

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 2 February 2016 there were present:

The Deputy Mayor: Councillor Jane Pascoe - Ex-Officio

Councillor Rachel Brooks - in the Chair

Councillors: Roger Holmes, Martin Menear, Sue Pike, Anne Purdon, James Shrubsole, Lorna Shrubsole and Hella Tovar

Town Clerk: Steve Vinson

Minute Clerk: Stuart Houghton

Member of the Public: None

667/15 APOLOGIES

An apology was received from The Mayor, Councillor Phil Seeva

668/15 DECLARATIONS OF INTEREST

No declarations of interests were made.

669/15 MINUTES OF THE MEETING HELD ON TUESDAY 5 JANUARY 2016

The Chairman proposed, Councillor Holmes seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 5 January 2016 were correct.

670/15 TO RECEIVE AN UPDATE ON PROGRESS ON RESOLUTIONS FROM THE LAST MEETING

The Town Clerk's report had been circulated, members discussed the forthcoming "man engine" project in support of the World Heritage Site 10th Anniversary;

- i. It was expected that the organisers would be asking for a grant and it would be useful to know more
- ii. The event will be on 27 July 2016
- iii. It was being led by CHAPS
- iv. Covered space was needed to build a local entry for the procession, it was anticipated that this local entry would also enter the Carnival and Liskeard Show
- v. The Town Clerk would make official contact with the organisers
- vi. Councillor Pike would also seek financial requirements

671/15 PUBLIC PARTICIPATION

No members of the public were present.

672/15 BUDGET REPORT TO 31 JANUARY 2016

The budget report to the 31 January 2016 had been circulated and was noted.

673/15 EVENTS

1. Events

The preliminary list of Council Events had been circulated; Members discussed them'

- i. The Church service on 7 February 2016, were refreshments required?
This would be checked with Rev Pengelly
- ii. The Annual Town Meeting and beating of the Bounds should be added to the Agenda for the March Committee meeting
- iii. The dates for Beating of the Bounds and the Queens Birthday should be checked

2. Liskeard Community Fair

Posters had been printed and 70 letters offering stall spaces sent out, most of the "outside" ring of tables had been allocated. It was agreed that;

- i. The Council should do a press release, Councillor Tovar to draft
- ii. Each organisation attending should be asked to publicise it
- iii. Councillor Menear would inform Radio Cornwall and Pirate FM of the event
- iv. Music could be provided, options were the silver Band, playing a CD or one of the Schools musical groups. Councillor Menear, as a school Governor would make enquiries at the school
- v. A raffle would be held, prizes would need to be donated

3. Queens 90th Birthday

The information received about this event had been circulated.

It was confirmed that the gas beacon was still in the Council's possession and that Councillor Goldsworthy had indicated that he could supply the gas. Official permission from the Church was required.

The Chair proposed, Councillor Purdon seconded and the Committee **RESOLVED** to **RECOMMEND** that the Council celebrate the Queens 90th Birthday by lighting a beacon on the Church Tower, subject to receiving the Church's approval.

674/15 THE TOWN CRIER NEWSLETTER

Notes of the meeting on 29 January 2016 had been circulated. The Chair reported a mixed reception of the idea of including the Town Crier, and reports

from other organisation in the Town, in a wider publication, but a number of key organisations and individuals were supportive.

Councillors discussion included;

- i. The intention was to improve the format of the magazine
- ii. Delivery of the magazine would need to be included
- iii. The need and frequency of the publication should be checked
- iv. Many advertising magazines existed in the Town, another one might not be viable
- v. It would be preferable to have “paid for editorial” rather than paid by advertisers
- vi. The proposal was to promote and advertise the Town and to reach a wider audience
- vii. There would be no advantage to the Town to advertise within the Town, who was the target readership
- viii. It would be to promote the events in the Town at one location, many residents were not aware of what is available in the Town
- ix. If the Council was no longer required to publish a magazine, don’t do it
- x. Should the Council contribute to a publication outside of its Parish
- xi. The Saltash magazine was run as a social enterprise
- xii. If a CIC was formed all costings should be presented for discussion and would need to include delivery costs
- xiii. Could the Council purchase space in the current local directories

It was agreed that the discussion with the interested parties should be followed up to develop a brief to be presented at the next meeting of this Committee.

Councillor L. Shrubsole agreed to investigate the cost of advertising in the local directory and the Deputy Mayor a South East Cornwall publication.

675/15 SIGNS

1. Bay Tree Hill Shops Signs

The Deputy Mayor declared an interest in this item and did not join the discussion.

The Town Clerk reported that a quotation of £350 had been received from Furnitube to provide these signs.

Councillor Purdon proposed, Councillor Tovar seconded and the Committee **RESOLVED** to proceed to continue with the installation of these signs.

2. Dean Street Access to Westbourne Car Park

The Town Clerk reported that the owners of the property on the side of the land where the sign was required did not want the sign to be attached to their property; therefore this could not go ahead.

676/15 BRINGING LISKEARD'S HISTORY BACK TO LIFE

The Town Clerk reported on the meeting held on 25 January 2016 and the Minutes were noted.

677/15 TOWN LEAFLET

The notes of the meeting held on the 20 January 2016 were noted. It was reported that originally the proposal for the leaflet to be a folded double sided A4, but an additional quotation had been requested for a folded double sided A3 leaflet. Graphic Words had provided the alternative quotation which did not include designing a larger area map and commissioning drawings if required. Councillors comments included;

- i. There were several businesses in the Town that could print this leaflet, should it put to tender? Also the School and College had print departments that might want to be involved. The Chair replied that as the committee had previously agreed, this was a follow on to the plinths and walks leaflet for which Graphic Words had been originally chosen by the tender process. They had produced good quality work.
- ii. Would accommodation be included? The Deputy Mayor reminded the Committee of the potential from HMS Drake
- iii. The draft leaflet should be circulated to all Councillors for comment

Councillor Brooks proposed, Councillor Menear seconded and the Committee **RESOLVED** to **PROCEED** with the Graphic Words quotation with an upper cost limit of £3k.

678/15 TIC REPORT

The TIC report had been circulated and was noted

Recommendation to replace the current Card Payment System

The report gave details of problems with the existing card reader and the need to replace it.

Two systems had been considered and the Mainline Payments system considered to be more suited to the needs of the TIC; it is more robust, issues customer receipts and can take telephone payments.

Councillor L. Shrubsole proposed, Councillor Tovar seconded and the Committee **APPROVED** the installation of the Mainline Payments system.

679/15 CORRESPONDENCE

The Old Cornwall Society had invited Councillors to celebrate St Piran's day at 7.00 pm in St Martins Church on 5 March 2016.

680/15 DATE OF NEXT MEETING

The next meeting of the Communications and Engagement Committee would be on Tuesday 1 March 2016 at 7.30 pm.



Liskeard Information Centre

Foresters Hall, Pike Street, Liskeard, PL14 3JE

Tel 01579 349148, Fax 07092 399866

tourism@liskeard.gov.uk

www.visitliskeard.co.uk

VISIT LISKEARD
FOR THE EXPLORER IN YOU

Update since 28th October 2015

Visitor Numbers

As you will see from the attached chart, visitor numbers in November and December were down on the previous year, however profit was up slightly. So far in January we have had just 360 visitors compared with 475 in 2015, ticket sales are healthy – at the moment we are selling tickets for the Lions panto and the Menheniot panto but unfortunately we don't make any commission on them.

Card Payment System

For the last 2 years we have been using a company called Worldpay Zinc to process card payments in the TIC. The system uses an app on our iPad which links by Bluetooth to a card reader/chip & pin machine. This card reader has started giving us problems and we are having trouble taking card payments at the moment, in order to resolve this we would need to buy a new reader at a cost of £39.99.

I think now is the perfect time to consider changing to a different system – iZettle pro is a similar setup (an app on the iPad with a linked card reader) with the added advantage of being able to process contactless and Apple Pay payments, the commission rate is the same as with Worldpay (2.75%). An iZettle card reader would be £59. A potential issue is that iZettle does not have the facility to process payments over the phone which we do use on occasion, however, I do not foresee any issues with continuing to use Worldpay for phone payments and changing to iZettle for customers in the TIC as both companies charge commission on a pay as you go basis and do not have any additional service charges.

Alternatively we could research whether we are able to get a 'traditional' fixed machine for a reasonable rate as the situation has changed from when we got the Worldpay unit and there are now companies who have solutions for small businesses that may work out around the same cost. I have been contacted by a company called Mainline Payments who have a monthly fee of £12.95 + VAT, transaction fees are between 0.7% and 2.1% depending on what type of card is used. Benefits of this system over the app system we are currently using are that there is no set up fee, the unit is more robust and it issues customer receipts. I attach the details. Last year we took around £350 of card payments per month so monthly fees averaged £9.56.

Shop Re-Organisation

The museum have acquired a large amount of shop stock from the Wayside Museum in Zennor which has closed, in order to accommodate this in the shop we are in the process of reorganising the layout of the shop area and incorporating some new display units that were also acquired from them. We hope to have this completed by half term and are aiming to keep disruption to a minimum.

First Aid

This month Tina has undertaken the First Aid at Work course and is certified for the next 3 years.

Vicky Cutts

27th January 2016

Communication and Engagement Committee Tuesday 2 February 2016

MEETING TO DISCUSS A POSSIBLE JOINT PUBLICATION FOR LISKEARD

10.30am Friday 29 January

Doniert Room, Liskerrett Centre

- 1 Welcome and apologies
- 2 Introduction and background
- 3 Aims
 - Of existing publications
 - Of possible joint publication
- 4 Possible models
 - A) Commercial publication - a number of individual organisations agree to buy space with the same publication eg Business Directory, Cornish Times
 - B) Establish CIC/social enterprise with representatives of a number of local organisations to publish a magazine for Liskeard. Funding from advertising and paid content. Would need expert help to set it up. eg Backbone Media.
 - C) Town Council extends existing 'Town Crier' to include paid content from other organisations and possibly advertising. Again, would probably need expert help.
- 5 Practicalities
 - Frequency?
 - Distribution?
- 6 Which organisations are interested in being part of this and at what level of involvement?

NOTES OF LISKEARD TOWN LEAFLET MEETING

10am, 20 January 2016

Those present: Tina Barrett, Rachel Brooks, Vicky Cutts, John Hesketh, Sue Pike, Lorna Shrubsole.

Apologies: Annie Purdon, Hella Tovar.

CONTENT AND FORMAT OF LEAFLET

Purpose and audience - as discussed at last meeting

- To encourage people to come to Liskeard and spend money while they are here
- To provide a service to visitors

We should provide information about out-of-town features but promote what there is in the town.

Map

It was agreed to use the town map which had previously been developed by Graphic Words. This should be combined with a map with a larger area which could show the station, leisure centre, hospital, supermarkets and Premier inn. The layout needs to enable people already in the centre of town to find out-of-town locations easily. The maps would have text and drawings/photos around them to highlight key locations.

Text

NB text will need to be short.

Text on attractions in Liskeard

- Museum
- TIC
- Public Hall
- Shops and cafes - in general
- Stuart House
- Liskerrett
- Parks and playgrounds
- Lux Park
- Reference to heritage, including Pipe Well and heritage trail
- Links to Visit Liskeard and Your Liskeard for more info.

SP to draft

Text on attractions around Liskeard

Caradon trail and W H site

Minions and Hurlers, Trethevy Quoit, Goliths, Siblyback, Cheeswring

Looe Valley Line
TCP walks leaflets
Walkers are Welcome status
Link to Visit Liskeard for more info

LS to draft

Useful phone numbers - keep brief. Link to website.

TIC to draft

Annual events - keep brief. link to event page on Visit Liskeard

TIC to draft

Photos/graphics/style

Use Visit Liskeard and Town Council logos and link with style of plinths and walks leaflets. **JH to ask Jo Hoskin** if the roofscape logo she designed could be used. Debate around use of photos and/or drawings. We want friendly, relatively informal feel - also clean and modern. We have a good range of photos already. RB to talk to Graphic Words about drawings option.

Use QR codes?

Format

Size - A3 folded in six, with maps in the centre, a photo or drawing on the front and other text on the remaining 5 pages.

Next steps

Designers - it was agreed to stick with the designers (Graphic Words) who had designed the plinths, walks leaflet and town map. They had previously supplied a quote for an A4 leaflet which had been used when setting the budget. **RB to contact them** with the information on our current ideas and ask for a revised quote. Forum to be asked to contribute to funding.

DEADLINES

Quote to be supplied by C&E on **5 February** if possible.

Next meeting on **24 February at 10am**. Draft sections to be circulated in advance if possible or brought to the meeting.

Rachel Brooks
21 January 2016