



To All Credition Town Councillors

You are hereby summoned to attend a **Full Council Meeting**, which will be held on **Tuesday, January 16, 2024, at 19:00, 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, 11 January 2024

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

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- 2024/001** **Welcome and Introduction**
Opening of meeting by the Chair and member introductions
-
- 2024/002** **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)
-
- 2024/003** **Apologies**
To receive and accept Town Councillor apologies (apologies should be made to the Town Clerk)
-
- 2024/004** **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).
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- 2024/005** **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
-
- 2024/006** **Chair's and Clerk's Announcements**
To receive any announcements which the Chair and Town Clerk may wish to make (for information only)
-
- 2024/007** **Town Council Minutes**
To approve and sign the minutes of the meeting held on Tuesday 19 December 2023, as a correct record (minutes will be issued with the agenda)
-
- 2024/008** **Town Council Committees and Sub-Committees**
To ratify the minutes of the following meetings:
Grants Sub-Committee on 25 July 2023
Planning and Town Strategy Committee on 07 November 2023
Council Affairs and Finance Committee on 14 November 2023
Planning and Town Strategy Committee on 05 December 2023
Council Affairs and Finance Committee on 12 December 2023
-
- 2024/009** **Reports from Outside Bodies**
Haywards Educational Foundation (Cllr Cairney)
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)
League of Friends of Crediton Hospital (Cllr N Letch)
Age Concern Trustee (Cllr Cairney)
-
- 2024/010** **Public Question Time Policy**

To note arrangements made for the answering on questions during Public Question Time and to approve the information document for addition to the Town Council website

2024/011	Crediton Urban Taskforce Working Group
2024/011.1	Budget 2023/24 To receive and approve the recommendation from the Community and Environment Committee for a budget of £1,500.00 to set for the remainder of 2023/24, allocated from general reserves
2024/011.2	Working Group To receive and approve the terms of reference for the working group and to appoint three members
2024/012	Budget 2024/25
2024/012.1	Annual Budget 2024/25 To consider and approve Crediton Town Council's budgets for the financial year 2024/25, as recommended by Council Affairs and Finance Committee
2024/012.2	Reserves 2024/25 To consider and approve Crediton Town Council's level of reserves for the financial year 2024/25, as recommended by Council Affairs and Finance Committee
2024/012.3	Precept Request 2024/25 To consider and approve Crediton Town Council's precept request for the financial year 2024/25, as recommended by Council Affairs and Finance Committee
2024/013	Contracted Waste Collection To receive and approve the recommendation from the Community and Environment Committee to enter a new contracted waste collection service, with a review after 12 months
2024/014	Communications Strategy To approve the Communications Strategy, as recommended by the Council Affairs and Finance Committee
2024/015	Kirton Quarterly To receive the report regarding Town Council information being submitted to the Kirton Quarterly publication, and to consider the recommendations therein
2024/016	Date of next meeting To note that the date of the next meeting will be Tuesday 19 March 2024
2024/017	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
2024/018	Council Offices To receive the report and approve the recommendations therein

Appendix

2024/019

Reports Pack

v1.001

Attachments

[2023-12-19 - Full Council - Minutes.pdf](#)

[AI 17 - Grants Minutes - 25 July.pdf](#)

[2023-11-07 - Planning and Town Strategy Committee - Minutes.pdf](#)

[2023-11-14 - Council Affairs and Finance Committee - Minutes.pdf](#)

[AI 76 - 2023-12-05 - Planning and Town Strategy Committee - Final Minutes.pdf](#)

[2023-12-12 - Council Affairs and Finance - Minutes.pdf](#)

[PQT.pdf](#)

[Report - CUT working group.pdf](#)

[FC BUDGET PROPOSALS 2024-25 FINAL.pdf](#)

[FC EMR PROPOSALS 2024-25 FINAL.pdf](#)

[Report - Trade waste collection.pdf](#)

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

[Report - Kirton Quarterly.pdf](#)



**Minutes of the Full Council of the Democratic Services held on Tuesday, December 19, 2023
at 19:00, at Old Landscore School, Greenway, Credition, EX17 3LP**

Present: Liz Brookes-Hocking, Steve Huxtable, Frank Letch, Joyce Harris, Guy Cochran, Giles Fawcett, Natalia Letch, John Downes, Rachel Backhouse, Jim Cairney

Absent: Paul Perriman, Georgina Stone

Minute Taker: Rachel Avery (Town Clerk)

MINUTES

2023/024 PUBLIC QUESTION TIME

There were no members of the public present.

2023/025 APOLOGIES

It was **resolved** to receive and accept apologies from Cllr Backhouse (Proposed by Cllr Cochran).

No apologies had been received from Cllrs Perriman and Stone.

2023/026 DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATIONS

Cllrs Cairney, Downes, Cochran, F Letch and N Letch 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.

Cllr F Letch declared a pecuniary interest agenda item 2023/030 (DCC parking proposals).

2023/027 ORDER OF BUSINESS

There was no requirement to change the order of business.

2023/028 CHAIR'S AND CLERK'S ANNOUNCEMENTS

There were no announcements.

2023/029 TOWN COUNCIL MINUTES

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

2023/030 DEVON COUNTY ON-STREET PARKING PROPOSALS

Cllr Huxtable expressed concerns regarding lack of evidence and proof of statements made and asked for a guarantee from DCC to ensure that there will be no removal of the free hour due to lack of change to current scheme.

Cllr F Letch explained that meters are to be introduced to ensure easier enforcement due to tickets being issued.

Cllr Cochran stated that bank holidays are not included in the proposals.

Cllr Downes stated that the increase in free time and then the additional chargeable time should not be accepted; the off-street car parks should be utilised for longer stays.

Cllr Cochran stated that the additional charge for the second hour will potentially reduce the turnover on the High Street.

Cllr Fawssett stated that there don't appear to be huge issues, there are some long-term car stays in the High Street under the current arrangements but this could be dealt with by increased enforcement officers visits.

Cllr N Letch expressed concerns that the free hour will be removed very quickly.

Cllr F Letch stated that because it is easier for the enforcement officers to check vehicles, there will be more visits undertaken.

Cllr Cairney expressed concerns that those who visit the High Street quickly will need to get a ticket, and this could reduce short visits to businesses. He also asked whether people will be able to pay for a ticket with coins. The Town Clerk advised that DCC had confirmed payment with cards or coins.

Cllr Huxtable asked if MDDC had been contacted regarding their view on the proposals. Furthermore, whether there would be work undertaken to mitigate the change in street scene on the High Street.

Whilst CTC fully supports the removal of bank holiday parking restrictions, it cannot support the pay and display proposals for the following reasons:

- Lack of evidence has been provided by DCC that the scheme would reduce congestion, pollution and increased air quality
- An economic impact assessment had not been undertaken by DCC, and there has been no evidence provided to prove the proposals would not negatively impact or benefit the town
- The proposals will impact Crediton as a commercial and social centre
- Retention of 1-hour free parking and the introduction of further paid for parking would set a principle of paid for parking on the streets, resulting in making it easier for future changes to parking times and fees to be made by DCC without consultation

- Lack of convenience in accessing ticket machines due to location proposals
- Likely to reduce use of off-street car parks for long term parking
- Increasing the permitted on-street parking time by introducing a second hour would create congestion and decrease turnover of spaces, contrary to DCC's reasons for implementation of the scheme.

(Proposed by Cllr Brookes-Hocking).

2023/031 COMMUNITY SELF DELIVERY OF HIGHWAY IMPROVEMENTS

Cllr Huxtable stated that the proposals are a devolution of service, which will remove DCC from being responsible for any additions that CTC may choose to. It was noted that there is no obligation to do any work under the scheme. Some town and parish councils have a budget line for such work. It was suggested that the use of the ear marked reserves for work devolved from other authorities may be considered.

2023/032 GRANTS

It was **resolved** to request that a full application be supplied for consideration in January for payment in the next financial year due to a lack of funds for the full amount. (Proposed by Cllr Huxtable).

2023/033 DATE OF NEXT MEETING

The date of the next meeting was noted as Tuesday 16 January 2024.

2023/034 REPORTS PACK

Signed

Dated.....



Minutes of Credition Town Council's Grants Sub-Committee Meeting held on Tuesday 25 July 2023 at 13.00, at The Bungalow, 8 North Street, Credition

Present: Cllrs J Harris, E Brookes-Hocking, G Fawssett and S Huxtable

In Attendance: Emily Armitage, Administrative Officer

Absent: Cllr Cairney

1. Election of Chair

- **To elect a Chair for the year 2023-24**

It was **resolved** to elect Cllr Huxtable as Chair.
(Proposed by Cllr Harris)

2. Election of Deputy Chair

- **To elect a Deputy Chair for the year 2023-24**

It was **resolved** to elect Cllr Fawssett as Deputy Chair.
(Proposed by Cllr Brookes-Hocking)

3. Apologies:

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

None.

4. 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**

None.

5. 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.

6. Chair's and Clerk's Announcements:

- **To receive any announcements which the Chair and Town Clerk may wish to make**

None.

7. Grants Sub-Committee Minutes:

- **To approve and sign the minutes of the meeting held on Tuesday 31 January 2023, as a correct record.** Minutes had been issued with the agenda.

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

8. 2023-24 Budget:

- **To note the remaining budget for 2023-24**

Further information had been issued with the agenda.

Cllr Huxtable advised that Full Council had not approved the virement of £3,316.48 which was considered at the Grants Sub-Committee meeting held on 31 January 2023.

The following was **resolved**:

- For Full Council to consider a virement of £3,316.48 from general reserves back into the 2023-24 budget so it can be spent by Council Affairs & Finance Committee
- For Full Council to ratify the grants being spent between January and July 2023
 - Crediton Arts Centre, Share in the Square - £300
 - Crediton Area History Museum Society - £1,000

(Proposed by Cllr Brookes-Hocking)

9. Applications:

- **To consider 2023-24 applications from the following groups/organisations:**

- **Diversity Festival - £600**

Further information had been issued with the agenda.

It was **resolved** to approve the amount of £600, subject to approval by Full Council.

(Proposed by Cllr Harris)

- **Hospiscare - £1,000 or any amount towards the total cost**

It was **resolved** to approve the amount of £1,000, subject to approval by Full Council.

(Proposed by Cllr Harris)

10. Date of next meeting:

- **To note that the date of the next meeting will be Tuesday 28 November 2023 at 13.00.**

The date of the next meeting was **noted**. The meeting closed at 13.29.



Minutes of the Planning and Town Strategy Committee held on Tuesday 7 November 2023 at 19:00 in the Old Lansdown School, EX17 3LP

Present: Cllrs Liz Brookes-Hocking, Joyce Harris, Steve Huxtable, Giles Fawssett, Guy Cochran, Natalia Letch and Paul Perriman.

In Attendance: No members of the public

Minute Taker: Emily Armitage

37 PUBLIC QUESTION TIME

Cllr Cochran left the meeting room and returned at 19.01.

No members of the public present.

38 APOLOGIES

There were no apologies.

39 DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATIONS

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.

40 CLIMATE EMERGENCY

Noted.

41 ORDER OF BUSINESS

No requirement to change 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 of the Planning and Town Strategy Committee held on 3rd October 2023. (Proposed by Cllr Cochran)

44 MID DEVON DISTRICT COUNCIL PLANNING APPLICATIONS:

Ref: 23/01491/HOUSE

Proposal: Erection of garage, retaining wall and creation of off road parking (Revised Scheme)

Location: Evenleigh, Threshers, Crediton

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

Ref: 23/01551/TPO

Proposal: Application to fell 1 Monterey Pine protected by Tree Preservation Order 08/00010/TPO

Location: Cedar House, Threshers, Crediton

It was **resolved** to support any recommendations made by the tree officer because the tree is subject to a TPO and an application to fell it had been made last year and was refused. The tree was present before the house was built and construction may have caused root damage but the potential for structural damage to the house, should the tree fall, was noted. However, it was felt that retaining the tree if at all possible, was preferable.

Should the tree officer be minded to approve the tree's removal, it was agreed that a replacement should be a condition and the town council should be informed when a new tree is planted. (Proposed by Cllr Brookes-Hocking)

It was **resolved** to change the order of business to discuss item 51 here, as it relates to this planning application. (Proposed by Cllr Brookes-Hocking)

Ref: 23/01592/FULL

Proposal: Construction and operation of a micro energy storage facility

Location: Land at NGR 282430 100940 (Playing Field), Avranches Avenue, Crediton

It was **resolved** to recommend objection due to the application contradicting NP policy En1 Open Spaces. Beacon Park is land for public amenity as suggested in the name. It is not disused land as stated in the application.

Beacon-lighting will be part of commemorating the 80th Anniversary of the D-Day landing in June 2024 and the beacon's position in the park is significant, being right at the top of the hill (immediately in front of the proposed development) in order to see the beacons being lit to the southwest and our beacon being seen by the next one to the northeast.

The town council is willing to investigate finding a more suitable location which needs to be within 100 meters of the grid. It was commented that sustainable energy storage was needed, but not at this site - the storage facility is approximately the size of a large single garage.

It was commented that palisade fencing was preferable should the application be permitted.

The town clerk advised that abstaining members could not have a recorded vote unless requested at the start of the meeting as stated in the Standing Orders. Standing Orders could be reviewed at a meeting of the Council Affairs and Finance Committee. It was agreed that this should be an agenda item at the next meeting. (Proposed by Councillor Huxtable)

45 MID DEVON DISTRICT COUNCIL PLANNING DECISIONS:

Ref: 23/00894/HOUSE

Proposal: Erection of a two-storey side extension and single storey rear extension

Location: 16 Blagdon Close, Crediton, Devon, EX17 1EL

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, Devon

It was noted that application 23/01196/FULL was refused.

46 CREDITON MASTERPLAN

The town clerk advised that a presentation had been given by consultees of the Masterplan and attended by the town council and MDDC councillors, with some useful questions raised. Unfortunately, the finished product is not ready, but they are hoping for the second round of public consultations to start after Christmas. The town clerk advised she would update members in due course.

47 FUTURE DEVELOPMENT IN CREDITON - COMMUNITY PARTICIPATION

Cllr Brookes-Hocking advised that the Neighbourhood Plan will need reviewing and updating which will take time. The process will require a steering group to facilitate an event to bring stakeholders together to gauge what the town needs as it expands, such as housing recommendations and more green space. This event could be held in Spring and would likely require a small budget, some administrative support and a lot of input from interested councillors. It was **agreed** to continue exploring the scope of the event and what would be needed to involve local stakeholders, community groups and residents. (Proposed by Cllr Brookes-Hocking)

48 MANAGEMENT OF THE NEW ORCHARD AT WELL PARKS

The agent has been initially contacted regarding the acquisition of the land/maintenance of the current orchard area on the development site. The Administrative Officer advised she had not received a response. Members agreed that should the land be acquired it would be an opportunity to work with local people and community groups.

It was **resolved** to wait for a response to the email and report back at the next meeting.
(Proposed by Cllr Brookes-Hocking)

49 CREDITON FOOD FESTIVAL 2024

It was **resolved** to approve and accept the report. (Proposed by Cllr Brookes-Hocking).

50 HIGHWAYS AND TRAFFIC ORDER COMMITTEE:

Further information was issued with the agenda.
The Highways and Traffic Order was **noted**.

51 MICRO ENERGY STORAGE

Further information was issued with the agenda.

The Administrative Officer advised she had written to the Site Acquisition Manager of AMP Clean Energy to invite him to the meeting in December to provide further information.

52 DATE OF NEXT MEETING

The date of the meeting was noted as Tuesday 5 December 2023. The meeting was closed at 19.57.

53 REPORTS PACK

Signed

Dated.....



Minutes of the Council Affairs and Finance Committee of the Democratic Services held on Tuesday, November 14, 2023 at 19:00 in the Old Lanscore School, Greenway, Credition, EX17 3LP

Present: Cllrs Steve Huxtable, Rachel Backhouse, Liz Brookes-Hocking
Jim Cairney, Guy Cochran, Giles Fawcett, Joyce Harris, Frank Letch

In Attendance: One member of the public

Minute Taker: Rachel Avery

MINUTES

85 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).

A member of the public made the following comments:

- The calendar of meetings stated that this meeting was to be held at the Bungalow. The Town Clerk advised that it clearly states on the annual calendar that venues are subject to change and the agenda should be checked to confirm the location of each meeting
- Concerns that details of income from allotment holders and the invoice amounts requested by contractors were detailed in the agenda pack, which was a GDPR breach. The Town Clerk advised that this would be investigated and a response provided.

86 APOLOGIES

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

There were no apologies.

87 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).

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.

88 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.

89 CHAIR'S AND CLERK'S ANNOUNCEMENTS

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

Cllr Huxtable reminded members that the Town Clerk was preparing the draft 2024/25 budget, and any suggestions should be given to her in good time.

90 COUNCIL AFFAIRS AND FINANCE COMMITTEE MINUTES

To approve and sign the minutes of the meeting held on Tuesday 17 October 2023, as a correct record (minutes will be issued with the agenda).

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

91 FINANCE

91.1 TO RECEIVE AND APPROVE TRANSACTIONS BETWEEN 01 OCTOBER 2023 AND 31 OCTOBER 2023

It was **resolved** to receive and approve the transactions. (Proposed by Cllr F Letch).

91.2 TO RECEIVE AND APPROVE THE BANK RECONCILIATION TO 31 OCTOBER 2023

It was **resolved** to receive and approve the bank reconciliations. (Proposed by Cllr Brookes-Hocking).

91.3 TO NOTE BANK ACCOUNT BALANCES TO 31 OCTOBER 2023

The bank account balances were **noted**.

92 PAY AWARD 2023/24

To note the pay award for 2023/24

It was **noted** that the 2023/24 pay award had been agreed as a sum of £1925 on each scale point. It was **noted** that this award would be pro-rata to part-time staff members.

93 **DEVON COUNTY COUNCIL BANK ARRANGEMENTS (AGENDA ITEM REQUESTED BY CLLR FAWSETT)**

To consider writing to Devon County Council regarding their banking arrangements and choice of provider

Cllr Fawssett read a statement regarding the item:

'If we're serious about preventing catastrophic warming, we can't dig any new coal mines, drill any new fields, build any more pipelines. Not a single one. Yet right now, projected fossil fuel investment in new fields, mines, and transportation infrastructure over the next twenty years is worth \$14 trillion. Barclays is the biggest funder of fossil fuel infrastructure in Europe - it's time for them to halt their support for the fossil fuel industry before they drive us over the climate cliff'.

It was **resolved** to write to Devon County Council (DCC) making them aware of the facts regarding Barclays and whether they would consider changing banking arrangements in light of the climate emergency, subject to investigation into alternatives. (Proposed by Cllr Fawssett). It was noted that a draft letter would be written for consideration at the next meeting.

It was **noted** that Devon, as a county, have been a positive beacon in terms of the climate emergency and it is likely that there are many county councillors who will wish to ensure that the county council banks as ethically and sustainably as possible.

It was recommended that Cllr Fawssett liaise with the Town Clerk and other councils regarding the support for such a request to DCC.

94 **ADOPTION OF POLICIES**

94.1 **TO APPROVE THE ABSENCE MANAGEMENT POLICY**

It was **resolved** to approve the policy, with the additional clause that the Town Clerk should contact the Chair of the Council in the first instance regarding their own absence. (Proposed by Cllr F Letch).

94.2 **TO APPROVE THE TREE RISK MANAGEMENT POLICY**

It was **resolved** to approve the policy, with the additional clause that CTC is not responsible for trees belonging to another local authority. (Proposed by Cllr Cochran).

94.3 **TO APPROVE THE PROCUREMENT POLICY**

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

95 STANDING ORDERS REVIEW

Page 22

To receive the Standing Orders Report and to consider the proposals therein

It was resolved that Standing Order 3q should be amended, for ratification by Full Council, to read (Proposed by Cllr Cairney):

'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'.

96 YOUTH WORK

96.1 YOUTH SUB-COMMITTEE

To receive the report from the Lead Youth Work and to consider the proposals therein

It was **resolved** that meetings would take place prior to scheduled Council Affairs and Finance Committee meetings at 18.00, limited to one hour. The first meeting would take place on Tuesday 12 December 2023. (Proposed by Cllr Brookes-Hocking).

96.2 INCOME

To note the update on youth work income received in 2023/24 financial year to date

The document was **noted**.

97 DATE OF NEXT MEETING

To note that the date of the next meeting will be Tuesday 12 December 2023

The date of the next meeting was **noted**. The meeting was closed at 20.34

98 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

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

99 COUNCIL OFFICES

To receive a verbal update from the Town Clerk

The Town Clerk provided an update on the current issues. It was **noted** that a report would be provided for Full Council consideration on Tuesday 21 November 2023.

100 STAFFING

To receive the Youth Service staffing report and to consider the proposals therein

The report was **noted**, but recommendations would be considered alongside the budget and precept meetings in December and January.

101 REPORTS PACK

Signed

Dated.....



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

Present: Cllrs Liz Brookes-Hocking, Joyce Harris, Steve Huxtable, Giles Fawssett, Guy Cochran and Paul Perriman

Apologies: Cllr N Letch

In Attendance: Mark Coghlan from AMP Clean Energy

Minute Taker: Emily Armitage

MINUTES

54 PUBLIC QUESTION TIME

No members of public present.

55 APOLOGIES

It was **resolved** to receive and accept apologies from Cllr N Letch due to illness. (Proposed by Cllr Brookes-Hocking)

56 DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATIONS

Cllr Cochran 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.

57 CLIMATE EMERGENCY

Noted.

58 ORDER OF BUSINESS

There was no requirement to change the order of business.

59 CHAIR'S AND CLERK'S ANNOUNCEMENTS

The Administrative Officer advised that she had received a response from Spencer Popham, Director of GPG Developments Ltd, the company who own the land at Wellparks. He is happy to have a discussion with members regarding the acquisition of land for an orchard. It was **agreed** for Cllr Fawssett and Cllr Cochran to have a meeting with him, which the Administrative Officer would arrange.

60 PLANNING AND TOWN STRATEGY COMMITTEE MINUTES

It was **resolved** to receive and accept the minutes. (Proposed by Cllr Cochran)

61 MICRO ENERGY STORAGE

The presentation was delivered, and the following questions raised:

What is the battery made from?

They are exclusively made from Lithium, as this is the only option available currently. As technology advances, there may be the potential for this to change.

Is there opportunity for Revenue sharing between company and landowner?

No, electricity can only be sold to the grid and several hundred sites would need to be confirmed first, before any changes could be investigated.

Will the battery boxes plug into the secondary sub stations and does the grid have the capacity via the existing sub stations to take the extra power from battery boxes without having to build new sub stations?

Yes, it will connect into an existing suitable substation. We make our inquiries to the grid operator who determine what we can do: they effectively own the infrastructure. Often this involves substantial payment from us to upgrade the *existing* substation. Another consequential benefit for the neighbourhood. We would rarely build a new substation for projects of this size.

Is there a map of substations in Crediton?

There is a package on Google called 'Land Insight' which has the tools to look for specific things in an area, such as gas and electricity cabins. Battery boxes must be within 50 meters of a substation due to high cabling costs.

Cllr Brookes-Hocking advised that the town council is very supportive of renewable Energy initiatives but does not own much land and areas such as Peoples Park would not be a suitable as there is no vehicular access, it is too small and has historic significance. There would be an objection from the town council if Beacon Park were to be used to house a battery box, as this could obstruct the view of the Beacon when lit at important events as it is only small. It was suggested that tree planting in a suitable location could off-set the effect of the unit. It was advised that the company need to have annual access to the unit so this must be considered.

It was agreed for AMP Clean Energy to provide members with different location options. Cllr Cochran advised that MDDC are having meetings this week and next to discuss storage boxes and micro batteries with the company, but any changes would need to be made quickly and the Planning Officer notified.

62 MID DEVON DISTRICT COUNCIL PLANNING APPLICATIONS:

Ref: 23/00924/FULL (Revised drawings and additional information)

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

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

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

The revised landscaping plan does not meet the required Neighbourhood plan policies:

- The removal of planting by the roundabout on the North-West side provides no screening of the building or of light spill for passing traffic, for visitors entering the town and for the listed buildings on the land opposite which is a significant heritage asset
- Plans for a low hedgerow on the west/southwest side of the site will not guarantee any screening as there is a chance it will not grow high enough to off-set the effect of the building or offer good habitat for wildlife
- The rain garden is at the top of a slope but there does not seem to be any mention of a drainage channel at the bottom of the slope to contain water run-off. A lack of tree planting at the top of the slope could mitigate run off and reduce the likelihood of excess water on the site
- A lack of planting will affect wildlife which is present even in similar low-quality sites, and MacDonalds plans for biodiversity net gain is not convincing

Members were not convinced that MacDonalds is doing everything it can to improve landscaping and to blend in the building to its surroundings, which goes against NP Policy D1 Development Principles and Policy D5 Design. The Development also contradicts Policy EN2 Trees; Proposals should include additional amenity tree and hedgerow planting wherever possible to: enhance the setting of the development; mitigate the impact of the development on the landscape; contribute to the street scene within the development.

Members raised further issues and concerns:

- The change to the position of the entrance could mean that during busy times traffic flow on the highway will be affected by vehicles backing up on the roundabout trying to access the site entrance, causing congestion and pollution
- The development is a model for vehicle use and will encourage more traffic
- Public Health has made no objection, but the committee acknowledges that the increasing promotion and availability of fast food is becoming recognized as a dietary and public health issue and the LPA should take this into account when considering applications that exacerbate it.
- Economic Development have commented that jobs will be provided but these are low-skill, low-wage employment which do nothing to create career opportunities for young people in Crediton in the sectors that are being identified for the region, especially in the green/blue economy. Crediton needs more than the 'any job will do' approach to a strategy for economic development in the town.

It was **agreed** for Cllr Cochran to investigate whether CTC could share training resources where possible with MDDC so to keep up with any changes to planning legislation.

Cllr Cochran abstained from voting

Ref: 23/00933/ADVERT (Revised drawings)

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 objection on the grounds of the signage being too big and excessive in quantity. (Proposed by Cllr Harris)

Cllr Cochran abstained from voting

Ref: 23/00929/ADVERT (Revised drawings and additional information)

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 objection on the grounds of the totem pole being too close to Downes Estate land and it being an unnecessary light polluting addition which other towns in Mid Devon who have a MacDonaldis Drive-Thru do not have. (Proposed by Cllr Harris)

Cllr Cochran abstained from voting

Ref: 23/01700/LBC

Proposal: Listed Building Consent for removal of ground floor furniture, internal IDM machine, external ATM and replacement with secure partition, removal of external lettering and advertisement signs, sealing of letterbox and all external glazing at low level to be obscured with white vinyl (applied internally)

Location: Lloyds Bank Chambers, 30 High Street, Crediton

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

Ref: 23/01733/FULL

Proposal: Retention of showroom building

Location: Lowe and Bespoke Ltd, Unit 4, East Town Park

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

Ref: 23/01336/HOUSE
Proposal: Erection of a rear extension
Location: 9 Fairfield Road, CREDITON, Devon

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

Ref: 23/01789/HOUSE
Proposal: Erection of a log cabin for ancillary residential accommodation to replace existing summerhouse
Location: The Cottage, Old Tiverton Road, CREDITON

It was **resolved** to recommend no objection as the plans are an improvement to the current structure in situ. (Proposed by Cllr Harris)

Ref: 23/01832/FULL
Proposal: Installation of replacement of 14 windows to Church, door to Manse and escape door and stairs to rear
Location: Congregational Church, High Street, CREDITON

Cllr Cochran declared a personal interest as he is a member of the church.

It was **resolved** to recommend approval. (Proposed by Cllr Brookes-Hocking)

Ref: 23/01833/LBC
Proposal: Listed Building Consent for installation of 14 replacement windows to Church, door to Manse and escape door and stairs to rear
Location: Congregational Church, High Street, CREDITON

It was **resolved** to recommend approval. (Proposed by Cllr Brookes-Hocking)

63 MID DEVON DISTRICT COUNCIL PLANNING DECISIONS:

The Decisions were **noted**.

It was agreed for Cllr Cochran to check if any work had taken place on application:

Ref: 23/01551/TPO
Proposal: Application to fell 1 Monterey Pine protected by Tree Preservation Order 08/00010/TPO
Location: Cedar House, Threshers, CREDITON, Devon

Members comments at the last meeting were as follows:

Should the tree officer be minded to approve the tree's removal, it was agreed that a replacement should be a condition and the town council should be informed when a new tree is planted.

64 CREDITON MASTERPLAN

The draft Masterplan was issued with the agenda.

Cllr Huxtable commented that there were some typographical errors.

Cllr Brookes-Hocking advised that there would be another public consultation in January and encouraged members to read through the plan before the next meeting.

Some major concerns were reported and need to be raised:

- Ideas of Union Road toilet block becoming a hub and café - how will this be facilitated.
- Lack of crossing points
- No support for stepped access points between parking bays and adjacent footways
- Loss of car parking spaces
- Loading bays sites need locating
- Vehicle speed through town is an issue
- Cycle routes are not workable
- Too much focus on tourism and is not an economic solution for the town
- Bus service needs improving
- Condition of pavements – use of tarmac is not ideal
- Lack of a plan for the Jubilee garden which attracts ASB

There was concern expressed about the financial cost of creating the Masterplan, to which members advised that Section 106 money is used for such projects. It was agreed that the design of the high street was an important consideration, but the infrastructure must also be practical and work. Cllr Brookes-Hocking advised that she has a meeting with DCC on 7 December and the plan will go to Cabinet on 12 December. The document needs careful examination to ensure the best outcome and for comments to come from the town and its residents not the consultants.

It was agreed for members to send their initial comments to the Administrative Officer.

65 PLANNING CONSULTATION CORNERSTONE 20782421

It was **noted** that the site is in the location of Sandford Parish Council, however, it would have an impact on Crediton and its residents if the planning application was submitted and approved. It was felt that the location is inappropriate due to it being next to ancient woodland and would dominate the landscape.

66 DIVERSITY FESTIVAL 2024

The report was received. Cllr Huxtable recommended the report be re-written and condensed.

Cllr Harris commented that taking on responsibility for the Diversity Festival would put too much pressure on the town council and staff. There was a suggestion that The Turning Tides Project had expressed an interest. It was **resolved** to approach Jane Williams from The Turning Tides Project. (Proposed by Cllr Harris)

67 D-DAY 80TH CELEBRATIONS

The report was received.

It was **resolved** to recommend to Full Council to follow national guidelines and to hold the event. Also, to research purchasing a new bigger beacon and to investigate the possible commission of a blacksmith. It was commented that associated costs for an event and the purchase of a beacon would need to be considered promptly to meet budget setting deadlines. (Proposed by Cllr Brookes-Hocking)

68 DATE OF NEXT MEETING

The date of the next meeting was noted as being Tuesday 02 January 2024.
The meeting closed at 20.54.

69 REPORTS PACK

Signed

Dated.....



**Minutes of the Council Affairs and Finance of the Democratic Services held on Tuesday,
December 12, 2023 at 19:00 at The Bungalow, 8 North Street, Credition, EX17 2BT**

Present:	Steve Huxtable, Rachel Backhouse, Liz Brookes-Hocking, Guy Cochran, Giles Fawssett, Joyce Harris, Frank Letch
Apologies:	Jim Cairney
In Attendance:	Two members of the Public, Natalia Letch
Minute Taker:	Rachel Avery (Town Clerk)

MINUTES

102 PUBLIC QUESTION TIME

Questions were raised by three members of the public. The questions and full responses would be provided on the town council's website in due course.

103 APOLOGIES

It was **resolved** to receive and accept apologies from Cllr Cairney. (Proposed by Cllr Fawssett).

104 DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATIONS

Cllrs F Letch and Cochran 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.

105 ORDER OF BUSINESS

There was no requirement to amend the order of business.

106 CHAIR'S AND CLERK'S ANNOUNCEMENTS

The Town Clerk advised that Breakthrough Communications would be attending the next committee meeting and requested that any further comments be sent by the end of the week.

107 COUNCIL AFFAIRS AND FINANCE COMMITTEE MINUTES

Cllr Fawssett advised he would provide further information on DCC banking at the January meeting.

Cllr Backhouse requested that further advice from the Information Commissioner Office be sought regarding the potential breach. The Town Clerk advised that she had obtained information and would await any further correspondence regarding a complaint made against the town council.

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

108 FINANCE

108.1 TO RECEIVE AND APPROVE TRANSACTIONS BETWEEN 01 NOVEMBER 2023 AND 30 NOVEMBER 2023

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

108.2 TO RECEIVE AND APPROVE THE BANK RECONCILIATION TO 30 NOVEMBER 2023

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

108.3 TO NOTE BANK ACCOUNT BALANCES TO 30 NOVEMBER 2023

The bank account balances were **noted**. (Proposed by Cllr Harris).

108.4 TRANSFER OF FUNDS TO CCLA

It was **resolved** to approve the recommendations in the report. (Proposed by Cllr Cochran).

109 BUDGET 2024/25

109.1 TO RECEIVE INFORMATION REGARDING THE COMMUNITY BUDGETING WORKSHOPS

The results of the survey were discussed, and whilst attendance had been low it was felt that continued opportunity for consultation was integral.

109.2 TO RECEIVE THE DRAFT BUDGET PROPOSAL AND TO AGREE ANY INITIAL AMENDMENTS OR RECOMMENDATIONS

The draft budget had been circulated, with Cllr Huxtable requesting that members consider initial proposals and feedback comments to the Town Clerk before the next meeting.

It was **noted** that the proposed budget for 2024/25 included inflation and taking on additional responsibilities, with a similar process being undertaken when reviewing levels or earmarked reserves.

At this stage, a draft budget with a 4.5% increase was being recommended by the Town Clerk, which is below inflation. 6.4% and 7.4% increases were also being considered to, with a 7.4% increase adding £1.00 per month on a Band D property.

Further expenses not considered in the current budget include:

- New toilets at Newcombes Meadow
- Additional maintenance
- Cleaning of assets
- Mayoral chain repairs and valuation

Cllr Fawssett advised of his support to precept increases at higher percentage increases to ensure additional reserves for new services.

Cllr Backhouse advised that increases should be around inflation, even slightly over would be enough to cover what is required for the next financial year.

Cllr Brookes-Hocking noted the large increases in the past two years, but recognised that funds for renovating Old Landscore School, services and assets being reduced or disposed of by higher levels of local authority and ensuring a permanent home for the town council would be required. Whilst it was depressing to see the reduction of public services and lack of investment in assets, the town council cannot rely on volunteers alone and must be conscious of the resilience of the community.

Cllr Cochran noted that further information from Mid Devon District Council had not yet been received, and the Town Clerk expressed concerns that it would not be before a precept request would be made.

Cllr Harris stated that she had no further comments on the budget at this time, but wished for it to be noted that a huge amount of work goes into the budget. Decisions are not made lightly, and all members should be aware of what is being considered.

110 GRANTS 2024/25

110.1 TO RESOLVE, FOR APPROVAL BY FULL COUNCIL, TO VIRE DIVERSITY FESTIVAL GRANT (£600) TO EAR MARKED RESERVES

It was **resolved** to vire the funds. (Proposed by Cllr Harris).

110.2 TO RESOLVE, FOR APPROVAL BY FULL COUNCIL, TO ALLOCATE THE REMAINING UNSPENT FUNDS (£506.48) TO THE 2024/25 BUDGET

It was **resolved** to allocate the remaining funds to the 2024/25 budget. (Proposed by Cllr Harris).

111 COMPLAINT TO DEVON COUNTY COUNCIL

It was **resolved** that the Town Clerk would write a letter of complaint to Devon County Council and the Local Council Ombudsman. (Proposed by Cllr Cochran).

It was requested that Cllr F Letch raise these concerns with the leader and CEO regarding the way they propose to communicate with town and parish councils as Devon moves to a Devolution Deal.

112 DATE OF NEXT MEETING

The date of the next meeting was noted – Tuesday 09 January 2024.

113 PART II

114 YOUTH WORK STAFFING

It was **resolved** to accept recommendations made in the report, subject to budget approvals in January. (Proposed by Cllr Huxtable).

115 REPORTS PACK

Signed

Dated.....



Public Question Time Information

Credition Town Council (CTC) sets aside up to 30 minutes for Public Questions at each of its Full Council and Committee meetings. Arrangements for submitting questions are as follows:

1. Any elector within the parish may put questions to the meeting about matters relating to the agenda of the meeting.
2. No discussion shall take place on any question put. Where practical, the Chair may respond to that question or nominate another Member or Officer to reply or indicate that a written response will be made.
3. Where possible, answers to questions will be provided in writing to the elector. Responses will also be added to the CTC website.
4. Questions will not be received by CTC which are in furtherance of a person's individual circumstances or which are about a matter which is subject to legal proceedings or where there is a right of appeal to the courts, a tribunal or government minister.
5. Any one elector putting a question may speak for no more than three minutes and must not include statements or opinions in their question.
6. A maximum of 30 minutes will be allowed for public questions. If questions are dealt with prior to expiration of 30 minutes, the meeting will commence immediately after the final question has been taken.
7. CTC has zero tolerance towards the abuse or intimidation of officers and will not accept questions designed either directly or implicitly to undermine any member or officer of CTC. Any concerns regarding the behaviour of any officer must be made in writing to CTC's Mayor/Chair or Town Clerk.

Failure to abide by these rules or continued disruptive behaviour will result in suspension of the meeting and other possible sanctions available to CTC.



CREDITON TOWN COUNCIL

Credition Urban Taskforce working group report

Report by: Deputy Clerk
To: Full Council
Date: For consideration on 16 January 2024

Recommendation

Full Council is recommended to consider setting a budget for the Credition Urban Taskforce (CUT) working group for the remainder of 2023/24, allocating this from general reserves.

1. Purpose

- 1.1 This report sets out the Terms of Reference for the Credition Urban Taskforce (CUT) working group and associated costs for 2023/24.

2. Background

- 2.1. At the November Community & Environment Committee meeting, it was resolved to approve the terms of reference for the CUT working group as detailed below:
 - The Sub-Committee will comprise 3 members of Credition Town Council together with representation from the local community up to a total of 8 members.
 - The quorum of the Sub-Committee shall be 3 members.
 - The Sub-Committee will meet a minimum of 3 times per year.
 - All members of the Sub-Committee may vote, including non-Council members
 - The Sub-Committee will report directly to the Community & Environment Committee and will undertake the following role and functions:
 - Coordinate and facilitate “action” days to help keep the town clean. These will mainly take place on Saturday afternoons, initially once per month with this progressing to every two weeks if successful
 - Identify opportunities to work with other organisations in the town in a collaborative way
 - Carry out road warden volunteer training
 - Actively seek out volunteers to join
 - Advertise action days and invite residents in particular target area to join
 - Provide a written report to each Community & Environment Committee meeting

3. Proposal

- 3.1 To approve a budget of £1,500 for the CUT working group for the remainder of 2023/24, allocated from general reserves.

4. Financial Implications

- 4.1. The Community & Environment Committee agreed for a budget of £1,500 to be set for the remainder of 23/24, with this needing full council approval.
- 4.2. The budget will be spent in line with financial regulations and in line with the breakdown provided.

5. Conclusion

5.1. The town council is committed to keeping the town clean and tidy and the CUT working group could help to facilitate this provision whilst encouraging residents to join in.

Emma Anderson
Deputy Clerk

	Number	Price	Total
Initial Budget 2023/24			
Tools			
Scrapers	10	11.99	119.90
Replacements (packs of 5)	2	14.79	29.58
Secateurs	2	11.00	22.00
Garden Sacks	3	4.00	12.00
Safety Equipment			
Hi Viz	15	8.00	120.00
Gloves	30	7.50	225.00
Volunteer Wellbeing			
Flasks	2	44.00	88.00
Tea			30.00
Coffee			30.00
Biscuits			50.00
Signs			
Roadsigns	10	35.00	350.00
Leaflets	3,000 A5 template		200.00
Training			-
Insurance			-
Waste collection			??
Transport			??
Total required			1,276.48
Overall Requirement			1,500.00

Figure 1: CUT budget 2023/24

DRAFT

Proposed Budget 2024/25 - Crediton Town Council

Income	Budget 2022/23	Actual 2022/23	Budget 2023/24	Forecast 2023/24	Draft Budget 2024/25
Annual Precept Receipt	£ 385,738.00	£ 385,738.00	£ 450,000.00	£ 450,000.00	£ 478,228.00
Interest Received	£ 2,000.00	£ 1,957.00	£ 3,000.00	£ 13,000.00	£ 13,000.00
Grants	£ 1,000.00	£ 1,770.00	£ -	£ 1,000.00	£ -
Grants and additional income (Youth Work)	£ 5,505.00	£ 16,391.00	£ 10,000.00	£ 7,000.00	£ 10,000.00
Christmas Lights Contributions	£ 1,000.00	£ 1,000.00	£ -	£ 200.00	£ -
Allotments rent (all sites)	£ 4,000.00	£ 3,772.00	£ 4,220.00	£ 4,000.00	£ 4,220.00
Stoney Park rent	£ -	£ -	£ -	£ -	£ -
Other income	£ 19.00	£ -	£ -	£ 1,200.00	£ 19.00
Decrease in funding to earmarked reserves	£ -	£ -	£ -	£ -	£ -
VAT	£ 15,000.00	£ 2,713.00	£ 15,000.00	£ 15,000.00	£ 15,000.00
Total Income	£ 399,262.00	£ 410,628.00	£ 467,220.00	£ 475,200.00	£ 520,467.00
Expenditure	Budget 2022/23	Actual 2022/23	Budget 2023/24	Forecast 2023/24	Draft Budget
Salaries					
Salaries, including NI & Pensions	£ 182,465.00	£ 125,639.00	£ 204,582.00	£ 212,500.00	£ 220,000.00
Payroll	£ 210.00	£ 250.00	£ 250.00	£ 250.00	£ 250.00
Office Administration					
Photocopier/Printing	£ 1,000.00	£ 347.00	£ 1,000.00	£ 1,000.00	£ 1,000.00
Postage	£ 600.00	£ 131.00	£ 400.00	£ 325.00	£ 350.00
IT Support	£ 3,000.00	£ 3,438.00	£ 5,000.00	£ 5,000.00	£ 6,000.00
Telephone/Broadband	£ 1,400.00	£ 1,158.00	£ 1,400.00	£ 1,400.00	£ 1,800.00
Audit Fees	£ 1,700.00	£ 1,545.00	£ 2,000.00	£ 2,000.00	£ 2,500.00
Stationery	£ 850.00	£ 63.00	£ 850.00	£ 500.00	£ 700.00
Software	£ 3,000.00	£ 2,884.00	£ 3,500.00	£ 3,500.00	£ 4,500.00
Reference books	£ 150.00	£ -	£ 150.00	£ -	£ 150.00
Security Waste Collection	£ 50.00	£ 11.00	£ 50.00	£ 50.00	£ 50.00
Legal/Professional Services	£ 2,000.00	£ 4,500.00	£ 4,000.00	£ 4,000.00	£ 5,000.00
Insurance	£ 2,500.00	£ 1,767.00	£ 5,000.00	£ 5,000.00	£ 6,000.00
Office Equipment	£ 1,750.00	£ 1,349.00	£ 2,000.00	£ 2,000.00	£ 2,200.00
Other	£ 500.00	£ 10,561.00	£ 500.00	£ 500.00	£ 700.00
Office Supplies/Consumables	£ 500.00	£ 311.00	£ 500.00	£ 500.00	£ 500.00
Council and Councillors					
Councillor/Clerk Expenses	£ 1,500.00	£ 432.00	£ 1,500.00	£ 1,500.00	£ 1,500.00
Councillor e-mail addresses	£ 700.00	£ 547.00	£ 700.00	£ 700.00	£ 770.00
Advertising	£ 1,000.00	£ 686.00	£ 1,000.00	£ 300.00	£ 1,000.00
Mayor's Allowance	£ 600.00	£ -	£ 600.00	£ 600.00	£ 600.00
Councillor Allowances	£ 800.00	£ -	£ 1,380.00	£ 1,200.00	£ 1,600.00
Annual Town Meeting	£ 200.00	£ -	£ 200.00	£ -	£ 200.00
Mayor's Reception	£ 1,500.00	£ -	£ 1,500.00	£ 1,500.00	£ 1,500.00
Hospitality	£ 300.00	£ 17.00	£ 300.00	£ 300.00	£ 300.00
Remembrance Day	£ 1,200.00	£ -	£ 1,200.00	£ -	£ 1,200.00
Website	£ 600.00	£ -	£ 700.00	£ 700.00	£ 2,000.00
Website Accessibility Work	£ 500.00	£ -	£ 250.00	£ -	£ -
Subscriptions	£ 2,000.00	£ 1,195.00	£ 2,000.00	£ 2,000.00	£ 2,000.00
Staff/Councillor Training	£ 6,000.00	£ 2,724.00	£ 6,000.00	£ 6,000.00	£ 7,000.00
Honorarium	£ 400.00	£ 400.00	£ 400.00	£ 400.00	£ 400.00
Parking Permit	£ 550.00	£ 354.00	£ 550.00	£ 550.00	£ 600.00
Public Consultations	£ 500.00	£ -	£ 500.00	£ 500.00	£ 500.00
Meeting Room Charges	£ 750.00	£ 245.00	£ 500.00	£ 250.00	£ 500.00
Allotments					
Exhibition Road general/scheduled maintenance	£ 950.00	£ 400.00	£ 950.00	£ 300.00	£ 950.00
Exhibition Road water/water maintenance and repairs	£ 850.00	£ 132.00	£ 850.00	£ 600.00	£ 850.00
Barnfield general/scheduled maintenance	£ 900.00	£ 95.00	£ 900.00	£ 600.00	£ 900.00
Barnfield water/water maintenance and repairs	£ 775.00	£ 150.00	£ 775.00	£ 350.00	£ 775.00
Moffats general/scheduled maintenance	£ 200.00	£ -	£ 200.00	£ -	£ 200.00
Moffats water/water maintenance and repairs	£ 500.00	£ -	£ 500.00	£ 500.00	£ 500.00
Boniface Allotments Association fees	£ 300.00	£ 113.00	£ 300.00	£ 300.00	£ 300.00
Property and Assets					
Peoples Park maintenance	£ 3,600.00	£ 321.00	£ 3,600.00	£ 3,600.00	£ 3,600.00
Peoples Park grass cutting	£ 4,000.00	£ 2,870.00	£ 6,000.00	£ 5,000.00	£ 5,000.00
Peoples Park Memorial Garden	£ 400.00	£ 1,200.00	£ 1,000.00	£ 500.00	£ 1,500.00
Peoples Park Wildlife Area	£ 350.00	£ 240.00	£ 350.00	£ 150.00	£ 250.00
Upper Deck general maintenance and cleaning	£ 812.00	£ 90.00	£ 800.00	£ 400.00	£ 600.00
Bandstand electricity	£ 200.00	£ 49.00	£ 400.00	£ 350.00	£ 440.00
Bandstand cleaning and general maintenance	£ 800.00	£ 495.00	£ 800.00	£ 400.00	£ 800.00
War Memorial netting	£ 100.00	£ -	£ 100.00	£ 100.00	£ -
War Memorial cleaning and general maintenance	£ 250.00	£ 26.00	£ 250.00	£ 250.00	£ 300.00
Street Furniture general maintenance	£ 1,500.00	£ 166.00	£ 1,500.00	£ 1,500.00	£ 1,500.00
Street Furniture bus shelter maintenance	£ 800.00	£ 6.00	£ 800.00	£ 800.00	£ -
Town Clock	£ 1,000.00	£ 1,800.00	£ 1,000.00	£ 300.00	£ 1,000.00
Stoney Park maintenance	£ 400.00	£ -	£ 400.00	£ 400.00	£ 450.00
Boniface Statue maintenance and cleaning	£ 350.00	£ 378.00	£ 350.00	£ 350.00	£ 350.00
Millenium Cross maintenance and cleaning	£ 150.00	£ -	£ 150.00	£ 150.00	£ 150.00
Garage rental	£ 1,820.00	£ -	£ 1,820.00	£ 1,820.00	£ 1,820.00
Public open spaces including Spinningpath Gardens and Fulda Crescent	£ 2,536.00	£ 1,548.00	£ 4,000.00	£ 4,000.00	£ 2,500.00
Newcombes Meadow toilets water	£ 2,400.00	£ -	£ 2,400.00	£ 200.00	£ 2,400.00
Newcombes Meadow toilets electricity	£ 800.00	£ 359.00	£ 1,200.00	£ 500.00	£ 1,320.00
Newcombes Meadow toilets supplies	£ 400.00	£ -	£ 400.00	£ 400.00	£ 400.00
Newcombes Meadow toilets door locking	£ 150.00	£ -	£ 150.00	£ 220.00	£ 150.00
Old Lansdown School electricity	£ 2,500.00	£ 1,604.00	£ 4,000.00	£ 4,000.00	£ 4,400.00
Old Lansdown School equipment	£ 500.00	£ 84.00	£ 500.00	£ 500.00	£ 500.00
Old Lansdown School water charges	£ 300.00	£ 382.00	£ 600.00	£ 600.00	£ 600.00
Old Lansdown School telephone/broadband	£ 600.00	£ 400.00	£ 600.00	£ -	£ -
Old Lansdown School maintenance	£ 1,000.00	£ 1,202.00	£ 2,000.00	£ 2,000.00	£ 2,000.00
Old Lansdown School business rates	£ 4,000.00	£ 3,593.00	£ 4,000.00	£ 4,000.00	£ 4,500.00
Old Lansdown School insurance	£ 500.00	£ 500.00	£ 1,000.00	£ -	£ -
Annual QTRA	£ 2,000.00	£ 1,084.00	£ 2,000.00	£ 872.00	£ 2,000.00
Additional tree works	£ 3,000.00	£ 939.00	£ 3,000.00	£ 1,000.00	£ 3,000.00
Town maintenance contract	£ 12,000.00	£ 7,149.00	£ 12,000.00	£ 12,000.00	£ 13,000.00
General Small works	£ 1,000.00	£ -	£ 2,500.00	£ 2,500.00	£ 3,000.00
CCTV	£ -	£ -	£ 10,000.00	£ 10,000.00	£ 10,000.00
Council Offices					
Bungalow rent	£ 18,500.00	£ -	£ 18,500.00	£ 18,500.00	£ 15,000.00
Main office rent	£ 8,000.00	£ 6,500.00	£ 8,000.00	£ 8,000.00	£ 8,500.00
Electricity	£ 2,500.00	£ 1,395.00	£ 2,500.00	£ 2,500.00	£ 2,750.00
Water	£ 1,000.00	£ -	£ 1,000.00	£ 1,000.00	£ 1,000.00
Fire Extinguishers	£ 300.00	£ 100.00	£ 300.00	£ 300.00	£ 300.00
General Premises Maintenance	£ 500.00	£ 42.00	£ 500.00	£ 500.00	£ 500.00
Business rates	£ 2,000.00	£ 1,685.00	£ 2,000.00	£ 2,000.00	£ 4,000.00
Refreshments	£ 120.00	£ -	£ 120.00	£ 120.00	£ 120.00
Floral Crediton					
Flower Towers	£ 1,500.00	£ 234.00	£ -	£ -	£ -
Plants/Flowers	£ 1,500.00	£ 5,528.00	£ 5,000.00	£ 5,000.00	£ 2,500.00
Photographs	£ 100.00	£ 100.00	£ -	£ -	£ -
Awards Evening	£ 300.00	£ -	£ 100.00	£ 100.00	£ 100.00
Hanging baskets/troughs & watering	£ 8,000.00	£ 3,232.00	£ 8,000.00	£ 8,000.00	£ 7,000.00
Other Floral costs	£ 300.00	£ 35.00	£ 500.00	£ 500.00	£ 500.00
New planters (replacements)	£ 1,000.00	£ 592.00	£ 1,000.00	£ -	£ 1,000.00
Christmas in Crediton					
Repeat Costs	£ 9,000.00	£ 9,852.00	£ 12,000.00	£ 12,000.00	£ 13,200.00
Community Participation	£ 5,500.00	£ 2,478.00	£ 5,500.00	£ 5,100.00	£ 7,000.00
New Infrastructure	£ 3,500.00	£ 2,510.00	£ 3,500.00	£ 3,466.00	£ 4,000.00
Miscellaneous	£ 500.00	£ 0.00	£ 500.00	£ 500.00	£ 750.00
Additional Services					
Town weed spraying	£ 300.00	£ 39.00	£ 300.00	£ -	£ -
DCC grass cutting	£ 8,500.00	£ 7,258.00	£ 10,000.00	£ 10,000.00	£ 8,000.00
Youth Work	£ 10,000.00	£ 13,500.00	£ 5,000.00	£ 5,000.00	£ 5,000.00
Annual grants to community groups	£ 30,000.00	£ 33,526.00	£ 33,000.00	£ 33,000.00	£ 42,000.00
Crediton Urban Taskforce	£ -	£ -	£ -	£ -	£ 1,500.00
Increase in funding earmarked reserves	£ 9,719.00	£ -	£ -	£ -	£ -
Total Expenditure	£ 398,107.00	£ 276,535.00	£ 441,927.00	£ 432,123.00	£ 470,095.00

Precept Options Total Precept Request Cost to Band D property Increase from 2023/24

Budget C - increase to additional LA EMR of £9,152.00 and £4,199 to OLS project £491,499.00 £174.08 7.4%/£11.99 per year

Earmarked Reserves

Earmarked Reserves	Budget 2022/23	Actual 2022/23	Budget 2023/24	Forecast 2023/24	Increase	Decrease	Budget 2024/25	
Elections	£ 989.49	£ -	£ 989.49	£ -	£ 5,000.00	£ -	£ 5,000.00	
Wildlife Area (Peoples Park)	£ 130.00	£ 130.00	£ 130.00	£ 130.00			£ 130.00	0.0%
Citizen Badges	£ 247.00	£ 416.27	£ 416.27	£ 400.00			£ 500.00	25.0%
Street Furniture & Small Works	£ 6,000.00	£ 6,000.00	£ 6,000.00	£ 5,500.66			£ 5,500.66	0.0%
Economic Development	£ 11,210.00	£ 11,210.00	£ 10,000.00	£ 10,000.00			£ 10,000.00	0.0%
P3 Parish Paths	£ 973.00	£ 973.00	£ 973.00	£ 896.88			£ 896.88	0.0%
Floral Crediton	£ 2,344.00	£ 2,344.00	£ 2,344.00	£ 2,344.00			£ 2,344.00	0.0%
Town Clock	£ 500.00	£ 500.00	£ 500.00	£ 1,000.00			£ 1,000.00	0.0%
Upper Deck	£ 960.00	£ 960.00	£ 960.00	£ 960.00			£ 960.00	0.0%
Premises	£ 6,200.00	£ 5,950.00	£ 5,950.00	£ 5,950.00			£ 5,950.00	0.0%
CCTV	£ -	£ -	£ 2,000.00	£ 2,000.00	£ 2,000.00		£ 4,000.00	100.0%
Boniface Statue	£ 280.00	£ 2,280.00	£ 2,280.00	£ 2,280.00			£ 2,280.00	0.0%
War Memorial (General)	£ 2,894.00	£ 2,894.00	£ 2,894.00	£ 2,894.00	£ 100.00		£ 2,994.00	3.5%
Band Stand	£ 173.00	£ 600.00	£ 600.00	£ 600.00			£ 600.00	0.0%
Mayors Chain	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00			£ 1,000.00	0.0%
Allotments	£ 1,387.00	£ 1,387.00	£ 1,387.00	£ 1,387.00			£ 1,387.00	0.0%
Defibrillator Project	£ 545.00	£ 545.00	£ -	£ -				#DIV/0!
Neighbourhood Planning	£ 7,250.00	£ 3,749.00	£ 3,749.00	£ 3,749.00			£ 3,749.00	0.0%
Christmas Lights Renewals/Repairs	£ 331.72	£ 331.72	£ 331.72	£ 331.72	£ 668.20		£ 1,000.00	201.5%
Localism Projects	£ 28,000.00	£ 30,000.00	£ 30,000.00	£ 30,000.00			£ 30,000.00	0.0%
Incredible Edible Town Square Garden	£ -	£ -	£ -	£ -			£ 9.00	#DIV/0!
General Legal & Professional Fees	£ 6,821.00	£ 6,821.00	£ 6,821.00	£ 6,821.00			£ 6,821.00	0.0%
Council Office Building Fund	£ 90,000.00	£ 95,000.00	£ 95,000.00	£ 100,000.00	£ 10,000.00		£ 110,000.00	10.0%
Allotment Access Project	£ 878.00	£ 877.57	£ 877.56	£ 877.56			£ 877.56	0.0%
IT Equipment/Support	£ 1,082.05	£ -	£ -	£ 979.01	£ 5,000.00		£ 5,979.01	510.7%
Additional Staffing Costs	£ 9,165.00	£ 7,590.00	£ 10,000.00	£ -	£ 5,000.00		£ 5,000.00	#DIV/0!
Newcombes Meadow Com Group Money	£ 6,732.00	£ 6,732.00	£ 6,732.00	£ 6,732.00			£ 6,732.00	0.0%
Tree works	£ 6,000.00	£ 6,000.00	£ 6,000.00	£ 6,000.00		£ 3,000.00	£ 3,000.00	-50.0%
Traffic & Urban Realm FS	£ 190.00	£ 190.00	£ 190.00	£ 190.00			£ 190.00	0.0%
Diversity Festival	£ 800.00	£ 800.00	£ 750.00	£ 750.00			£ 750.00	0.0%
P3 parish paths Tinpot handrail	£ 2,290.00	£ 2,290.00	£ 2,290.00	£ 713.00			£ 713.00	0.0%
FP2 - Tinpot Lane	£ 350.00	£ 350.00	£ 350.00	£ 350.00			£ 350.00	0.0%
FP19 - Repairs	£ 51.00	£ 51.00	£ 51.00	£ 51.00			£ 51.00	0.0%
OLS Project	£ 10,000.00	£ 10,000.00	£ 12,000.00	£ 12,000.00	£ 2,000.00		£ 14,000.00	16.7%
Fingerposts	£ 190.00	£ 190.00	£ 190.00	£ 190.00			£ 190.00	0.0%
Christmas in Crediton	£ 10,000.00	£ 10,000.00	£ 9,800.00	£ 9,800.00	£ 200.00		£ 10,000.00	2.0%
Grants	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00			£ 5,000.00	0.0%
Benches	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 4,652.00			£ 4,652.00	0.0%
Civilian Flag Bearer	£ 356.80	£ 356.80	£ 356.80	£ 356.80			£ 356.80	0.0%
Salt Spreader	£ 165.00	£ 165.00	£ 165.00	£ 165.00			£ 165.00	0.0%
St Boniface/Devonshire Day	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00			£ 1,000.00	0.0%
LA services					£ 20,000.00		£ 20,000.00	0.0%
Project Initiations Funds	£ 10,000.00	£ 9,000.00	£ 9,000.00	£ 9,000.00			£ 9,000.00	0.0%
	£ 237,485.06	£ 237,693.87	£ 244,077.84	£ 237,050.63	£ 49,968.20	£ 3,000.00	£ 284,127.91	19.9%

General Reserve Balance at 31.03.23

£ 300,851.00

Anticipated General Reserve Balance at 31.03.24

£ 314,651.00

Operational costs should the town council not receive a precept - 8 months running costs for 2024/25 budget E313400 (recommended JPAG 3-12 months)



Trade waste collection report

Report by: Deputy Clerk
To: Full Council
Date: For consideration on 16 January 2024

Recommendation

Full Council is recommended to consider entering into a new contracted waste collection service, with a review taking place after 12 months, following the recommendation made by Community & Environment Committee meeting held on 28 November 2023.

1. Purpose

1.1 This report sets out the costs involved in moving to a contracted waste collection service.

2. Background

- 2.1. Currently, the town council is purchasing trade waste and recycling bags from MDDC at approximately £300 per year.
- 2.2. There is currently no provision for green waste.
- 2.3. Groups such as Turning Tides bring full litter picking bags and bags of green waste to the office and these can only be disposed of at the tip.
- 2.4. On 28 November 2023, the Community & Environment Committee resolved to enter into the new contract as detailed below, with this going to full council approval.

3. Proposal

3.1 To approve the recommendation to enter into a contracted waste collection service which includes general waste, recycling and green waste and review in 12 months

4. Financial Implications

- 4.1 The costs for the remainder of 23/24 would need to be allocated from general reserves
- 4.2 The costs for collection of waste, recycling and green waste are as follows:

	£/collection	Rental charge	12 months
Co-mingled (660 ltr) (waste and recycling)	£12.95		£336.70
Green waste (660 ltr)	£25	£73 (20p/day)	£373.00
		TOTAL	£709.70

*based on fortnightly collection
*based on 12 collections per year

5. Conclusion

5.1. The town council is actively encouraging the community to get involved in litter picking and keeping the town clean and it would be beneficial to have an effective way of disposing of this material without frequent trips to the tip.

Emma Anderson
Deputy Clerk



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 and enhance 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 situated to the north west of Exeter in Devon. 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 still has 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 both a railway 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 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



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 border 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 is in place has 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 key problems 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. A '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 issues. The accessibility statement does not appear to have been reviewed since August 2020. The Council might also wish to consider if it could use fewer PDF documents and increase the amount of information in HTML format.

Social media

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

The goal was to ascertain how the Council is performing in relation to other councils. The number of social media followers was compared to other councils with a similar precept.

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 similar-sized 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, which 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 instance, 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)))

Provides 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 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 and ensure that closed captions are provided
- Consider the possibility of using social media such as LinkedIn in the future
- Provide access to quick feedback forms, surveys and polls on existing social media
- Develop and use an email newsletter system
- 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 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 it easier to visualise the recommendations.

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 re-consenting 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 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 what 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 compiled 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 a 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 contracted
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

Kirton Quarterly report

Report by: TownClerk
To: Full Council
Date: For consideration on 16 January 2024

Recommendation

Full Council is recommended to consider the submission of information and articles to the Kirton Quarterly.

1. Purpose

1.1 This report sets out information relating to the Kirton Quarterly publication.

2. Background

- 2.1. It has been advised that: "This first issue of *Kirton Quarterly* has been designed and developed with the support of a *Love your Town Centre* grant from Mid Devon District Council made to Friends of Credition Library working in partnership with Credition Chamber of Commerce. It is intended to become a self-funded publication supported by donations and advertisements from local businesses."
- 2.2. The Kirton Quarterly will take the place of Independent for Credition leaflets and is not a vehicle for Independent for Credition editorial.
- 2.3. An open meeting will be held monthly at the Elephant on the Green for anyone to bring their ideas and contributions, offers of help to the table, so it becomes a transparently community-engaged publication.

3. Proposal

- 3.1 To consider whether the town council should submit articles for publication.
- 3.2 To consider whether links to the Independents for Credition group would be beneficial or appropriate to the town council.

4. Financial Implications

- 4.1 No requests for funding has been made.

5. Conclusion

- 5.1. The town council is committed to improving its communication with the public but must be mindful of how information is provided and by whom.

Rachel Avery
Town Clerk