want to come to our youth club and so our detached youth work team meet young people where they are, on the streets and in the park, offering conversation, activities and support."

The Youth Service has a separate [Facebook Page](#) with 140 followers and an [Instagram](#) account with 89 followers. Both appear to generate appropriate content about once or twice a week. However, there is a limited use of video content.

Despite the brand being clear some consideration might need to be given to reach. The main Facebook Page of the Council has a much larger following. Consideration should be given as to how the sub-brand could grow or greater use made of the other communication channels to promote it.

Christmas in Crediton



The sub-brand is linked to specific events which take place in the run-up to Christmas. There is no specific logo. The colour scheme used is of winter festival colours (green and yellow) and the Town Council's logo is prominent on the [Facebook Page](#).

The sub-brand seems to be used exclusively on Facebook and Instagram. The Facebook Page has a following of 1.7k, which is impressive. The Instagram account has only 51 followers. The sub-brand does not seem to appear explicitly on either the Council's website or in newsletters.

There is no issue with having such a sub-brand. However, it is not clear why it has been created or how it adds to the Council's communications mix. For example, the sub-brand's Facebook only generates significant amounts of content for a few months of the year. None of the content on the sub-brand Facebook Page would look out of place on the Council's main one.

Human resources and budgets

Limited human and financial resources were identified as issues during both the pre-workshop survey and workshop. The principal problem identified were, the volume of projects, limited time, and a lack of long-term focus.

Currently there is no dedicated human resource for communications. This is not unusual for the parish and town council sector as whole. However, the larger the local council the more likely it is that it would need or have dedicated communication human resources.

No single committee or sub-committee appears to have a specific remit for communications. In the governance structure there are three or four committees and sub-committees that could provide strategic oversight.

It appears from the workshop session that no single member of staff is responsible for communications. The Town Clerk presumably has overall responsibility. However, on a day-to-day basis the postholder lacks the time to undertake additional communications work.

There is no single line or cost centre in the 2023/24 budget for communications. There are several budget lines in the 'Office Administration' cost centre that are related to communications. In addition to the above some of the lines in the 'Floral Crediton' and 'Christmas in Crediton' would support external communications. Elements of the 'Youth Work' and 'Annual Grants' lines in the 'Additional Services' cost centre will also be relevant.

Because it is not clear how some lines relate to external communications no specific figure can be given. However, it is likely the Town Council spends tens of thousands of pounds on communications in any given financial year.

The lack of a strategic, long-term, and properly resourced approach makes it more likely that the Council will adopt a 'firefighting', reactive and ad hoc stance to communications.

On a more positive note, both staff and councillors are supportive of trying new things and improving the Council's communications. There is a desire to ensure that the Council is seen to be: playing a key role, providing value for money, and reaching out to the whole community.

Tone of voice

The Council has organically developed a tone of voice which is consistently used across its communications. It's current 'default' tone of voice was described during the workshop as:

- Dry
- Professional
- Official

This is not uncommon for parish and town councils. It is seen as being 'risk free'. It is also what staff and councillors use most frequently to communicate internally. However, the downside of such an approach is that communications are all too often:

- Inaccessible
- Uninteresting to most people
- Overlooked

A formal tone of voice is appropriate for certain communications channels and in some contexts. However, in many situations, it could work against the Council. It is also unlikely that it will support the Council in engaging with 'hard to reach' groups.

From the workshop it appears that the Council would like to develop a different tone of voice for external communications. This would be one that is more:

- Engaging
- Proactive
- Relevant
- Likely to celebrate success and achievements
- Informal but not inappropriate

Communication channels

Council noticeboards

The Council makes use of a noticeboard. Formal notices and some public information is displayed. The use appears to be similar to other town and parish councils.

What could be improved

- **Market Place noticeboard:** The idea of having a noticeboard in the Market Place was raised both in the pre-workshop survey.

Community noticeboards

The Council seems to be making some use of community notice boards in community centres, shops, etc. During the workshop the matter was discussed and there was general consensus that more could be done.

What could be improved

- **Greater use of community noticeboards:** Having posters and information in community notice boards is one comparatively quick and easy way for the Council to reach a wider audience. It is likely that audiences which make little, or no use of the internet will in particular benefit from this.

- **Create a list of community noticeboards:** The Council should have a list of community noticeboards it can use. This will help it to plan its communications and ensure as many people as possible receive key messages and information.

Signage

It was mentioned in the workshop that the Council has an inconsistent approach to signage. This most likely stems from the lack of a strategic approach to communications, having too many ongoing projects, and multiple sub-brands.

For instance, it was mentioned during the workshop that the logo has been used without the words 'Crediton Town Council' on signage. Those who did not know it is the Council's logo might have been unclear about the Council's involvement.

It was also mentioned during the workshop that the Council makes limited or no effort to get those receiving grants from it to publicly acknowledge the funding received. It would not be onerous for acknowledgment in the form of social media post or a sign in a facility.

What could be improved

- **Review of signage and the development of a plan:** The Council should undertake a review of signage. Once the review is complete the Council should develop a plan to have clear and consistent signage on the sites it owns and services it manages.
- **Grant funding:** Those who receive grant funding from the Council should clearly acknowledge the funding

The Council's website

There was a high degree of recognition of the website as a communications channel. Many officers and members had engaged with the website and were familiar with it.

The website should act as the focal point for the Council's communications. It should be the place that brings together all key information and integrates the various communication channels the Council has.

What's currently working well

- The website contains a considerable amount of information about the Council's services and functions
- The use of some imagery adds to the user experience of the website
- Would appear to meet the requirements of the Transparency Code
- The 'Contact Us' page on the website is clear and easy to find
- Key services and some messages are reinforced by having dedicated pages (for instance Youth Work and Climate Emergency)
- Clear contact details
- Use of branding

- Council's logo and name appears prominently
- Navigation is overall easy and coherent

What can be improved

- **Setting out a clearer identity:** The description of the Council and its functions are useful. However, it could be in plainer English. The Council should also set out clearly what it is not responsible for. An 'Frequently Asked Questions' section and A-Z service guide might be useful.
- **News and events:** The page is focused primarily on newsletters. There are only a handful of articles and links to external news. More could be made of the page.
- **Navigation:** The addition of a site map and search function would be useful.
- **Information:** Information is not always easy to find. For instance, plans and policies are spread out over multiple website pages. The Youth Work service is spread out over 5 different pages, and it is not obvious why. Some content is quite old and could do to be reviewed. For instance, the Clean-up Crediton and Redvers Rambles pages.
- **Integration between the website and social media:** The homepage has a widget for the Town Council's Facebook Page. None of the other social media appears to be mentioned. There are no social media buttons at the top of the page. There appears to be no mention of the Youth Service's social media on the dedicated website page.
- **Call to Actions (CTAs) up front:** It is important to get across key messages and calls to action as one of the first things that visitors see when they visit the website. This could for instance be a CTA to sign up to take part in a survey. The Council should give more thought as to how to make its CTAs clearer and more prominent.
- **Accessibility:** A basic accessibility check was done on the website. A few minor issues were found. The Council might wish to consider having a more regular check for accessibility. The accessibility statement does not appear to have been reviewed (and presumably a check done) since August 2020. The Council might also wish to consider if it could use less PDF documents and increase the amount of information in a HTML.

Social media

On 9 August 2023 a simple benchmarking exercise was carried out on the Council's social media account.

The goal is to ascertain how the Council is performing in relation to other local councils. The number of followers was compared with other similarly precepting local councils.

Where possible local councils geographically close by or with similar characteristics were selected. This was done because followers are more likely to receive content, assuming paid adverts are not heavily used.

The exercise was conducted using the Council's principal Facebook Page. Figures for the sub-brands have been provided in the Brand and Identity section of this Strategy.

Results of the social media benchmarking exercise (9 August 2023)

Social Media Channel	Crediton TC	Ventnor TC (Isle of White)	Honiton TC (East Devon)	Hornsea TC (East Riding of Yorks)	St Agnes PC (Isle of White)
Facebook	1.2k	252	751	1.3k	1k
X (Twitter)	374	N/A	183	86	107
Instagram	84	N/A	N/A	N/A	0
YouTube	N/A	60	N/A	N/A	1
LinkedIn	N/A	N/A	29	N/A	0

The Council's use of social media channels is broadly in line with other similarly local councils.

It has the highest number of X (Twitter) followers. However, the account is effectively dormant with no posts since 20 January 2023. It was noted that for the similar local councils above X was also either dormant or underutilised.

Several of the other local councils were using additional social media. However, it was either being used in a 'holding capacity' to give the Council presence on that social media platform or it was dormant.

In reference to Facebook followers, the Council sits at the higher end of the table. The setup of the Facebook Page is good. Content is regular and varied. Except for meetings there is limited use of video.

There is a lot of sharing from other local authorities. There is limited development of two-way conversations (answering questions, sharing info, etc). Some effort is made to make the tone more accessible and less official.

Not all posts have been looked at as part of the review. However, a lot appear to go out during the middle of the day or late afternoon. This is that is unlikely to be the time that people will be using social media. More use could be made of a scheduling tool, such as the one in the Meta Business Suite.

What could be improved

- **Consistency of messages relating to goals and priorities:** The Council should take a more strategic approach and put its key messages and priorities front and centre.
- **Developing engagement:** The Council could make more use of surveys and polls.
- **Use of video:** Currently there is little video content except for meetings of the Council. This means that the Council is missing out on a range of opportunities to engage even more effectively.
- **Review and rationalisation of social media:** The Council through its core brand and its sub-brands maintains a considerable 'reach'. Some social media is underutilised (X (Twitter) and Christmas in Crediton) and some is used but has a relatively low number of followers (Youth Service). The Council might want to consider if such an arrangement constitutes the best use of resources.

Newsletter

The Council has a newsletter called the 'Update'. From the contents of the Council's website, it appears to be produced infrequently. In the current year it has been done on a quarterly basis in January, March, and July.

It was reported that the newsletter does have some physical distribution. The newsletter goes up on the Council's website in PDF format. There is a plain text format in the form of a PDF. Old editions of the newsletter are placed on the website in PDF format or as a PNG image file.

The newsletter is designed and produced in-house. The Council's logo and name is prominent on the first page. There is a good mix of photos and text. The articles are easy to read and in plain English. There is a good mix of news and upcoming events.

What could be improved

- **Messaging:** There is some development of messaging. For instant good news and Council activity is reported on. However, opportunities to engage and to develop key messages, such as the difference between the Council and other authorities is missed.
- **'Calls to action'** could be developed more. For instance, instead of having half a side of A4 with contact details people could be encouraged to visit the Council's website to find out more. In the most recent edition there are no polls, surveys, or comment boxes.
- **Distribution of the physical newsletter.** The physical newsletter could be distributed across a wider area of the town. This could help the Council engage more widely with every audience. News about upcoming events and important issues could help to raise attendance, participation, and awareness.
- **Email newsletters (e-Newsletter):** The Council could in time consider the creation of a new email newsletter.
- **Town Guide:** The Council could develop a town guide. Many areas that have tourism as a focus will have such a guide. Such an approach could allow for a review and rebranding of the Redvers Rambles. It could also be an opportunity to strengthen existing relationships with external groups and to create new ones.

Elected members communications

The pre-workshop survey appears to have had limited engagement from councillors. One councillor was present during the workshop. However, there is acceptance that councillors play an important role in the external communications of the Council.

There is a general enthusiasm from Members to engage with communications. A clear desire to connect with the community and develop a genuine conversation. The role of the Mayor in being the 'front face' of the Council and having an important civic role was identified.

This Strategy is focused primarily on external communications. However, concerns were raised that external communications are not as effective as they could be because of issues with internal communications.

What could be improved

- **Hard to reach groups:** Councillors could play an important role in reaching 'hard to reach groups' and communities.
- **Communications training:** Members could benefit from regular training in how to build two-way conversations with the community and effective communications.
- **Raising the profile of the Council:** Increased interaction with local groups and organisations will help to raise the profile of the Council.
- **Partnership working:** An increase in interaction will also lead to involvement with projects and partnership working. This will allow the Council to demonstrate value to the community and create strong links with the groups it works with. One easy thing to do would be to create a list of stakeholders that need to be engaged with.
- **Internal communications:** A more consistent and strategic approach should be developed in relation to internal communications. The goal would be to ensure that all staff understand key messages and issues.

Press release and articles

The Council makes some use of press releases. Unfortunately, it does not appear that press releases and articles are put on the website. It should consider making more of the opportunities that press releases and articles give. They allow the Council to reach out to new and hard to reach audiences. It will also help it to develop relationships with the local and regional media.

What could be improved

- **Reuse press releases and articles:** An advantage of writing press releases is that the information can be reused for posts on the website, social media posts and newsletter content. The same is also true in reverse. For example, the Council could look to quickly turn newsletter articles into press releases for instance.
- **Develop a plan:** The Council should consider the development of an informal plan for the creation of press releases. This would be a particularly useful step in relation to events and making major announcements. The plan should be informal and adaptable, but still provide a framework to work towards.

Public facing communications by officers

The enthusiasm of public facing officers to engage with the community was mentioned. However, little thought seems to have been given to the key role officers (or those contracted or supported by the Council) play in external communications.

Whilst it was recognised that officers did engage with the public, no steps have been taken to provide messages or communications training.

An issue with internal communications was identified during the workshop. There is no single person who has responsibility for communications on a day-to-day basis. There is also no long-term and strategic approach to either internal or external communications.

In addition to the issue identified above there seems to be limited understanding from Members of the finite human resources available in terms of staffing. Limited time and the need for additional resources was mentioned several times in both the survey and the workshop.

What could be improved

- **Training:** As part of the induction programme public facing members of staff should be provided with basic messages and training in how to communicate the Council's objectives. For officers involved with communications there might also be a requirement for crisis communications training.
- **Internal communications:** A more consistent and strategic approach should be developed in relation to internal communications. The goal would be to ensure that all staff understand key messages and issues.

Section 3: Strategy

Key messages and tone of voice

The key messages are in bold. They are the information the Council should be attempting to get across in its external communications.

The messages which are not in bold build on the key messages. They could be used in specific communications and contexts.

Crediton Town Council ...

Serves the community of Crediton

- Community is at the heart of everything we do
- Your Town Council manages or provides the following important services: (((INSERT)))
- We are currently working on the following projects for our community: (((INSERT)))

Committed to providing value for money

- We provide grant funding community groups in our area. Last year the Town Council's funding supported: (((INSERT)))
- Have your say about our priorities. Take part in the participatory budget.
- In the past five years we have achieved the following:

Listens to what you have to say

- As an open and transparent Council, we want to hear what you have to say.
- Take part in one of our regular surveys.

Tone of Voice

The Council's external 'tone of voice' will as a default be:

- Engaging
- Proactive
- Relevant
- Celebrating success and achievement
- Informal but not inappropriate

Audiences

Below is a list of audiences. These are the groups of people that the Council either communicates with or wishes to. This represents a starting position that will need to be refined.

- Residents
- Visitors
- Those working in the area
- Businesses
- Higher tier authorities
- MP / PCC / regional and national government
- Press and media
- Emergency Services
- Other parish and town councils
- Third Sector - Charity/Voluntary groups
- Community Organisations
- Service Users
- Staff and contractors
- Councillors

Audiences requiring specific focus were identified during the workshop as:

- Commuters and professionals

Audience: Commuters and professionals

Communications Objectives

- Proactively listen to and seek views from different parts of the community, as well as from individuals and groups that may not regularly interact with the Council.
- Build a sustainable way of communicating with an audience that is often 'time poor' and can feel disengaged.
- Ensure that the whole community has a voice and can fully engage with the Council. In other words, make communication with the Council as 'frictionless' as possible.

Key messages

In addition to the Key Messages this audience should receive the following specific message:

- Specific messages demonstrating how the precept has been used in support of their community. For instance:
- The Council supported (((INSERT))) events
- The Council maintains (((INSERT))) services

- Have your say about our priorities. Take part in the participatory budget or one of our regular surveys.

Communications channels to promote the key messages

- Ensure that newsletters and leaflets have a simple feedback mechanism - such as a QR code that leads to a quick and simple form
- In areas where there are lots of people from this audience humanise the council by providing literature with 'real people's' faces on them
- Increase the use of video on social media and the website - ensure that closed captions are provided
- Consider in time using social media such as LinkedIn
- Social Media - provide quick feedback forms, surveys and polls
- Develop and use an email newsletter
- Community and shop noticeboards
- Newsletter (physical and an email Newsletter) - with a small section focusing specifically on the area
- Councillors acting as community representatives - specific surveys or street surgeries
- Use the key themes, such as, climate change and sustainability to engage
- Consider how people from the area can feel part of the decision making. This could include the live streaming of meetings, allowing people to have their say remotely or specifically surveying the area when decisions are being considered that only impact it.

Communications Objectives

In this section we have tried to link communication objectives to the Council's core strategic aims. The current Strategic Plan period will come to an end in 2025. This section will therefore be somewhat timebound. However, it could provide a useful starting point when the Strategic Plan is next reviewed.

To avoid repetition the bullet points under each area have not been included in this section. They can be found at section 1 'Background' of this Strategic.

1. Managing development

Communications objectives

- Highlight success and work towards achieving sustainable development
- Signpost residents to sources of advice and support when undertaking renovations
- Represent the community's views on issues to principal tier authorities and developers.
- Engage with higher tier authorities to try to ensure that sustainability is considered at all stages in the planning process
- Undertake regular reviews of documents, content, surveys, etc

- Gather information that demonstrates that projects and funding are having a positive material impact
- Work with partners to promote activities that improve the connectedness of Crediton
- Develop responsive mechanisms to measure the communities' assets, needs, opportunities, rights, and responsibilities. Such information should be gathered and regularly reviewed
- Make clear the role the Town Council plays in supporting sustainable development and growth
- Further develop and sustain partnership working arrangements to drive sustainable economic and employment growth
- Highlight any work undertaken to protect green space and to promote biodiversity
- Develop communications channels with audiences and parts of the community engaged in the protection and enhancement of the natural environment
- Promote specific aspects of the Council's services and events that support the natural environment and biodiversity
- Raise awareness about the Neighbourhood Plan

Key audiences

There are three key audiences:

- **Developers and planners.** The objective with this audience should be to engage and develop sustainable and appropriate planning for the town. Presumably the Neighbourhood Plan will play a key role in this area.
- **Residents and service users.** A specific objective should be to demonstrate the positive role the Town Council is playing in improving sustainability and the environment. Signposting and support for residents wanting to improve sustainability will also be key.
- **Local groups and organisations.** Local groups promoting sustainability, bio-diversity and tackling the climate crisis should be engaged with. The goal would be to allow for effective signposting to those who need it, to gather support for sustainable growth and the promotion of the work being undertaken by the Council.

Key communications channels to promote the communication objectives

All communication channels available to the Council will play a key role. However, for this objective councillors and senior officers engaging with planners and developers is likely to be key in achieving the Council's objectives.

2. Providing Services

Communications objectives

- Engage with higher tier authorities to encourage devolution of assets and services to the Town Council;
- Capture sufficient data to be able to develop insights and to demonstrate sustainability and value for money

- Highlight the work undertaken to by the Council to promote accessibility
- Regularly report back to residents on progress made on sustainability projects
- Demonstrate value for money regularly but particularly during the budget setting process
- Develop communications that support an asset based approach with the objective of supporting community initiatives
- Proactively listen to and seek views from all parts of the community, as well as from individuals and groups that may not regularly interact with the council
- Specifically reach out to under-represented audiences and those that have lower engagement with the Council

Key audiences

Residents and service users are the key audience for this objective. It will be important to build and develop sustainable mechanisms to collect views, feedback, and user experience. Businesses and visitors to the town will also form an important audience.

Key communications channels to promote the communication objectives

Many communication channels will play a role in relation to this objective. The following are likely to be the most important:

- Noticeboards
- Community noticeboards
- The Council's website
- Social media
- Newsletter and e-newsletters
- Press release and articles
- Public facing communications by officers
- Service user communications

3. Building Relationships

Communications objectives

- Identify priorities to meet the needs of our community, both as an individual service provider and a partner, and ensure that these take account of national and regional priorities
- Work closely with other councils and organisations associated with the area
- Develop partnership working arrangements where possible
- Ensure that we reach as wide an audience as possible through partnership work
- Consistently deliver on shared priorities and objectives
- Amplify shared campaigns, particularly those relating to the Council's strategic objectives and key areas of focus
- Work with others to promote awareness of the visitor and tourism offer for the area

- Work with partners to make public spaces more accessible
- Develop mechanisms to promote collaboration and the sharing of information between partner organisations
- Celebrate and highlight success all year round
- Further develop and sustain partnership working arrangements to drive economic and employment growth
- Involve stakeholders with user-satisfaction surveys and other customer feedback
- Work with partners to get them to more effectively signpost to the Council

Key audiences

There are a wide range of groups that make up the audience for this communication objective. The following is not an exhaustive list:

- Businesses
- Other councils and authorities
- MP / PCC / regional and national government
- Third Sector - Charity/Voluntary groups
- Community Organisations

Key communications channels to promote the communication objectives

This objective will require the use of a wide range of communications. It is arguably the most complicated area because it will require a sustainable mix of the following:

- Information and promotion – social media, the website, newsletters, articles, and noticeboards
- Engagement – Mix of face-to-face communications and direct written communications (digital and physical)
- Feedback and comment – Ensuring there are mechanisms to collect views such as email, surveys (digital and physical) and online polls

4. Promoting Crediton

Communications objectives

- Clearly communicate to residents, businesses, organisations, service users, partners and stakeholders the Council's priorities and work it undertakes across all council communications
- Build a narrative of what the council does do and what it does not do, furthering the council's culture of transparency, accessibility, and accountability
- Use council communications to consistently promote the Council's brand and achievements
- Develop a clear brand for the Town Council that is distinct from other councils and that reflects our aspirations for Crediton

- Use council communications to consistently reach out to all areas of the community and build a strong sense of identity for the town
- Undertake regular reviews of documents, content, surveys, etc. The objective is to ensure that they are clear, accessible and in plain English
- Ensure that all sections of the community can access and take part in surveys and consultations
- Work with partners to promote activities that improve outcomes and highlight any successes
- Clearly advertise the opportunities that the community has to make its voice heard or to have a say in decision making
- Develop ways of co-producing communications materials with key audiences
- Proactively listen to and seek views from all parts of the community, as well as from individuals and groups that may not regularly interact with the council
- Specifically reach out to under-represented audiences and those that have lower engagement with the Council
- Work with others to promote awareness of the visitor and tourism offer for the area
- Work with partners to get them to more effectively signpost to the Council

Key audiences

This objective will in effect call for communication with the entire community as well as visitors. Promotion will also require engagement with partners outside of the town.

Key communications channels to promote the communication objectives

The objective will require the use of every form of communication. Digital communication, particularly social media, in relation to tourism is likely to be key to achieving the objectives of the Council.

5. Strengthening our community

Communications objectives

- Identify priorities to meet the needs of our community, both as an individual service provider and a partner, and ensure that these take account of national and regional priorities
- Develop partnership working arrangements where possible
- Ensure that we reach as wide an audience as possible through partnership work
- Consistently deliver on shared priorities and objectives
- Amplify shared campaigns, particularly those relating to the Council's strategic objectives and key areas of focus
- Develop mechanisms to promote collaboration and the sharing of information between partner organisations
- Celebrate and highlight success all year round

- Further develop and sustain partnership working arrangements to drive economic and employment growth
- Involve stakeholders with user-satisfaction surveys and other customer feedback
- Make clear the role the Town Council plays in supporting sustainable development and growth
- Highlight any work undertaken to protect green space and to promote biodiversity
- Demonstrate and celebrate the success of the youth work service
- Promote the success the Council has had in achieving accredited awards

Key audiences

An objective that will call for engagement across a wide range of groups. There will clearly be a particular focus on community groups and organisations, stakeholders, young people, and the parents of young people.

The key communications channels to promote the communication objectives will be similar to those set out for core objective 3 'Building Relationships'.

Section 4: Recommendations

Our recommendations

This section contains recommendations for the Council to consider. The recommendations are based on our research and the information gathered.

The Council must consider carefully what recommendations it will implement and over what timeframe. The budget and human resources requirements should also be considered.

It is unlikely that the Council will be able to implement all the recommendations in one go. It will most likely take several years.

If the Strategy is endorsed by the Council, we will work with officers to create a Communications Plan, running between late 2023 and Spring 2025. The plan will set out a timeline for communications activities and SMART targets.

We will support the council to implement the Communications Plan through our Council Hive (Premium) service.

Appendix A sets out a Proposed Work Plan. This has been provided to give a broad indication of the timeframe and to make visualization of the recommendations easier.

Review of human and financial resources

Consideration should be given in the first instance as to how the recommendations and suggestions will be implemented. Most importantly, consideration should be given as to who will undertake the work.

We also recommend that the Council review its communications budget lines. Currently communication budget lines are split over several cost centres. Having dedicated communication budget lines would help to plan and resource appropriate community engagement. It would also assist in making the Council more proactive.

The Council should also consider giving oversight of communications to a single Committee of the Council. Currently it is not clear which specific Committee is responsible.

Specifically in relation to human resources we have listed four broad approaches below. All have obvious pros and cons attached to them. It's worth noting that they are not mutually exclusive, and a 'mixed approach' could be taken. The broad options are:

1. **Do nothing or very little:** This would see the status quo continue largely unaffected by this Strategy and the issues raised. While this might seem like an attractive approach the long-term benefits will be minimal. This is because of the time and resources which are put into maintaining an ad hoc and responsive approach.

2. **Minimal change to the current arrangements:** This arrangement would see some change, but the current arrangements would be broadly stuck to. The goal with this approach would be to make small changes to improve efficiency and effectiveness.
3. **Contract out communications:** Many organisations and councils enter arrangements for others to manage communications for them. The Council could look to have another organisation manage some or all its communications.
4. **Create a new post:** Create a new staff role with strategic oversight and management of communications.

It is unlikely that with the current human resources at its disposal the Council will achieve its objectives. This is not a criticism of the Clerk or the team. They have achieved a lot despite the pandemic and high workload.

Option 1 could be pursued, but it would most likely mean the Council continuing to adopt a responsive approach to communications.

In relation to option 2 there was a degree of 'scepticism' during the workshop about 'finding' additional time and human resources. It feels from the evidence that a point has been reached where more human resources and time is required.

Our recommendation would therefore be for the Council to undertake what it can as per option 2, but to consider options 3 and 4. We feel that those options are the most likely to support the Council in achieving its objectives.

The fourth approach which would lead to the creation of a 'Communications Officer' or a similarly titled role. There are clearly many issues to consider, such as budgets, job descriptions, etc. However, were the Council minded to pursue option 4 we suggest that the focus of the role should be:

- Strategic oversight of external communications across the council;
- Lead on the overall delivery of the implementation of this communications strategy;
- Develop and implement a resource-appropriate council-wide communications plan, with key deliverables and timescales, across each service area and channel;
- Create and develop high-quality content;
- Monitor and report on KPIs;
- Assist in the development of an internal communications plan;
- Use a range of tools and techniques to proactively communicate and engage with different audiences using identified key messages, and;
- Regularly liaises with staff from each service area, to understand the issues, their needs, and requirements, as well as messaging issues.

Undertake a branding exercise

The Council could consider undertaking a branding exercise. This could be done externally by a graphics designer, branding consultant or communications expert.

Regardless of whether the Council undertakes a branding exercise it should employ a consistent approach to its brand. The need for a stronger and clearer Council identity was mentioned in both the survey and during the workshop.

There is a particular issue with the high number of sub-brands that the Council has. The creation of a 'brand family' could be a sensible way forward.

The goal of the exercise would be to establish a clear identity and to create a style guide. This would create a more consistent and clearer brand for the Council. It could also assist in:

- The development of identity for the Council;
- Making clear the services managed by the Council;
- Making the distinction between the Council and other authorities clearer;
- Helping to develop a more engaging tone and approach to communications, and;
- Greater consistency of language, messaging, and imagery.

Key performance indicators (KPIs)

The Council should regularly review important KPIs. This would allow the Council to monitor the reach and effectiveness of its communications. KPI tracking should be undertaken monthly. It could be reviewed once a quarter either informally or formally through a committee.

Examples of digital (online) KPIs:

- Digital surveys
- Feedback and responses received
- Participation rate
- Analysis of surveys - tracked year on year
- Website page views and behaviours
- Length of visit on each website page
- Which pages are accessed by users and user journey
- Social media 'Insights' data: including post views and engagement data, as well as more basic metrics such as page/account followers
- For example, key Facebook KPIs should include:
 - Page summary statistics
 - Reach and engagement levels for posts over time
 - No. minutes of video viewed for specific video content
 - Demographic breakdown (gender, age) for video content

- Number of messages received through digital channels, including email and via social media
- Signposted clicks to other websites
- Email newsletter click through rate

Examples of physical (print and in-person) KPIs:

- Feedback and responses received to print-based surveys
- Analysis of surveys - tracked year on year
- Event based surveys - enquiring how people found about the event
- Press release coverage
- Articles in other organisations newsletters coverage
- Newsletter interaction - based on 'Call to Action' take up

Carry out annual surveys

A key objective should be to understand how residents view the council and to what extent residents understand the work the Council does. Effectively, taking the pulse of the community.

To properly understand these issues, we recommend the Council should aim to carry out an annual survey.

This would ideally be done in both print and digital formats. The survey would ask a range of open and closed questions about residents' priorities. It would also seek to track public opinion on Council messages, projects, and initiatives.

The findings of the survey could be included in the Council's annual report. They could also inform the Council's priorities and plans, as well as the development of services.

This annual cycle of survey and report will build up a picture of the shifting priorities of residents. It should also provide key measurables to allow the Council to assess effectiveness of its communications.

Key points to consider when conducting a survey:

- Ideally carry out a survey in both print and digital formats, to ensure maximum return
- Printed version of the survey: either delivered to every house through a reliable delivery service or through Royal Mail's Door To Door service (which delivers based on Post Code sectors). Alternatively deliver to local venues, such as cafes, leisure centres, libraries, etc and signpost people to collect from there, as well as having some centrally available at the council
- Digital version of the survey: promoted through the council's website, email newsletter and across all social media channels. Make use of paid-for social media advertising (especially on Facebook), which allows you to effectively target anyone living within Post Code sectors within the Council's boundaries, even if they don't currently engage/follow/like the council on social media

- Promote using local media - press releases to local newspapers, publications, radio etc all work well if the survey has the right media angle
- Consider what you're trying to achieve, and what you want to know. Ideally have a balance of open and closed questions, with the closed questions being binary choices, scales, or multiple-choice options
- Consider the effective use of digital surveys: Tools such as TypeForm or Survey Monkey are both powerful, inexpensive and provide reasonable built-in reports for closed questions
- Consider whether to outsource the entire process to a third-party company to manage the survey process end-to-end

Carry out regular surveys

Assuming there is sufficient capacity the Council should consider establishing a more regular cycle of surveys. This would complement the insights gained from the Annual Survey as well as providing more up to date feedback from the community.

The 'regular surveys' could also be targeted to specific audiences through specific communication channels. For instance, there could be a quick digital survey on social media focusing on youth issues. Alternatively, it could be a physical survey for service users that goes out with the newsletters.

The Council could have a formal plan or could take a more informal approach. There are pros and cons to both. However, having a plan in the short term might be preferable as it would provide a framework to work in.

Many of the key points raised in relation to the Annual Survey are also applicable to the more regular surveys. Other points to consider:

- Given the increased frequency, who will 'own' regular surveys and plan the work?
- How often will the regular surveys happen?
- How will the more regular feedback and information gathered in the surveys be integrated into the decision-making structures of the Council?
- How could regular surveys be used to encourage residents to engage with other communications channels, for instance, social media, the website, etc?

Create an email newsletter

We would recommend that the Council set up an email newsletter through a dedicated email service such as MailChimp. Email newsletters are a cost effective way to reach local residents. Given the limited human resources available to the Council the creation of an email newsletter should be seen as a long-term project.

Email is increasingly seen as an 'official' form of communication and building a mailing list of residents is a particularly effective way to both communicate the council's messages and signpost to social media and the Council's website.

We would advise:

- The Council to review any existing email lists it holds and carries out a reconsenting programme in line with data compliance regulations to opt them into a new e-newsletter
- Using MailChimp to start a monthly e-newsletter to residents
- The Council should use its social media and website to encourage residents to sign up for the newsletter service
- Over time consider setting up separate eNewsletters for specific audiences - Climate emergency, specific groups of residents, businesses, etc
- Consider content that is beyond regular 'newsletter' style content, such as videos, seasonal messages, key service updates and announcements, etc
- Using the email newsletter to promote strategic conversations, for instance, encouraging participation in Annual Survey, the Council's programme of events, etc

Develop a social media strategy

We would recommend that the Council develop an annual social media strategy. Consideration should be given to having specific plans throughout the year for high profile events or activities.

On a basic level it would summarise what the Council plans to do and what it hopes to achieve. It should have enough detail to guide actions but remain flexible enough to respond to events. It should also set out briefly how external negative comments and activity will be handled.

The use of different social media communication channels should also be considered. We recommend that the Council should get Facebook 'right' first before it moves onto others. After Facebook is 'right' we advise the Council to try Instagram. This is because it can be managed through Meta Business Suite.

One specific aim of the strategy should be to rationalise where possible the Councils different social media identities.

We recommend that the social media strategy set out:

- How the Council will integrate social media with other communications channels;
- KPIs to allow the Council to understand what is working and what needs improvement;
- The staffing resources and technical capabilities required;
- Budgetary requirements (ads, paid for surveys, external professional fees, etc);
- Audiences focus;
- What social media channels will be used and how they will be used to communicate with different audiences;
- Broadly set out how stories will be developed, and content shared, and;
- Consider how success and positive developments will be highlighted effectively.

‘Meet the Council’

We recommend that the Council hold a series of ‘Meet the Council’ events.

Physical

We recommend that the Council hold in person events in each community. These could be ‘street surgeries’, an informal meeting in a community venue or a simple door knocking exercise.

The objective is to both ‘humanise’ the Council, make clear that the Council wants to engage and to start having a conversation. It is advisable to have an easy and clear feedback mechanism for people to use. This could be a simple survey.

Online events

Ideally, they would be a small group of councillors attending each one on a rota basis, with an officer in support. They could be held in different locations across the Council’s area. Some could be done via Zoom/Teams and then live streamed to social media. They should be short, no longer than one hour and semi-structured (yet informal).

The Council should consider starting off with councillors and officers introducing themselves. Then a nominated councillor outlines a summary of the work of the council, its current priorities, and areas of focus. Hopefully this would then lead to a semi-structured conversation and questions from members of the public.

We would recommend piloting one event initially. Consider attendance and reaction both during the meeting and afterwards. Consider whether to hold further events and how often.

Increase the use of video across communication channels

Video is one of the most powerful tools available to the Council to build positive engagement.

Good video does not necessarily have to be high-end and professionally edited, nor does it need to involve huge amounts of time or resources. Most videos can simply be taken on a mobile phone, with little editing required, if any.

It is important that captions are added wherever possible, either automatically (e.g., if being placed on YouTube, Facebook, etc) or manually using a caption-generating service.

Below we have created a table with ideas for video content that the Council could create.

Area of service / channel	Time/Effort involved	Details
Council website home page	Quick win	Create a short (1-2 mins) 'welcome' video from the Mayor, welcoming users to the site and summarising what users can access, and signposting appropriately
Social media (including YouTube)	Quick win	As recommended above. Hold a virtual meeting on key topics (or even just a 'meet the council'-style meeting) and stream to social media, to encourage and drive positive engagement with the council
Social media (including YouTube)	Quick win	Either pre-record or ideally go 'live' with short, seasonal, or topical messages from officers/key members on social media
Social media (including YouTube)	Some time and effort required - including editing	A series of videos explaining in simple terms a complex issue such as the role the Council plays in the planning process
Social media (including YouTube)	Some time and effort required - including editing	A series of videos highlighting projects and initiatives relating to key overarching objectives of the Council

Develop a plan to reach specific audiences more effectively

During the workshops it was mentioned that the Council has difficulty in effectively engaging with commuters and professionals. No local council can communicate with all audiences all the time. However, where a longstanding issue is identified consideration should be given to the practical steps that can be taken to reach a particular audience.

We therefore recommend that the Council develop a plan as to how it will communicate with 'hard to reach' audiences. The plan would include specific KPIs and a specific plan of action.

The goal would be to ensure that the Council considers all the actions it could take to reach such audiences. It would also seek to provide specific metrics by which the Council could measure its successes and identify areas for improvement. As a starting point the Council could consider the ideas set out for specific audiences in the 'Audience' section of the Strategy.

Review of the Council's website

At section two we set out some ways in which we felt that the Council's website could be improved. Our key recommendation would be that the Council consider ways that it clearly sets out a clear identity separate to other councils. We recommend that the following be considered:

- Have a page in plain English that clearly state the differences between different councils
- Consider creating a separate A-Z services guide and an FAQ section

- Make use of an introductory video on the home page
- Clearly highlight positive achievements of the Town Council
- Where appropriate reduce the use of PDFs and increase information in a HTML format
- Make greater use of analytics to understand how people use the website
- Consider the issue of sub-brands, particularly how the website could link to their social media presence

Review of signage

We recommend that the Council undertake a review of the signage. This should cover the land it manages, services it runs and projects it is involved in. The goal is to ensure that the signage is prominent so that the community is aware of the Council's services and functions.

The review of signage could take place in advance of any branding exercise. This will ensure that it is ready to create new signage straight after the branding exercise is complete.

The idea proposed of a noticeboard in the Market Place should be considered. Those receiving grant funding should be required to publicly acknowledge the Council's contribution.

Training and internal communications

We recommend that members and officers could benefit from regular training in how to build two-way conversations with the community and effective communications. This should form part of an induction programme for both. They should also be provided with basic messages and training in how to communicate the Council's objectives.

Specifically in relation to internal communications we recommend that the Council undertake an audit of skills. A regular internal survey could be conducted to establish what people's availability is to support external communications. The Council could also develop a regular email (once a month) for all councillors letting them know what has happened and is coming up.

Press release and articles

We recommend that the Council pursue some quick wins. For instance, making announcements about upcoming events. Another simple thing to do would be to develop a 'contact sheet' for the local and regional media.

The Council should actively be trying to get articles and content in local organisations communications. For example, if a local school has a newsletter the Council should see if they will put in some information about an upcoming Council event.

Consider developing a plan for the creation of press releases and articles. This would be a particularly useful step in relation to events and major announcements. The plan should be informal and adaptable, but still provide a framework to work within.

Appendix A: Proposed work plan

The table below provides a reference number and brief description of the recommendation. A suggested timeline and priority rating is given. An estimate of the time that will be required for each task. Please note that this is just an estimate, and many factors could alter the amount of time required to complete the work. For ease of reference a column has been provided setting out if a task would best be done 'in-house' (that is by the Council) or 'contracted' (could be done by an external company).

No.	Priority	Recommendation	Suggested Timeline	Est. time to complete	In-house or contracted
1	High	Review of human and financial resources. Consider the human resource requirements in relation to the core objectives of the Council and this report. Create a budget based on appendix A. In this instance a long timeframe has been suggested because it might take more than one budget round to get things 'right'.	3-12 months	5-15 working days (includes meeting/ research)	In-house
2	High	Messaging. Agree messages for each of the distinct audiences identified, to ensure the council is clear what message it is trying to communicate to which audience and when it needs to do this.	ASAP	3 - 10 hours	In-house
3	High	SMART objectives. Consider how the specific communication objectives included in the report could be 'converted' to SMART objectives.	ASAP	Maximum of 5 hours	In-house
4	High	Key performance indicators (KPIs). Establish KPIs and start to record data. This should be set out in an easy to review format. Officers could review the information quarterly and bring to a meeting of the Council or a Committee on an annual basis.	ASAP	2-3 hours initially. 1 hour every month thereafter	In-house

No.	Priority	Recommendation	Suggested Timeline	Est. time to complete	In-house or contracted
5	Medium	Policy review. Update and refresh existing communications and social media policy documents. The suggested timeline has been given so that policies are ready for review by the Annual Meeting of the Town Council. The review could include consideration about which specific committee has oversight of communications.	Within 8 months	15-20 hours	In-house
6	Medium	Branding review. Refresh and enhance the council's branding by updating the council's logo, identifying, and creating a style-guide that includes a branded colour scheme and font suite, for use throughout the council's communications. Consider specially how the Council's relationship with the sub-brands could be made clearer. External signage could be considered as well.	3-6 months	10 -15 hours if contracted out	Contracted
7	Medium	Newsletter distribution. Consider how a physical version of the newsletter could be distributed more widely. This could include paid for distribution, delivery by volunteers, dropping it off in prominent locations or a combination of methods.	12-18 months	Consideration 4-8 hours. Distribution is unknown	In-house. Distribution could be contracted
8	Medium	Creation of a noticeboard list. Develop a list of community noticeboards that the Council could use to reach a wider audience. Once complied posters should be sent out or put up in those locations. The list should be reviewed from time to time.	ASAP	Maximum of 5 hours	In-house
9	Medium	Development of an email newsletter. Create a free email newsletter, enabling residents to sign up to hear from the council and to enable officers to communicate information in a timely manner and when appropriate to do so. Ensure the system is GDPR compliant.	2-3 years	Assuming no set up time 10-15 hours a month	Set up contract out and in-house thereafter

No.	Priority	Recommendation	Suggested Timeline	Est. time to complete	In-house or contracted
10	Medium	Carry out annual surveys. Consider establishing an annual survey of the community. Consider the specific questions. Consider using the participatory budget as starting point. Report back at the following Annual Parishioners meeting and draw up plans for the next one.	3-6 months	10-20 hours	In-house Set up could be contacted
11	Medium	Carry out regular surveys. Please see the relevant section in the Strategy. The Council should consider the requirements and create a plan for how regular surveys will be conducted.	3-6 months	5-10 hours	In-house
12	Medium	Develop a social media plan. Set out a more strategic and managed approach to social media. It should give consideration as to how the Council's social media could grow, be rationalised, and made effective. Use of video should be increased where possible.	3-6 months	10-15 hours	In-house
13	Medium	Increase the use of video across communication channels. Consider the ideas set out in the Strategy and introduce them as soon as is possible.	ASAP	1-2 hours a week on an ongoing basis	In-house
14	Medium	Review of the Council's website. Please see the relevant section in the Strategy for suggestions. There are three elements to this recommendation. <ol style="list-style-type: none"> Quick wins. These could be done relatively quickly and in-house. For instance, converting text to plain English and creating a F&Q section. Long-term issues. Some suggestions will take some time to do. For instance, conversion of PDFs to HTML and a review of the sub-brand pages. Accessibility. The website should be reviewed, amendments made where possible and the Statement updated. This will almost certainly need to be contracted out to a specialist. 	6-18 months	Quick wins max 1 working day Long-term issues 15-37 hours Accessibility should be contracted and therefore N/A	In-house Accessibility work will need to be contracted

No.	Priority	Recommendation	Suggested Timeline	Est. time to complete	In-house or contracted
15	Medium	Review of signage. Undertake a review of the signage used for Council property and services. The goal is to establish if property is clearly branded and where it is to consider possible solutions. Could most usefully be done alongside the review of branding. The review could include an investigation into the possibility of having a noticeboard in the Market Place installed.	3-6 months	The review 5-7 hours Investigation into the Market Place sign unknown	In-house
16	Medium	Training and internal communications. The Council should review its internal communications processes to ensure that they are efficient and effective. The outcome of the review should be a simple plan that could be implemented and reviewed by a specific committee. The review could be contracted out or done in-house. The advantage of having an 'outside person' do it is that they can spot things those on the 'inside' can't see.	6-18 months	If done in-house 10-30 hours	Could be either in-house or contracted out
17	Low	Develop a plan to reach specific audiences more effectively. It was mentioned that young professionals, particularly those who commute, are 'hard to reach' for the Council. It could develop a specific plan as to how it could reach those people to ensure that it is engaging with all sections of the community effectively.	18 months - 3 years	15-30 hours	In-house
18	Low	Press release and articles plan. A simple plan to allow for the creation of press releases and articles for the website. This does not need to be formal and would act more as a loose framework for staff to follow and plan against.	18 months - 3 years	2-5 hours every month	In-house



CREDITON TOWN COUNCIL

Standing Orders Report

Report by: Town Clerk
To: Full Council
Date: For consideration on 21 November 2023

Recommendation

Full Council is recommended to consider amending Standing Order 3q, as recommended by the Council Affairs and Finance Committee.

1. Purpose

- 1.1 This report provides information and associated proposal to amend Standing Order 3q, regarding the requirement for a member to request a recorded vote prior to any discussion or debate on the item.

2. Background

- 2.1 At the Planning and Town Strategy meeting held on Tuesday 07 November, there was a brief discussion regarding the possibility of amending Standing Order 3q, which is currently:

Unless standing orders provide otherwise, voting on a question shall be by a show of hands. At the request of a Member, the voting on any question shall be recorded so as to show whether each Member present and voting gave their vote for or against that question. Such a request shall be made before discussing the item of business on the agenda.

3. Proposal

- 3.1 The committee is recommended to consider the following amendment to Standing Order 3q, as recommended by the Council Affairs and Finance Committee:

'Unless standing orders provide otherwise, voting on a question shall be by a show of hands. At the request of a Member, the voting on any question shall be recorded so as to show whether each Member present and voting gave their vote for or against that question, at any time before the next item on the agenda is considered'.

4. Financial Implications

- 4.1 There are no financial implications.

5. Conclusion

- 5.1 All members of the council are reminded that Standing Orders are an effective tool in managing meetings.



Credition Town Council

8 North Street

Credition

Devon

EX17 2BT

Telephone: 01363 773717

Email: townclerk@crediton.gov.uk

Grant Aid Application Form (Warm Spaces)

The information provided on this form will be treated as confidential and used for grant related purposes only. Processing, whether by computer or otherwise, will take place in accordance with the Data Protection Act 2018 and the General Data Protection Regulation. By completing this form, you will be providing the Council with your consent to this use.

►Name of Organisation:

Credition Methodist Church

►Contact Details:

Title (Mr/Mrs/Miss/Ms/Other)Mrs

First Names Bronwyn

Last Name Nott

Position in Organisation Pastoral Administrator

Address

Postcode

Telephone Number

Email Address

Are you or any members of your organisation related to any elected member or employee of the Council? If so, please give details.

No

►Purpose of Warm Spaces Funding Request:

To provide a warm welcoming space during the winter months for people to attend on Friday mornings from 10.00am to 12.00 noon. Tea, coffee and biscuits will be available free of charge for anyone who wants to drop in. Newspapers and board games are available

We continued to open on Friday mornings after the 'Warm Spaces' came to an end in the summer months. 2 weeks ago we had 17 members of the public attend – so there is obviously a need for companionship

Historically the church is open for coffee also on Saturday mornings from 10.00am to 11.30am raising funds for local and national charities

►Total cost of the project or scheme requiring funding:



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Credition

Devon

EX17 2BT

Telephone: 01363 773717

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Gas prices are due to increase in January 2024. We estimate the total cost to be in the region of £300 – made up of gas, electricity costs, tea, coffee, milk and biscuits costs (originally Morrisons provided this), newspapers etc

►Amount of Grant applied for:

£150 please

► Does your service/project involve work with children, young people under the age of 18 or vulnerable adults?

Yes ☐ possibly? No ☐ If parents attend they might bring along young children with them

If yes, as a minimum we expect you to:

- have safeguarding policies in place that are appropriate to your organisation's work and the project you are asking us to fund
- review your safeguarding policies at least every year
- complete a rigorous recruitment and selection process for staff and volunteers who work with children, young people or vulnerable adults, including checking criminal records and taking up references
- check criminal records at least every three years
- follow statutory or best practice guidance on appropriate ratios of staff or volunteers to children, young people or vulnerable adults
- provide child protection and health and safety training or guidance for staff and volunteers
- carry out a risk assessment, if appropriate
- secure extra insurance cover, if appropriate.

Does your organisation meet these requirements? Yes ☐yes No ☐

►Additional Information: Please provide any additional information you may consider relevant or helpful to the Council when considering this application.



Credition Town Council

8 North Street

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Devon

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►Declaration:

I declare that to the best of my knowledge and belief, all particulars and information provided in this document are correct and complete.

I understand that any false declaration or misleading information or any significant omission may result in the rejection of the application or repayment of any grant aid subsequently provided.

Signed

Bronwyn Nott

Date 5/10/23

* Due to the Town Council declaring a climate emergency in 2019, we will no longer be making payments by cheque. Therefore, please could you provide your details below.

Account name

Credition Methodist Church

Account number

██████████

Sort code

██████████