

**MINUTES OF THE GENERAL PURPOSES MEETING OF DARTMOUTH TOWN  
COUNCIL HELD ON THURSDAY 30<sup>TH</sup> NOVEMBER 2017**

**PRESENT:** Cllrs.: T de Galleani (Chair); I A Pritchard (Vice Chair)  
Cllrs.: P F Allen; M Baillie; R W I Cooke (Mayor); A J C Fyson (Dept  
Mayor); D M Gent; B T Harriss.

**IN ATTENDANCE:** Town Clerk: C Pritchard-Williams; Administrator: Ruth Searle & Cllr R  
Lyon

**1. APOLOGIES FOR ABSENCE**

Cllrs: S Smith.

**2. DECLARATIONS OF INTEREST**

There were none.

**3. CORRESPONDENCE**

There were none.

**4. STORYBOARDS**

Cllr Thomson is heading up this project along with Andy Carter and work is starting. Cllr Allen said that this was agreed at Corporate Property. It was generally thought that this project could continue and be moved back to the Corporate Property Committee at the next meeting.

**5. LOCAL PLAN DATA**

This agenda item was actually for the Neighbourhood plan data, and a discussion took place with regards to what the council can do with the data that was collected from the 600 residents. The information is sensitive and before it is used, we may need to redact the specific sensitive data.

Cllr Fyson said that only Chairmen of the individual topic groups should have access to the data.

Cllr Gent said that the value in these was the use it's made of and if they are not being used then they are valueless. Cllr Cooke said that for the time being we should leave them as they are, but ultimately we should digitize the data so that they can be used by other groups of organisations if they want to.

Cllr Cooke suggested that this could be put on the agenda for the next meeting in the new year. Cllr Fyson wanted it recorded that: there is in existence a selection of comments relating to the individual topics which would be available or can be made available to the individual topic groups.

**6. PUBLICITY / ADVERTISING STRATEGY POLICY FOR 2018**

The Chairman explained that this came from finance and that the office needs a strategic policy on advertising for when we get advertising requests.

Cllr Allen spoke about the need for this; we have a budget in place so a policy document would be a very good idea.

Cllr Cooke said that more online advertising would be better than concentrating on print.

Cllr Lyon mentioned that perhaps we should be doing some advertising to support the visitor centre. The Chairman said that we do support the Visitor Centre financially.

It was decided that a very small working group be formed to come up with a calendar of events to help plan all advertising.

**Proposal:** To form a small working group to move forward with a policy & strategy document.

**Proposed:** Cllr P Allen

**Seconded:** Cllr R Cooke

All in favour of this proposal

## **7. CIVIC ROBES – CLERK**

The Chairman spoke about how on remembrance Sunday the Town Clerk looked rather unexciting; she suggested that a motif or badge could be added to the Clerks gown to make it more colourful.

A discussion took place about if this was appropriate or not and it was generally decided to look at other examples in other councils but to leave it as it is.

## **8. CORPORATE IDENTITY FOR THE TOWN**

The Chairman spoke about the need to choose a colour that the Town Council can use in all its signs and railings etc... She suggested that it could be black and gold throughout.

A discussion took place as to whether this was necessary or not. Cllr Cooke said that he did like the black benches and Bayards Cove. The Chair said that the lampposts and bins and signs at the moment were all painted in different colours, which was rather scruffy.

Cllr Gent said that he thought it was an unnecessary expense.

Cllr Allen pointed out that not all the street furniture belongs to DTC.

Cllr Lyon said that he thought the black and gold was very smart and this would be a good idea.

Cllr Harriss agreed with both sides but he comes from Leicester and everything in Leicester is painted the same colour which works well.

Cllr Allen mentioned that we should settle on a typeface that the council could use and Cllr Cooke agreed that something more interesting than Times New Roman would be good.

Cllr Cooke said that as Cllr Lyon had pointed out black and gold was good and if it's good enough for London then it's good enough for Dartmouth. He also said it was important to include Townstal as well because it is the gateway into Dartmouth.

The Chair said that this was aspirational going forwards.

## **9. PA HIRE FOR THE WW1 100<sup>TH</sup> ANNIVERSARY**

The Chairman explained that this came about from Cllr R Springett who had commented that the PA used for the remembrance service was not adequate for the crowd, lots of people complained that they couldn't hear it.

The Chair went on to say that for the 100<sup>th</sup> anniversary we should use a better system.

The Mayor asked what the Regatta committee used, and it was commented that they hire a system in. The Clerk reported that they apparently use P.A.S., Cllr Lyon said that, that was a huge outfit.

The administrator Ruth Searle commented that Cllr Springett was approached by Bobbie Small, to get together with the Royal British Legion, the BRNC and DTC to plan for next year.

The meeting ended at 6.45