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GOVERNANCE AND RESOURCES COMMITTEE

Minutes of the Governance & Resources Committee meeting held at 6.00pm on Thursday 18th November 2021 in the Council Chamber, Town Hall, Matlock DE4 3NN.

PRESENT

Councillor Tom Donnelly - In the Chair

Councillors: Jacqueline Allison, Sue Bull, David Chapman, Paul Cruise, Helen Froggatt, Dawn Greatorex, Alyson Hill, Susan Hobson, Michele Morley, Dermot Murphy, Garry Purdy, Mike Ratcliffe and Claire Raw.

Paul Wilson (Chief Executive), Tim Braund (Director of Regulatory Services), Karen Henriksen (Director of Resources), James McLaughlin (Director of Corporate & Customer Services), Lee Gardner (Legal Services Manager), Jim Fearn (Communications & Marketing Manager), Mike Galsworthy (Estates & Facilities Manager), Jenny Williams (Internal Audit Consortium Manager), Gavin Barker (Director & Engagement Lead - Mazars) and Simon Johnson (Democratic Services Officer).

Press - 1 member. Public - 15 members.

APOLOGIES

Apologies for absence were received from Councillors Robert Archer, Steve Flitter and Alasdair Sutton.

187/21 – MINUTES

It was moved by Councillor Garry Purdy seconded by Councillor Michele Morley and

RESOLVED

(unanimously)

That the minutes of the meeting of the Governance & Resources Committee held on 30th September 2021 be approved as a correct record.

188/21 – PUBLIC PARTICIPATION

Note:

“Opinions expressed or statements made by individual persons during the public participation part of a Council or committee meeting are not the opinions or statements of Derbyshire Dales District Council. These comments are made by individuals who have exercised the provisions of

the Council's Constitution to address a specific meeting. The Council therefore accepts no liability for any defamatory remarks that are made during a meeting that are replicated on this document."

Item 12 – Starkholmes Allotments

In accordance with the procedure for public participation, Mr Bruce Holden, Mr Matthew Buckler, Miss Martha Buckler, Ms Mary Derrick and Mr Paul Clements spoke regarding the compulsory purchase request for Starkholmes Allotments.

The further following questions and statements were submitted in writing:

QUESTIONS from Sarah Parkin, Resident of Matlock regarding Item 12 - Starkholmes Allotments

Q1: Have either of the Councils (Matlock Town Council and/or Derbyshire Dales District Council) asked the land owner to sell the site to them? If so, what was the answer?

Q2: Has the council asked the landowner to revoke the eviction order and instead request he continues to support this valuable community resource until he has a successful planning application and a buyer for the land?

Q3: What money is available in the Section 106 Funds and could this be used to support Starkholmes Allotments provision?

RESPONSE

Q1: Derbyshire Dales District Council has discussed this issue with the landowner and his representatives but has not made a formal offer to buy the land. From the discussions it was clear that the owner values the land at greater than agricultural value. Derbyshire Dales District Council is not able to answer on behalf of Matlock Town Council.

Q2: Derbyshire Dales District Council has discussed this issue with the landowner and his representatives but has not made formally requested that he reverses his decision. In providing this response we should be clear that the District Council has no statutory power to require that this decision be reversed.

Q3: The uncommitted amount of section 106 funding earmarked for parks and open spaces is £67,749.77. This comprises two contributions where the agreements state the particular locations where the funds must be spent: £48,412.54 is for open spaces at Hurst Farm Estate and £19,337.23 is for open spaces at Cavendish Drive. Therefore there is currently no section 106 money that could be used to support Starkholmes Allotments provision.

QUESTIONS from Sharon Shirley, Resident of Matlock regarding Item 12 - Starkholmes Allotments

Q1: If Starkholmes Allotment plot holders are evicted from the existing allotment site at the end of September 2022, how are the councils going to ensure continued allotment provision in Starkholmes?

Q2: DDDC awarded Starkholmes Allotments an Asset of Community Value. Has the land owner appealed this decision and if so at what stage in the process is the appeal?

Q3: By re-locating Starkholmes Allotments to public open space in support of private land owner, should Derbyshire residents be concerned that this will set a precedence for other areas of public open space owned by DDDC to be lost in the same way across the district of Derbyshire Dales?

RESPONSE

Q1: The report before Members describes a suggestion as to the potential use of neighbouring land to replace the allotments. There is the potential for the District and Town Councils to work together on this if the allotment holders are evicted.

Q2: The landowner has challenged the listing of the allotment site as an asset of community value. This challenge is currently being assessed as part of an internal review of the original decision.

Q3: The circumstances that exist in this case are that the allotment site that is threatened with closure is immediately adjacent to a site of open land that is currently owned by the District Council and which this Committee has previously agreed to transfer to the Town Council. These circumstances are unusual, but where they exist it is correct that the potential use of that land is considered where the alternative might be to lose the allotments completely.

QUESTIONS from Bob White, Resident of Matlock regarding Item 12 - Starkholmes Allotments

In Para 2.6 of the committee report it states one of the reasons for the recommendation in the report is that the potential cost of the acquisition is not known. In Para 2.2 it states that in order to establish the land value it would be necessary to an independent specialist valuer.

Q1: Will the Council now appoint such a valuer to remove this area of uncertainty once and for all?

Q2: If the valuation produces a value which is significantly above agricultural value will the Council consider compulsory leasing or compulsory hiring of the site, which it has the power to do so under S25 of the Smallholdings and Allotment Act 1908, as a less risky solution with the rent payable by the council being reimbursed by allotment rents?

RESPONSE

Q1: In light of the recent legal advice relating to the provisions of the Local Government Act 1972 this question now needs to be considered by Matlock Town Council.

Q2: In light of the recent legal advice relating to the provisions of the Local Government Act 1972 this question now needs to be considered by Matlock Town Council.

LETTER from Barbara Marriott, Resident of Matlock regarding Item 12 - Starkholmes Allotments

Dear Committee,

The allotments have been in Starkholmes for 100 years and are part of the village.

36 families derive great joy from tending these plots of land and there is a waiting list of people who would love to do the same. All these people will be deprived of this pleasure just because of one man who for some selfish reason has already given them notice to quit and ordered them to remove all the huts, greenhouses, Poly tunnels, compost bins and water butts. This is just not fair especially as if he doesn't get planning permission he intends to let the land go derelict. There is a saying about this. Dog in the Manger.

If the land is developed for housing it is not likely to be social housing as there is no profit in this and the same developer has 5 executive house plots for sale in Starkholmes already. If it is ever built on it would be criminal as the allotments are on land over an extensive network of tunnels and mine shafts.

If there is any justice in local government then the residents should be given priority over one developer. They should be given the right to buy the land from the council at a fair agricultural land cost.

I am not an allotment holder but support them all and trust DDDC will do everything in its power to ensure justice.

Barbara Marriott

189/21 – INTERESTS

Item 10 – ASSET MANAGEMENT PLAN – LAND HOLDINGS REVIEW PHASE 3

Cllr Dawn Greatorex declared a personal interest in Item 10, as a Member of Middleton-by-Wirksworth Parish Council and left the meeting for the duration of this item.

Item 12 – STARKHOLMES ALLOTMENTS

Cllr Paul Cruise declared a personal interest in Item 12, as a Member of Matlock Town Council.

190/21 - EXTERNAL AUDIT COMPLETION REPORT FOR YEAR ENDED 31 MARCH 2021

The Director & Engagement Lead (Mazars) introduced a report summarising the key findings arising from the external auditor's work in relation to the Authority's 2020/21 financial statements. The usual statutory deadline for the completion of audit is 31st July; for the 2020/21 financial statements the deadline was extended to 30th September 2021 due to the impact of the coronavirus pandemic. The Director & Engagement Lead (Mazars) explained that the audit work on the Council's Statement of Accounts had now been concluded and an unqualified audit opinion would be issued after the approval the Statement of Accounts and Letter of Representation.

Other key issues in the audit completion report are:

- the external auditors anticipate having no significant weaknesses in arrangements to report in relation to the arrangements that the Council has in place to secure economy, efficiency and effectiveness in its use of resources;
- the external auditors have not yet received group instructions from the National Audit Office in respect of their work on the Council's Whole of Government Accounts (WGA)

submission. They are unable to commence work in this area until such instructions have been received;

- No questions or objections have been received from electors.
- Audit work has provided the assurance sought and has not identified any material issues to bring to Members' attention. There is no indication of management override of controls;
- The report contains three Internal Control Recommendations. These are level 3 (low level) recommendations, which have been accepted by management;
- The audit of the accounts identified one misstatement, which was accepted by management and the Statement of Accounts was adjusted to correct it. This related an error in the accounting treatment of fixed assets, which amounted to £9.8m. Further information is set out on page 21 of the Audit Completion Report (Appendix 1) and in the report on the Statement of Accounts 2020/21, elsewhere on the agenda for this meeting.
- There are two unadjusted material misstatements, relating to the valuation of an investment and to the pension fund valuation. Further details of these are provided on page 22 of the Audit Completion report (Appendix 1) and in the report on the Letter of Representation elsewhere on the agenda for this meeting;
- Seven disclosure amendments were required (amendments to the notes to the accounts). The auditor identified six amendments that were required to disclosures in the Statement of Accounts; council officers identified a further issue. The Statement of accounts has been amended accordingly. Further information is set out on page 23 of the Audit Completion report (Appendix 1) and in in the report on the Statement of Accounts 2020/21, elsewhere on the agenda for this meeting.
- The external auditor has not identified any matters that would require the issue of a public interest report.

It was moved by Councillor Susan Hobson, seconded by Councillor Mike Ratcliffe and

RESOLVED That the External Auditor's "Audit Completion Report for the year
(unanimously) ended 31 March 2021" is noted.

191/21 - LETTER OF REPRESENTATION 2020/21

The Director of Resources introduced a report setting the draft Letter of Representation as part of Members' responsibility for approving the financial statements.

The International Standard on Auditing (U.K. & Ireland) 580 (ISA 580) requires the external auditor to obtain evidence that the Council's management acknowledges its responsibility for the fair presentation of the financial statements in accordance with the applicable financial reporting framework, and has approved the financial statements. The auditor can obtain evidence of management's acknowledgement of such responsibility by obtaining a written representation from management and a signed copy of the financial statements.

ISA 580 gives guidance on matters which might be included in a management "Letter of Representation". The Director of Resources' Letter of Representation has been prepared in accordance with that guidance and is given in Appendix 1. In preparing the letter, the Director of Resources has consulted with members of the Council's Corporate Leadership Team, and has discussed the draft contents with the External Auditor. The letter contains no matters of concern which need to be brought to the attention of Members. In addition, ISA 580 requires the external auditor to obtain evidence that those charged with governance acknowledge their collective responsibility for the preparation of, and have approved, the financial statements. Consideration of the Letter of Representation by the Council alongside the external auditor's Audit Completion Report, prior to the approval of the Statement of Accounts, contributes to that evidence.

It was moved by Councillor Sue Bull, seconded by Councillor Dermot Murphy and

RESOLVED That the draft Letter of Representation be endorsed for signature.
(unanimously)

192/21 - STATEMENT OF ACCOUNTS 2020/21

The Director of Resources introduced a report providing interpretation of the Statement of Accounts for 2020/21 and highlighting the key issues.

The Statement of Accounts 2020/21 has been audited by the Council's External Auditors (Mazars LLP) with any significant findings being set out in the Audit Completion Report.

The overall financial position as at the 31st March 2021 remains the same as that included within the Draft Statement of Accounts and reported to Council in July 2021. The Audit Opinion will be issued after the approval the Statement of Accounts and Letter of Representation. As part of corporate governance, the External Auditor is required to report relevant matters relating to the audit to Council (or a relevant committee). As a result of COVID-19, the normal statutory deadline of 31st July has been extended to 30th September 2021 for the 2020/21 Statement of Accounts. The External Audit Completion Report for 2020/21 from Mazars is included elsewhere on the Agenda of this meeting, and this report highlights the findings of the Audit.

The Accounts and Audit Regulations state that the accounts must be prepared in accordance with "proper practices" as defined by The Local Government Act 2003. The Council's accounts have been prepared to comply with proper practices, as demonstrated by the satisfactory completion of the external audit of the accounts. Compliance can also be checked by reviewing the Statement of Accounts against the Aide Memoire in Appendix 1.

It was moved by Councillor Garry Purdy, seconded by Councillor Mike Ratcliffe and

RESOLVED That the Statement of Accounts for 2020/21 is approved.
(unanimously)

At **6:40pm** the Director & Engagement Lead (Mazars) left the meeting.

193/21 - REVISED 2021/22 INTERNAL AUDIT PLAN

The Internal Audit Consortium Manager, supported by the Director of Resources, introduced a report informing Members that the 2021/22 Internal Audit Plan approved by members in March 2021 is no longer achievable and sought approval for the proposed revised Internal Audit Plan for 2021/22, which has been based upon the level of resources available and perceived levels of risk. A key requirement of the Public Sector Internal Audit Standards is that a periodic risk based plan should be prepared that should be sufficiently flexible to reflect the changing risks and priorities of the organisation. The risk based plan should be fixed for a period of no longer than one year, should outline the assignments to be carried out, their respective priorities and the estimated resources needed.

The Public Sector Internal Audit Standards states that the Head of Internal Audit must lead and direct an internal audit service that is resourced appropriately, sufficiently and effectively to be able to provide an opinion on the adequacy and effectiveness of the organisation's framework of governance, risk management and control. Members and the leadership team need regular assurance that the organisation has good governance and is effectively managing its risks. In

March 2021 the Internal Audit Plan for 2021/22 was approved by members. The “ideal plan” was based on there being 2 full time members of staff.

Although the Committee had approved additional audit resources in March, it had not been possible to appoint a suitably experienced and qualified Senior Auditor. A decision was taken to appoint at auditor level instead and an Auditor has been successfully appointed and has joined the Council from the 1st November 2021.

In addition to the above, the Senior Auditor has still been heavily involved in the Business Grants process although this has reduced during the last few months. The Corporate Leadership Team agreed that the Senior Auditor had the relevant skills, knowledge and experience to carry out this work. It was also agreed that the payment of grants was a priority. While a temporary employee was engaged to deliver some of the work and some support was provided by the financial services team, a significant amount of work fell to the Senior Auditor.

It was moved by Councillor Garry Purdy, seconded by Councillor Helen Froggatt and

- RESOLVED**
(unanimously)
1. That the reasons that the original 2021/22 plan is not achievable be noted.
 2. That the revised internal audit plan for 2021/22 be agreed.

194/21 - ASSET MANAGEMENT PLAN - LAND HOLDINGS REVIEW PHASE 3

At **6:56pm** Councillor Claire Raw arrived at the meeting during the debate of this item. Councillor Raw was excluded from the vote on this item.

The Estates & Facilities Manager introduced a report detailing the third phase of an ongoing review of the Council’s land and property assets in accordance with the Asset Management Plan. This phase of the Land Holdings Review covers 2 sites across the District in which queries or expressions of interest have been received or land is to be declared surplus to requirements or allocated for a particular purpose.

The Asset Management Plan (AMP) 2019 -2023 is intended to set out the Council’s strategic approach to the management of its land and property and to provide a framework within which property asset decisions can be made in support of the Council’s corporate aims and objectives.

The Asset Management Plan recommends that unused or surplus buildings and land (of area 0.1ha and above excluding parks and pleasure grounds and public open space) be reviewed to establish whether they should be sold or whether they could contribute to the councils objectives key objectives of economic development and affordable housing or whether they could form part of a Community Asset Transfer.

This, the third of a number of phases of reports consider the future arrangements for surplus land and buildings across the District

It was moved by Councillor Mike Ratcliffe, seconded by Councillor Michele Morley and

- RESOLVED**
(unanimously)
1. That a Community Asset Transfer by a lease of Site 1 to Middleton-by-Wirksworth Parish Council, be approved based on the terms outlined in Appendix 1 of this report and that delegated authority be granted to the Estates & Facilities

- Manager to negotiate and agree the possible inclusion of a break clause in the lease.
2. That Site no. 2 is declared surplus to requirements and offered for sale by private treaty or public auction on the terms outlined in Appendix 1 of this report.
 3. That it is noted that the disposal in 1. above (either by lease or freehold transfer) comprises an undervalue transaction permitted under the General Disposal Consent 2003.
 4. That each party will bear their own legal costs in respect of site 1. and that the District Council's legal and surveyors' costs in respect of site 2. will be met either directly or by way of a buyers' premium.

195/21 - DDDC TENNANTS - PROPOSED RENT FREE PERIODS

The Estates & Facilities Manager introduced a report seeking approval for the provision of retrospective rent free periods/rent reductions to District Council commercial tenants whose trading was either curtailed or prevented under national regulations due to COVID-19 during the Spring of 2021 at an estimated cost of £10,842.

The District Council has a number of small commercial tenants who have been unable to trade or have been adversely affected by lockdown arrangements. These fall into 2 categories namely businesses associated with our Parks and Pleasure Grounds and businesses related to the Livestock Market at the Agricultural Business Centre. Some of these businesses did not have their own rateable values and so were unable to access some of the available Government support grants as a result.

At the time this matter was last considered in November last year, it was resolved to offer these tenants a 5 month rent free period. This was gratefully accepted and has helped these tenants to maintain their businesses throughout the COVID-19 pandemic over the times when they were unable to trade. One of the tenants at the ABC, the National Farmers Union has declined the offer of the rent free period as their policy is to support landlords through the lockdown period.

It was moved by Councillor Dermot Murphy, seconded by Councillor Paul Cruise and

RESOLVED
(unanimously)

1. That approval is given to the grant of a 3 month 50% rent reduction to the operator of Hall Leys Park Cafe to reflect curtailed trading during the period 01/01/21 to 31/03/21 due to national restrictions due to COVID-19.
2. That approval is given to the grant of a 3 month rent free period to the ABC kiosk tenants and café to reflect their inability to trade during the period 01/01/21 to 31/03/21 due to national restrictions due to COVID-19 and local restrictions imposed by DEFRA.
3. That, subject to recommendations 1 and 2 being approved, Council be requested to approve a supplementary revenue budget of £10,842 to cover the estimated cost of the rent reductions.

196/21 - STARKHOLMES ALLOTMENTS

The Director of Regulatory Services, assisted by the Legal Services Manager and Estates & Facilities Manager, introduced a report detailing a request from Starkholmes Allotment Association for Derbyshire Dales District Council to consider the potential, to compulsorily purchase the land on which the allotments are currently sited, in order to ensure the long term retention of this land as allotments.

At its meeting on 30th September 2021, the Governance and Resources Committee considered a request from Starkholmes Allotment Association to compulsorily purchase the allotment site, as the Allotment Association had been served with notice to quit. The report highlighted that this presented an unquantified risk to the Council, in that the value of the site was unknown. However, it was identified that the Valuation Office Agency published indicative figures for land value for the area that showed that land in the area could be valued as follows:

- Agricultural land = £21,750 per Ha (VOA 2019)
- Residential land = £2,100,000 per Ha (VOA 2019).

Starkholmes Allotments are located on a 0.8 hectare parcel of land and as such a simple calculation using these figures gave a potential value varying from £17,400 to £1,680,000. The actual value would need to be determined as part of the compulsory purchase process, if that course of action was followed.

Research has continued since the writing and publication of this report and additional legal advice has been received, in relation to the powers of the District Council, by virtue of the Local Government Act 1972 (LGA 1972 paragraph 9 of Schedule 29); where a Town or Parish Council and District Council exist in the same authority area, the powers relating to the allotments acts can only be exercised by the Town or Parish Council and may not be exercised by the District Council, this means that the District Council has no authority/power to compulsorily purchase or to compulsorily hire this land, this power only exists in this case with Matlock Town Council.

It was moved by Councillor Garry Purdy, seconded by Councillor Susan Hobson and

RESOLVED

1. That the request from Starkholmes Allotment Association to compulsorily purchase the current site of Starkholmes allotments be declined, **as the District Council does not have the statutory power to do so.**
2. That the decision to undertake a Community Asset Transfer of land to Matlock Town Council (resolution 2 of Minute Number 135/21) be paused and reconsidered at a later meeting of the Governance and Resources Committee once further public consultation has been concluded by Matlock Town Council.

It was then moved by Councillor Jacqueline Allison, to amend **resolution 1** (this amendment being accepted by Councillor Purdy and Councillor Hobson) of the resolutions moved by Councillor Garry Purdy and seconded by Councillor Susan Hobson, as **highlighted in bold lettering.**

It was then moved by Councillor Claire Raw, seconded by Councillor Paul Cruise, to include the **additional condition**

below, for which the **additional condition was put to the vote:**

Additional Condition:

3. That a community plan, is established between all parties, to work to ensure the allotments are held by the allotments association.

Voting:

For	2
Against	12
Abstention	0

The Chairman declared the motion **FALLEN**.

It then was moved by Councillor Garry Purdy, seconded by Councillor Susan Hobson and

RESOLVED

1. That the request from Starkholmes Allotment Association to compulsorily purchase the current site of Starkholmes allotments be declined, **as the District Council does not have the statutory power to do so.**
2. That the decision to undertake a Community Asset Transfer of land to Matlock Town Council (resolution 2 of Minute Number 135/21) be paused and reconsidered at a later meeting of the Governance and Resources Committee once further public consultation has been concluded by Matlock Town Council.

Voting:

For	11
Against	2
Abstention	1

The Chairman declared the motion **CARRIED**.

197/21 - TREASURY MANAGEMENT ANNUAL REPORT FOR 2020/21

The Director of Resources introduced a report seeking approval for the Treasury Management Annual Report for 2020/21.

The Council has previously adopted the Chartered Institute of Public Finance and Accountancy's Treasury Management in the Public Services: Code of Practice (the CIPFA Code) which requires the Authority to approve treasury management semi-annual and annual reports.

The Authority's treasury management strategy for 2020/21 was approved at a meeting on 05th March 2020. The Authority has invested substantial sums of money and is therefore exposed to financial risks including the loss of invested funds and the revenue effect of changing interest rates. The successful identification, monitoring and control of risk remains central to the Authority's treasury management strategy.

Treasury risk management at the Authority is conducted within the framework of the Chartered Institute of Public Finance and Accountancy's Treasury Management in the Public Services:

Code of Practice 2017 Edition (the CIPFA Code) which requires the Authority to approve a treasury management strategy before the start of each financial year and, as a minimum, a semi-annual and annual treasury outturn report. This report fulfils the Authority's legal obligation under the Local Government Act 2003 to have regard to the CIPFA Code.

The report provided external and local context and details of the Council's borrowing strategy and investment activities for 2020/21. The compliance report identified that one limit was breached in 2020/21. This was reported to the Committee on 14 January 2021. The circumstances of the breach were that on 1st April 2020 the Authority received £36.2m in central government funding to support small and medium businesses during the coronavirus pandemic through grant schemes; this was temporarily invested in short-dated, liquid instruments such as Money Market Funds, other Local Authorities and the Debt Management Office. The significant amount of funding received (which had not been foreseen when the Treasury Management Strategy was approved by Council on 5 March 2020) and the limits on counterparties deemed by our Treasury Management Strategy caused a breach of up to £8m for a period of 34 days.

The Director of Resources reported that there were no other areas of non-compliance during 2020/21.

It was moved by Councillor Garry Purdy, seconded by Councillor David Chapman and

RESOLVED That the Treasury Management Annual Report for 2020/21 and the
(unanimously) out turn Prudential Indicators for 2020/21 are noted.

198/21 - TREASURY MANAGEMENT MID-YEAR REPORT 2020/21

The Director of Resources introduced a report seeking approval for the Treasury Management Mid-Year report for 2021/22. This report fulfils the Authority's legal obligation to have regard to the CIPFA Code which requires the Authority to approve Treasury Management semi-annual and annual reports.

The Treasury Management Strategy for 2021/22 was approved at the meeting of full Council held on 18th March 2021. The Authority has invested substantial sums of money and is therefore exposed to financial risks including the loss of invested funds and the revenue effect of changing interest rates. The successful identification, monitoring and control of risk are, therefore, central to the Authority's treasury management strategy.

As outlined in the Treasury Management Strategy, the Council is required to receive and approve, as a minimum, three main reports each year, which incorporate a variety of policies, estimates and actuals. This report fulfils part of this requirement by providing the **mid-year treasury management report**. – The report updates members with the progress of the capital position, comparing the actual treasury management position against the estimated, as at 30th September 2021.

The report provided external and local context, a borrowing update and details of the Council's investment activities for the first six months of 2021/22. The compliance report indicated that all treasury management activities complied fully with the CIPFA Code of Practice and the Authority's approved Treasury Management Strategy.

It was moved by Councillor David Chapman, seconded by Councillor Michele Morley and

RESOLVED That the Treasury Management Mid-Year Report for 2021/22 be
(unanimously) noted.

199/21 - COMMUNICATIONS AND MARKETING STRATEGY

The Communications & Marketing Manager introduced a report setting out how residents, employees and service users are kept informed about what the District Council is doing, how it is spending public money, and the District Council services they can access.

The District Council adopted its current Communications and Marketing Strategy in September 2014, reflecting the development of technology and the needs both of the public and the District Council, which had evolved dramatically since the previous strategy's adoption in 2011. This seventh annual update sets ambitious yet realistic targets to support the Council's Corporate Objectives and core values.

The aim of the Strategy is to ensure our communications help to promote a positive image of the Council, and, in marketing terms, help us to meet the needs and wants of our customers in a fast moving digital world; the adopted Strategy sets out a multi-channel approach to reach a wide variety of customers and stakeholders, underlining traditional forms of communication while embracing more modern approaches.

It was moved by Councillor Susan Hobson, seconded by Councillor Garry Purdy and

RESOLVED 1. That the strategic framework of the current Communications
(unanimously) and Marketing Strategy is noted.
2. That the Action Plan for 2022 is approved.

Meeting Closed: 8:26pm

Chairman