



To: All Members of the Town Council

**Meeting of Seaton Town Council
on Monday 5th June 2017 at 7pm**

31st May 2017

You are hereby summoned to attend the above meeting to be held at Marshlands, Harbour Road, Seaton. It is proposed that the matters set out on the agenda below will be considered at the meeting and resolution or resolutions passed as the Council considers appropriate.

Yours faithfully,

Amy Tregellas

Town Clerk

This meeting has been advertised as a public meeting and as such could be filmed or recorded by broadcasters, the media or members of the public. Please be aware that whilst every effort is taken to ensure that members of the public are not filmed, we cannot guarantee this, especially if you are speaking or taking an active role.

AGENDA

The Deputy Chairman will say a prayer at the start of the meeting.

- 17/COU/01 Apologies for absence.**
To receive any apologies for absence.
- 17/COU/02 Declarations of Interest.**
To receive any Members' declarations of interest in respect of items on the agenda.
- 17/COU/03 To agree the minutes of the Annual General Meeting held on Monday 8th May 2017.**
- 17/COU/04 Chairman's Report.**

- 17/COU/05 Public Question Time.**
To allow any questions or reports from members of the public.
- 17/COU/06 Police Report.**
- 17/COU/07 County Councillor Report.**
- 17/COU/08 District Councillors' Reports.**
- 17/COU/09 Reports from Council representatives on Outside Bodies.**
- 17/COU/10 Town Clerk Report.**
- 17/COU/11 Annual Governance Statement 2016/2017.**
To consider the recommendation from the Finance & General Purposes Committee.
- 17/COU/12 Account Statement 2016/2017.**
To consider the recommendation from the Finance & General Purposes Committee.
- 17/COU/13 Seaton Town Council's Policy on Advertising.**
To review and agree a policy on advertising following a referral from the Community & Open Spaces Committee.
- 17/COU/14 Quarterly Report on Dog Warden Activity.**
- 17/COU/15 Making Seaton Dementia Friendly.**
To receive an update from Cllr. D. Squire.
- 17/COU/16 Room hire application**
To consider the application from the Probus Club to hire the function room at Marshlands
- 17/COU/17 MOTIONS FOR DEBATE.**
- a) **Cllr. P Burrows:** *That this Council inform Devon County Council (DCC) that the Cycleway measures introduced at the Harbour Road/Underfleet Roundabout need to be reviewed as they are dangerous and likely to cause an accident in the future.*
- b) **Cllr. P. Burrows:** *That this Council is concerned about the vitality of the Town Centre considering the number of empty shops. The Council is willing to work with organisations/groups to find a way to encourage usage of our Town Centre.*
- 17/COU/18 Update on Actions arising from previous meetings.**

17/COU/19 CONFIDENTIAL ITEMS

The Chairman will move that in accordance with the Council's Standing Order 1(c) press and public will be excluded from the meeting during the discussions of item 20 on this agenda there is likely to be a disclosure of confidential items.

**17/COU/20 To consider Seaton Town Council Staffing Structure from
1st June 2017**



DRAFT

Minutes of the Annual General Meeting of Seaton Town Council Monday 8th May 2017

Present

In the Chair:

Cllr. Jack Rowland

Councillors:

K Beer, P Burrows, C. Chadwick, M. Hartnell, M Pigott,
K Rye, H Sanham, M Shaw, D Squire, R. Webster

Present:

Town Clerk
Committee Secretary
3 members of the public

17/AGM/01 2017/2018

Election of Mayor / Chairman for the Municipal Year

Cllr. K. Beer proposed Cllr. J. Rowland as Mayor /
Chairman of Seaton Town Council for the Municipal Year
2017/2018

Cllr. H. Sanham seconded the proposal.

Members unanimously **RESOLVED** to approve the
election of Cllr. J. Rowland as Mayor / Chairman of
Seaton Town Council for the Municipal Year 2017/2018.

Cllr. J. Rowland formally accepted the office of Mayor /
Deputy Chairman for the Municipal Year 2017/2018. Cllr.
J. Rowland thanked colleagues for their faith in his work
over the past year, thanked Cllr. M. Hartnell as Mayor /
Chairman during a difficult year for the Council which is
now better supported with the advent of a Town Clerk
and other Officers. Cllr. J. Rowland offered
congratulations to Cllr. M. Shaw on his election to Devon
District Council and considers that Cllr. M. Shaw's
experience as a Seaton Town Councillor will benefit his
role as a County Councillor and vice versa.

17/AGM/02

The Mayor / Chairman will read and sign the prescribed Declaration of Acceptance of Office.

Cllr. J. Rowland duly read and signed the prescribed
Declaration of Acceptance of Office.

17/AGM/03

Election of Deputy Chairman / Deputy mayor for the Municipal Year 2017/2018

Cllr. K. Beer proposed Cllr. M. Pigott as Deputy Mayor / Deputy Chairman of Seaton Town Council for the Municipal Year 2017/2018

Cllr. K. Beer seconded the proposal.

Members unanimously **RESOLVED** to approve the election of Cllr. M. Pigott as Deputy Mayor / Deputy Chairman of Seaton Town Council for the Municipal Year 2017/2018.

Cllr. M. Pigott formally accepted the office of Mayor / Deputy Chairman for the Municipal Year 2017/2018.

17/AGM/04 The Deputy Mayor / Deputy Chairman will read and sign the prescribed Declaration of Acceptance of Office.

Cllr. M. Pigott duly read and signed the prescribed Declaration of Acceptance of Office.

17/AGM/05 Apologies for absence.

No apologies were received.

Cllr. S Polloni was absent from the meeting.

17/AGM/06 Declarations of Interest.

Councillor Marcus Hartnell declared a non-pecuniary interest as a dual-hatted Member of East Devon District Council (EDDC).

Councillor Peter Burrows declared a non-pecuniary interest as a dual-hatted Member of EDDC

Councillor Martin Shaw declared a non-pecuniary interest as a Member of Devon County Council.

17/COU/07 To agree the minutes of the Extraordinary Full Council meeting held on Monday 3rd April 2017.

Cllr. K. Beer proposed that Members accept the minutes of the Extraordinary Full Council meeting held on Tuesday 2nd May 2017 as a true record of the meeting.

Cllr. M. Shaw seconded the proposal.

Members unanimously **RESOLVED** to agree the minutes of the Extraordinary Full Council meeting held on Tuesday 2nd May 2017, duly signed and dated by the Chairman.

17/AGM/08 Public Question Time.

Mr Eric Bowman asked about the removal of graffiti from various locations in Seaton. He had been instrumental in getting graffiti removed from the Town Hall recently and asked what arrangements Seaton Town Council (STC) has in place to tackle graffiti going forward.

The Chairman explained that both East Devon District Council (EDDC) and the Police are aware of the extent of graffiti in Seaton. EDDC are responsible

for removing graffiti from their land within Seaton. Mr Bowman and other members of the public were encouraged to report graffiti to EDDC StreetScene. STC continues to do all it can to remove and prevent graffiti.

Mr Eric Bowman asked about the installation of matting / felting on the beach to enable pushchairs and the disabled to access the beach more easily.

Cllr. H. Sanham explained that STC has considered this issue before. However, the complexities arising mean that it is not feasible. These include health and safety issues in the matter of maintaining the surfacing, cleaning the surfacing, storing the surfacing during the winter and installation and removal costs. In addition, because of the changing profile of our beach according to tides, this makes the installation of any kind of surfacing difficult.

17/AGM/09

To review the Council's Scheme of Delegation.

To review and approve the Council's Scheme of Delegation for the 2017/2018 Municipal Year, including delegations for Council, Committees, and Officers.

The Council **RESOLVED** to approve the Scheme of delegation subject to the following amendments:

Council Functions

- Add Grants to the list as number 14

Delegation to Committees

- Events – to oversee *the management of any* events run by the Council or through a third party or contractor
- Remove the section on grants
- Highways (Council)
- Add in dementia with the function of making Seaton a dementia friendly community (Council)
- Play areas – split into leases (Estates) and maintaining (communities)
- Street naming (Council)
- Neighbourhood Planning – developing and updating the Neighbourhood Plan (Planning Committee)

Delegation to Officers

- Communications – To deal with all press and public relations on behalf of the Council *in accordance with the Council's agreed policy*
- Documents – to sign documents on behalf of the Council *as appropriate*

(moved Cllr Shaw, seconded Cllr Pigott)

17/AGM/10

Draft Terms of Reference for Committees.

To review and approve the Council's Terms of Reference for each of its Committees for the 2017/2018 Municipal Year.

Cllr. J. Rowland proposed that each Committee will review and approve the respective, draft Terms of Reference, in session.

Cllr. M. Shaw seconded the proposal.

Members unanimously **RESOLVED** that individual Committees will review and approve the respective, draft Terms of Reference, in session.

17/AGM/11

Appointments to Committees.

To appoint Councillors to each of the Council's Committees for the 2017/2018 Municipal Year.

Members unanimously **RESOLVED** to agree the following appoints to the Council's Committees for the 2017/2018 Municipal Year.

Allotments Committee

Cllr. M. Hartnell, Cllr. M. Pigott (ex-officio),
Cllr. J. Rowland (ex-officio), Cllr. D. Squire
1 vacancy

Appeals Committee

Chairman: to be confirmed

Cllr. C. Chadwick, Cllr. M Pigott, Cllr. S. Polloni, Cllr. M Shaw,
Cllr. K. Rye

Cllr. D. Squire enquired about delegated Powers for the Appeals Committee. The Town Clerk confirmed that these are to be drafted.

Community & Open Spaces Committee

Cllr. P. Burrows, Cllr. C. Chadwick, Cllr. M. Pigott (ex-officio),

Cllr. J. Rowland (ex officio), Cllr. K. Rye, Cllr. H. Sanham,
Cllr. R. Webster
1 vacancy

Estates Committee

Cllr. K. Beer, Cllr. K. Rye, Cllr. M. Hartnell, Cllr. M. Pigott (ex-officio),

Cllr. J. Rowland (ex-officio), Cllr. H. Sanham, Cllr. D. Squire

1 vacancy

Finance & General Purposes

Cllr. K. Beer, Cllr. P. Burrows, Cllr. C. Chadwick, Cllr. M Pigott (ex-officio), Cllr. J. Rowland (ex-officio), Cllr. H Sanham, Cllr. D Squire
1 vacancy

Planning Committee

Cllr. K. Beer, Cllr. P. Burrows, Cllr. M Hartnell, Cllr. M. Pigott (ex-officio), Cllr. J. Rowland (ex-officio), Cllr. H Sanham, Cllr. M. Shaw
2 vacancies

Personnel Committee

Chairman: Cllr. J. Rowland
Cllr. K. Beer, Cllr. P. Burrows, Cllr. M. Hartnell, Cllr. H. Sanham,
Cllr. D. Squire, Cllr. R. Webster

17/AGM/12

Appointments to Outside Bodies.

To appoint Councillors to each of the Council's Committees for the 2017/2018 Municipal Year. Members discussed the number of outside bodies currently affording STC representation and if the Council should seek representation on any other outside bodies. Members agreed that Seaton Traders' Association and the Beach Management Plan Stakeholders' Group could be mutually beneficial to both STC and the groups concerned.

Cllr. M. Hartnell made it known that he was happy to have his name put forward as a representative on Outside Bodies but that his attendance would be subject to other commitments.

Members unanimously **RESOLVED** to agree the appointment of the following Councillors to Outside Bodies for the Municipal Year 2017/2018:

Seaton Regeneration Board

Cllr. M. Hartnell

Seaton & Colyton Traffic Group

Cllr. P. Burrows

Axe Valley Local Action Group

Cllr. M Pigott

Community Transport Association (TRIP)

Cllr. C. Chadwick

Jurassic Coast Ambassadors

Cllr. M. Hartnell

Natural Seaton Partnership

Cllr. H. Sanham

Devon Association of Local Councils (DALC)

Cllr. J. Rowland

DALC County Committee

Cllr. K. Beer

National Association of Local Councils (NALC)

Cllr. M. Hartnell

Chamber of Commerce

Cllr. K. Beer

Seaton Traders' Association

Cllr. K. Beer

East Devon Arts & Culture Forum

Cllr. R. Webster

Seaton Locality Health & Care Forum

Cllr. J. Rowland

Cllr. P Burrows

Beach Management Plan Stakeholder Group

Cllr. H. Sanham

Cllr. M. Hartnell

Members requested Officers to contact the respective Outside Bodies to notify them of these appointments and to liaise with new organisations identified on the matter of determining appointments.

17/AGM/13

Calendar of Meetings for the 2017/2018 Municipal Year.

To review and approve the calendar of meetings for the Council for the 2017/2018 municipal Year.

Members unanimously **RESOLVED** to accept the Calendar of Meetings for the 2017/2018 Municipal Year subject to amending the date of the Allotments Committee meeting in October to Tuesday 10th October.

Cllr P. Burrows proposed that evening Committee Meetings commence at 7pm unless circumstances necessitate a change of start time.

Cllr. D. Squire seconded the proposal

Members unanimously **RESOLVED** that Committee Meetings commence at 7pm unless circumstances necessitate a change of start time.

17/AGM/14

Standing Orders.

Recommend that the Council agrees to refer the Standing Orders to the Finance and General Purposes Committee to review before coming back to Council for approval.

Cllr. H. Sanham proposed that the Council refer the Standing Orders to the Finance and General Purposes Committee before coming back to Council for approval
Cllr. K. Beer seconded the proposal

Members unanimously **RESOLVED** that the Standing Orders will go to the Finance and General Purposes Committee to review before coming back to Full Council

17/AGM/15

Financial Regulations.

Recommend that the Council agrees to refer the Financial Regulations to the Finance and General Purposes Committee to review before coming back to Council for approval.

Cllr. M. Hartnell proposed that the Council refer the Standing Orders to the Finance and General Purposes Committee before coming back to Council for approval
Cllr. K. Beer seconded the proposal

Members unanimously **RESOLVED** that the Financial Regulations will go to the Finance and General Purposes Committee to review before coming back to Full Council.

17/AGM/16

Internal Controls.

Recommend that the Council agrees to refer the Internal Controls to the Finance and General Purposes Committee to review before coming back to Council for approval.

Cllr. K. Beer proposed that the Council refer the Internal Controls to the Finance and General Purposes Committee to review before coming back to Council for approval

Cllr. H. Sanham seconded the proposal

Members unanimously **RESOLVED** that the Internal Controls will go to the Finance and General Purposes Committee to review before coming back to Full Council.

17/AGM/17

Asset Register.

Recommend that, as per the Scheme of Delegation, the Asset Register is delegated to the Finance and General Purposes Committee for review and approval.

Cllr. P. Burrows proposed that, as per the Scheme of Delegation, the Asset Register is delegated to the Finance and General Purposes Committee for review and approval.

Cllr. M. Shaw seconded the proposal.

Members unanimously **RESOLVED** that, as per the Scheme of Delegation, the Asset Register is delegated to

the Finance and General Purposes Committee for review and approval.

17/AGM/18

Insurance.

Recommend that, as per the Scheme of Delegation, the Insurance is delegated to the Finance and General Purposes Committee for review and approval.

Cllr. M. Shaw proposed that, as per the Scheme of Delegation, the Insurance is delegated to the Finance and General Purposes Committee for review and approval.

Cllr. M. Hartnell seconded the proposal.

Members unanimously **RESOLVED** that, as per the Scheme of Delegation, the Insurance is delegated to the Finance and General Purposes Committee for review and approval.

17/AGM/19

Code of Conduct.

To review and approve the Council's Code of Conduct for Councillors for the 2017/2018 Municipal Year.

Cllr. D. Squire proposed that Members approve the Council's Code of Conduct for the 2017/2018 Municipal Year.

Cllr. M. Shaw seconded the proposal.

Members unanimously **RESOLVED** to approve the Council's Code of Conduct for the 2017/2018 Municipal Year.

17/AGM/20

Risk Management Policy.

To review and approve the Council's Risk Management Policy for the 2017/2018 Municipal Year.

Cllr. M. Pigott proposed that Members approve the Council's Risk Management Policy for the 2017/2018 Municipal Year.

Cllr. M. Shaw seconded the proposal.

Members unanimously **RESOLVED** to approve the Council's Risk Management Policy for the 2017/2018 Municipal Year.

17/AGM/21

Complaints Policy

To review and approve the Council's Complaints' Policy for the 2017/2018 Municipal Year.

Cllr. M. Pigott proposed that Members approve the Council's Complaints' Policy for the 2017/2018 Municipal Year.

Cllr. D. Squire seconded the proposal.

Members unanimously **RESOLVED** to approve the Council's Complaints' Policy for the 2017/2018 Municipal Year.

17/AGM/22

Freedom of Information

To review and approve the Council's Freedom of Information Act Model Publications' Scheme and the Council's procedures for handling requests made under the Freedom of Information Act.

The Town Clerk advised Members that minutes of meetings dealing with matters falling under the Freedom of Information Act are, from the Council's perspective, held as confidential.

Cllr D. Squire proposed that Members approve the Council's Freedom of Information Model Publications' Scheme and the Council's procedures for handling request made under the Freedom of Information Act.

Cllr. M. Shaw seconded the proposal.

Members unanimously **RESOLVED** to approve the Council's Freedom of Information Act Model Publications' Scheme and the Council's procedures for handling requests made under the Freedom of Information Act.

17/AGM/23

Data Protection.

To review and approve the Council's Data Protection Policy and the Council's procedures for handling request made under the Data Protection Act.

Cllr. M. Pigott proposed that Members approve the Council's Data Protection Policy and the Council's procedures for handling requests made under the Data Protection Act.

Cllr. R. Webster seconded the proposal.

Members unanimously **RESOLVED** to approve the Council's Data Protection Policy and the Council's procedures for handling requests made under the Data Protection Act.

17/AGM/24

Communications and Media Policy and Guidelines.

To review and approve the Council's Communications and Media Policy and Social Media Guidelines.

and Media changes:

The Council **RESOLVED** to approve the Communication Policy and Guidelines subject to the following

- Reference be added that the policy apply to volunteers and contractors as well as staff and councillors.
- A simpler version of the Policy be drawn up for volunteers
- That the document be checked for consistency and the words Town Clerk be substituted for lead officer

- Add in general principles section making it clear that all staff and councillors must follow the document
- Section 6.2 be amended to read be appropriate for the Town Clerk, Chairman or the Committee Chairman will be contacted (the deputy chairman will be contacted in the chairman's absence)
- send all councillors a copy
- The policy minus the guidelines be put on the website

(moved Cllr Shaw, Seconded Cllr Squire)

17/AGM/25

Governance Arrangements.

To receive a report, and consider the recommendations made by the Town Clerk following her review of the Council's Governance arrangements.

The Council **RESOLVED** to note the Governance arrangements report.

(Moved Cllr Hartnell, Seconded Cllr Shaw)

The meeting closed at 21.50

Chairman:

Date: _____

**County Councillor's Report
Councillor Martin Shaw**

I will send out a written report to all parishes towards the end of each month, for the following month's meetings. As often as possible, I will attend parish meetings to speak to my report and answer questions.

1. Annual meeting of Devon County Council

I attended this meeting on 25 May, at which the new officers of the Council were elected. It is a formal event because all significant decisions have been made in advance between the leaders of the majority Conservatives (42 seats) and the minority groups, the Liberal Democrats (7), Labour (7) and Non-aligned Group (4). As an Independent, I belong to the Non-aligned Group, together with fellow Independent, Claire Wright (Otter Valley), another Independent and a Green councillor, both from other parts of Devon.

2. Committee memberships

I will be a member of the Corporate Infrastructure and Regulatory Services Scrutiny Committee, which may be more interesting than it sounds because it deals with how the Council organises itself and spends its money, and also with oversight of Highways. I will also be on the Rights of Way Committee, and represent the Council on the Beer Community Land Trust. So far as committees on which I do not sit, I still have a right to attend and speak.

3. Locality Budget

I have now had a general briefing on this, but I am consulting further with officers on how to handle it, in view of practices in the two former divisions. I will send further information shortly. Parishes and community groups can of course apply for funding at any point in the year via the County Council website.

5. Highways matters

On 23 May, I met for the first time with Stephen Kelly, the Neighbourhood Highways Officer for the new Seaton & Colyton division. I went through a list of all the issues of which parishes and residents had made me aware, so that Stephen knows of them. He gave me preliminary indications of the situation concerning each, or undertook to look into them. I will report further next month.

6. Hospital beds

Keeping the in-patient beds in Seaton and Honiton Hospitals has been a priority in my first three weeks as your County Councillor. The day after my

election on 5 May, I attempted to revive the proposal for a judicial review of the NEW Devon CCG's decision to remove the Seaton beds, however, despite raising over £5,000 in a week, I was forced to conclude that there were insufficient funds and time to pursue this potentially very costly course. The Hospital League of Friends, through whom donations were made, are now arranging to return money to donors who wished it to be returned if not used for judicial review.

I will now press for the County's newly reappointed Health Scrutiny Committee, at its first meeting on 19 June, to use its legal power to refer the decision to the new Secretary of State for Health who will be appointed after the General Election. I shall be writing to the committee's Chair about the CCG's answer to the question the committee asked about the choice of Sidmouth rather than Seaton for the 24-bed unit in the proposed new arrangements, since I am not satisfied with their answer.

Martin Shaw

26 May 2017

Town Clerk Update Report – May 2017

Since the last update report the Town Clerk has been working on the following:

2016/17 Financial Year End

The Town Clerk has completed the production of the year end accounts following the 31st March and has reconciled the ledger with the bank statement.

The Internal Auditor visited on the 16th May and his report is due shortly. He has signed off the Annual Return for Grant Thornton

The Annual Governance Statement and Accounting Statements are included as separate items on this agenda for Council to approve them.

The public notice was displayed on the noticeboard and website on 1st June and the inspection for reviewing the accounts will take place for 30 working days including the first two weeks of July.

The final stage of the process is getting the information off to the external auditors, Grant Thornton and this is all in hand and will be sent on the 23rd June to ensure that it reaches them by the deadline of the 30th June.

Policies and Procedures

The Town Clerk has written numerous policies and procedures over the last couple of months, which include:

- Communications and Media policy and Guidelines
- Code of Conduct
- Risk Management Policy
- Complaints Policy
- Freedom of Information
- Data Protection
- Disciplinary Policy (approved by Personnel Committee)
- Grievance Policy (approved by Personnel Committee)
- Capability Policy (approved by Personnel Committee)
- Appraisal Policy (approved by Personnel Committee)
- Training Policy (approved by Personnel Committee)

Staffing Establishment

The Town Clerk has been working with the Personnel Committee discussing the staffing establishment and how this should look from the 1st June. A report is to be discussed as agenda item 20.

Seaton Town Council's Policy on Advertising.

To review and agree a policy on advertising following a referral from the Community & Open Spaces Committee

1. Background.

Seaton Town Council's Community & Open Spaces Committee have been considering how the Council may increase its revenue by featuring advertising on the seatondevon.org website as part of the Council's Marketing & Events profile. In advance of getting quotes for the provision of advertising, Members of the Community & Open Spaces Committee sought a report from Officers on the issues and guidelines on good practice in advertising which could comprise a policy which the Council may wish to adopt. Full Council is asked to review and agree a Policy on Advertising at its meeting on Monday 5th June 2017. The report considered by Members of the Community & Open Spaces Committee is reproduced below.

2. What approach should the Council take?

2.1 Seaton Town Council raises additional revenue in various ways, for example selling advertising space in the Town Guide and rental income from Marshlands and The Town Hall. Part of this revenue is to help offset costs. However, with increasing calls on a limited budget the Council may wish to consider other ways of raising revenue.

2.2 SeatonDevon.org is a website wholly owned and financed by Seaton Town Council as part of its Marketing & Events profile and is a potential resource for raising more revenue through advertising. There may be other benefits in so doing:

2.3 To enhance local economic growth resulting from offering value for money advertising opportunities to local businesses

2.4 To enhance the Council's reputation by providing advertising platforms to help other public services get their message across.

3. Risks

3.1 Income generation through advertising is a long-term endeavour. Expectations need to be realistic given the range of variable factors on which this depends some of which the Council may not be able to control.

3.2 Factors affecting income generation include the current economic climate, market forces and the attractiveness of the type and location of a platform (considering such things as audience reach). Some councils also consider other assets and locations which may be as, or more attractive and advantageous.

3.3 The Council will need to consider planning permission in formulating its policy on advertising. Partners such as District Councils could significantly influence the Council's ability to generate income through advertising where planning permission is needed particularly when selling space for commercial purposes.

3.4 It is important to consider that income generated needs to be balanced against the rate of return on investment. It takes resources to sell advertising, manage contracts and administer finance payments.

3.5 The Council's reputation needs to be at the forefront of formulating policy and it should be uniform across all platforms which may be used for advertising.

3.6 Advertisers should adhere to the Code of Conduct laid down by the Advertising Standards authority, be legal, decent and honest.

3.7 The Council's policy should respect the principles of fair competition.

4. Prohibited products, services and advertisers

4.1 The Council needs to determine which types of organisations will be permitted to purchase advertising space. Members may wish to draw up a list of prohibitions, for example:

4.2 Private sector organisations deemed to be in 'competition' with or to have a conflict of interest with services provided by the Council, its partners, its approved suppliers, or other public sector organisations.

4.3 Political organisations or those that appear to be designed to affect public support for any political party.

4.4 Legal or quasi legal organisations who limit their services to a specific area of law (for example claims relating to personal injury).

4.5 Companies offering credit, including loan, payday loan, credit card organisations or consumer hire **OR** Credit advertisements must comply with all legal and regulatory requirements in force at the time of publication including the Consumer Credit (Advertisements) Regulations 2010 where applicable.

4.6 Gambling organisations are not considered appropriate however, advertising from those organisations which could be considered as local tourism attractions may be permitted.

4.7 Organisations simply offering entry into a competition following completion of a form containing any personal information or similar are not considered appropriate.

- 4.8** Advertisements where benefit is precluded from UK Citizens are not permitted.
- 4.9** The Council will not run advertising that could be considered socially or politically contentious or which conflicts with the policies, values or statutory obligations (e.g. equalities /data protection) of the Council.
- 4.10** Manufacturers of tobacco and alcohol products.
- 4.11** Advertising from any organisation associated with 'adult industries'.
- 4.12** Religious organisations.
- 4.13** Educational establishments (includes academies, colleges, early years' providers, free schools, independent schools, LA maintained schools and special schools).
- 4.14** Organisations in a financial or legal conflict with the Council
- 4.15** Advertising which is critical of Seaton Town Council, its services, policies, Members, Officers and partners.
- 4.16** Organisations providing care and support services are required to provide proof of CQC registration (if providing residential, nursing or domiciliary care) and to be a member of a recognised Trading Standards scheme.
- 4.17** Humour in advertising is to be approached with caution since this can be deemed to mock specific groups or citizens in some circumstances.