

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Thursday 7 April 2016 there were present:

Councillor Rachel Brooks - in the Chair

Councillors: Roger Holmes, Martin Menear and Anne Purdon

Town Clerk: Steve Vinson

Minute Clerk: Stuart Houghton

Member of the Public: None

922/15 APOLOGIES

Apologies were received from The Mayor, Councillor Phil Seeva, the Deputy Mayor, Councillor Jane Pascoe and Councillors James Shrubsole, Lorna Shrubsole and Hella Tovar.

923/15 DECLARATIONS OF INTEREST

No declarations of interests were made.

924/15 MINUTES OF THE MEETING HELD ON TUESDAY 1 MARCH 2016

The Chairman proposed, Councillor Purdon seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 1 March 2016 were correct.

925/15 TO RECEIVE AN UPDATE ON PROGRESS ON RESOLUTIONS FROM THE LAST MEETING

The Town Clerk's report had been circulated and Councillors commented;

1. The Man Engine

The Town Clerk reported that he had written to the Man Engine organisers and had received a response outlining their costs. This information would be circulated to all Councillors and presented to the next meeting of the Finance Committee. At last night's meeting of the Town Forum an award of £300 had been made to this project.

In response to a question about statutory limits on grant awards by the Town Forum the Town Clerk replied that he was not aware of any. The Forum was in the process of reassessing the awards it makes, it had made awards of £300, £500 and £1500 in the past and had created a precedent of awarding more than the amount stated in its Constitution.

The Town Council had revised how it would finance the Forum in the future and now required the Forum to produce a programme and budget for its planned expenditure, which could include projects that would automatically be given an award.

2. Granite Plinths

The Chair reported that the last of the Granite Plinths had now been positioned at the Railway Station and Morrisons supermarket.

3. Town Leaflet

The leaflet had “gone to print” and would be delivered next week

4. Shop Signs

The Shop Signs had been put in place. A letter of appreciation had been received from the Chamber of Commerce thanking the Council and Chair of this Committee for the provision of the signs.

926/15 PUBLIC PARTICIPATION

No members of the public were present.

927/15 BUDGET REPORT TO 31 MARCH 2016

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

928/15 EVENTS

1. Sword to Ploughshare/ Scouts Parade

The Chair reminded Members that on 24 April there would be the Old Cornwall Society Sword to Ploughshare service at St Martins Church in the morning, followed by lunch at the Eliot House with the Lord Lieutenant of the County, before the Scouts St George’s Day Parade from Westbourne Car Park to the Church. Please inform the Town Clerk if Members wished to join the lunch.

2. Civic Service

The Civic Service would be on 12 June 2016 and Members supported the idea that it would incorporate the giving of the Liskeard Bun. Items to consider included;

- I. Where will they be baked? if the Council was paying there must be a transparent process for choosing the supplier.
- II. Provide publicity, inform the Cornish Times and WMN
- III. Have printed bags or provide sticky labels for plain bags

3. Community Fair

Councillor Purdon had provided a cutting from the Cornish Times praising the Community Fair and thanking the Council for the event. Councillors commented;

- I. The event had been well publicised
- II. Many contacts had been made

.2.

442/15

- III. Next year an earlier opening time should be considered
- IV. Next year questionnaires should be available at the event not circulated after
- V. Provide printed banners for the next event
- VI. Count people as they arrive
- VII. Put the questionnaire on Survey Monkey and circulate to stall holders

929/15 LISKEARD JOINT PUBLICATION

The Chair invited Councillor Menear to report on the meeting held on Thursday 24 February 2016, the notes of this meeting had been circulated.

Councillor Menear said that the meeting had been very positive. A Community Interest Company or Social Enterprise could be formed to produce the publication. This could be an opportunity to have young people involved with an apprenticeship. The Town Council's liability would be limited to its budget. It was hoped that if this was successful the publication could become self-sustaining.

Councillors agreed that this was a worthwhile project, Councillor Brooks proposed, Councillor Purdon seconded and the Committee **RESOLVED to RECOMMEND** to proceed with this initiative, including inviting submissions from potential external partners as set out in the paper.

930/15 BRINGING LISKEARD'S HISTORY TO LIFE

The Chair reported that she had Chaired a meeting and the notes had been circulated prior to this meeting. The next meeting would be on 21 April 2016 and would look at the current resources about Liskeard's heritage, both paper and online, to think about how we could promote and use them better and where there are gaps. It was suggested that the tin and mining heritage should be emphasised and to investigate where the Town had locations related to this. Councillor Menear undertook to look into family items related to Liskeard's Wool history.

931/15 TIC REPORT

The TIC report had been circulated and was noted.

932/15 CORRESPONDENCE

The Town Clerk reported that he had received notification that the Town Centre Partnership CIC had been wound up and the remaining funds had been shared between three public organisations in the Town. The Town Council had received a cheque for £3.5k which should be used for Town Centre Community and Heritage projects.

933/15 DATE OF NEXT MEETING

The next meeting of the Communications and Engagement Committee would be on Tuesday 3 May 2016 at 7.30 pm.

4. Clerk's Report - To receive an update about progress of resolutions from the last meeting of the Communications and Engagement Committee on 1 March 2016.

Update
Events – Update at Agenda Item 7
Plinths – The plinths at Morrison's and the Railway Station are now in place. This completes this project. Photographs will be arranged.
"The Man Engine" – An application for a grant of £3,000 has been received. It was considered at the 22 nd March 2016 Finance and Strategy Committee. Requests for further information relating to the actual items that will be covered by the grant, the actual benefit to the town were amongst those things upon which the Committee requested further information.
Town Leaflet – The leaflet is scheduled to be printed on 11 th April 2016.
Bay Tree Hill Signs – The "To the shops" signs are now fixed in place at both sides at the top of Bay Tree Hill. This completes this element of the overall signage strategy. Photographs will be arranged.

Draft questionnaire for Liskeard Community Fair stall holders 2016

Thank you very much for filling in this brief questionnaire which will help us understand the effect of the event and how we can make it even better next year.

1) How worthwhile was it for your organisation to have a free stall at this event?

Very worthwhile

Quite worthwhile

Not very worthwhile

Not at all worthwhile

2) What did you get out of it? (choose all that apply)

Raised money

Raised awareness of our organisation

Publicised specific events or activities

Made new contacts

Networked with other local organisations

Other (please specify)

3) What was good about the event?

--

4) What could we do better next year?

5) Did you have an activity on your stall?

Yes

No

6) If YES, how much difference did that make to being able to engage with people?

A lot

A little

None

7) Are you likely to want a stall again next year?

Yes

No

8) Were you aware of publicity for the event? (choose all that apply)

Poster

Social media

Local newspapers

Radio

E-mail

Word of mouth

9) Did your organisation publicise the event in any of the following ways? (choose all that apply)

Poster

Social media

E-mail

Word of mouth

10) This event is one way of carrying out the Town Council's aim to:

Work effectively with other organisations, building the community and increasing local resilience and sustainability.

Are there other things you would like to see the Town Council doing to achieve this aim?

11) Do you have any other comments?

JOINT LISKEARD PUBLICATION

PROJECT DEFINITION

Task

To pilot a joint paper-based publication as part of a wider communications strategy. Content should also be able to be delivered digitally.

Purpose

In order to form part of a wider strategy to:

Create a sense of belonging, identity, pride and responsibility
Bring together/provide focus for existing community activities
Improve accountability of Town Council and increase 'political'/civic engagement

Increase footfall and promote trade
Encourage new businesses to come to Liskeard

Complement other forms of communication eg websites
Provide employment/training opportunities

Concerns we are seeking to address about current situation

Specific to the publication

- Communications currently piecemeal/fragmented
- Events clash - lack of coordination/working together
- 'Town Crier' not a youth-friendly name!

Wider background

- Lack of community cohesion and sense of identity/pride
- Low wage economy, low footfall in town centre and around
- Lack of aspiration for the town from many local people

People/organisations

End users/audience

- Town/local residents within parish boundary - including those looking for trades people or for things to do/places to go 9,000
- People living in surrounding area 40,000
- Visitors

People who would benefit/might contribute or help make it happen

End users above, plus

- Business owners including shops, cafes, pubs
- Clubs/organisations/charities/schools
- Town Council
- People looking for training/skills

Success criteria

- Lots of people reading the magazine- this might be measured by responses to vouchers etc
- Increased hits on website and social media activity
- Increased attendance at community events
- More people engaged in public debate and 'political'/civic activity including the Town Council. RIO idea of 'constructive disruption'
- Engagement with a range of ages and backgrounds
- It is fun, exciting, engaging, uses humour
- People complain if they don't get it!

Outputs

A range of **content** to appeal to a range of audiences.

Frequency - start with quarterly

Distribution - priority is local distribution but good to get it out more widely too. Need several 1,000 for distribution via businesses etc. More discussion needed on whether should distribute door to door as well.

If content is also used digitally that will reach a wider geographical audience. Also idea of using some content via pages paid for in existing publications.

Help we would like from an external partner

- Assisting in research about existing means of communication and publications
- Editing/copywriting – light touch
- Design
- Securing advertising/paid content
- Setting up distribution arrangements
- Establishing a self-sustaining publication to be based in Liskeard:
 - Setting up a not for profit organisation [RIO can help with this]
 - Paid roles for writing and securing advertising and sponsorship, including the potential for apprenticeships/training roles.

Meeting to discuss a possible joint publication for Liskeard

1.30pm Thursday 24 February

New Liskeard Room, Public Hall

Those present: Rachel Brooks, Town Councillor (in the Chair), Jenny Foster, Liskerrett Centre, Jamie Gamble (RIO), John Hesketh, Town Forum, Martin Menear, Town Councillor. Sue Pike, Town Councillor

Apologies: Steve Clark (RIO), Denise Larner, Chamber of Commerce

Reviewing the project definition

The group reviewed the initial project definition and agreed changes (attached).

Researching existing means of communication and publications

It was agreed to make a start on researching what means of communication and publications people currently use, analysing at some existing publications and talking to people who currently produce newsletters. *John Hesketh* to draft Survey Monkey questionnaires. The Town Council Survey Money account could be used. If we appoint an external partner they should also be involved in this work.

Process for selecting external partner

The group recommended the following process:

Use the project definition as the brief and also share the selection criteria.

Let applicants know that the current Town Council budget for the Town Crier is £4,000 but that this is neither a minimum nor maximum figure for the bid.

Have an open process in which submissions are invited as widely as possible.

The external partner would not need to be based in Liskeard but we would expect the publication which results to be based here and use local people.

Have a two-stage process in which written submissions are requested and used as the basis for shortlisting and then the shortlist are interviewed.

The group which has been meeting, and includes representatives from the Town Council, the Chamber of Commerce, the Liskerrett Centre, the Town Forum and RIO could undertake the shortlisting and recommend to the participating organisations who should be selected.

Selection criteria

Essential

- Experience of producing a regular publication in a competitive market
- Ability to provide content to appeal to a wide range of audiences
- Evidence of successful interaction and integration between paper and online material
- Innovation and imagination
- Credible plan to carry out the work
- Value for money – including costing of main elements of plan
- Commitment to providing local employment/training opportunities
- Commitment to a not-for-profit organisational model

Desirable

- Evidence that material they have published has contributed to community engagement.
- Experience of applying for EU funding
- Experience of providing local employment/training opportunities
- Experience of a not-for-profit organisational model
- Track record of creating a financially self-sustaining model

Evidence we should ask for

How they have met or would meet the selection criteria. *Martin* to design a form structured around the criteria. Looking for maximum of 5,000 words.

Next steps

Rachel, Martin and *Sue* to take these ideas back to the Town Council.

Potential timeline:

C&E Committee discussion and recommendation 7 April

Full Council discussion and decision 19 April

Submissions invited by Monday 16 May

Shortlist that week and interview the next.

Rachel Brooks
24 March 2016

BRINGING LISKEARD'S HISTORY TO LIFE

INITIAL PROJECT DEFINITION

Concern (why we need to do something)

Short dwell time for visitors in Liskeard because they don't know what they can do

Lack of obvious [reasons to visit](#) Liskeard

Liskeard's history and stories are buried/not as accessible as they could be and are not getting to a wide range of people

Lack of accessible/known about materials/guides etc

We are not making the most of our links with the World Heritage Site and Looe to attract people who are in the area for leisure/heritage reasons

Purpose (we are doing this in order to ...)

- Raise Liskeard's profile:
- Increase visitor numbers, [dwell time](#), enjoyment and spend - as a year-round attraction
- Help locals appreciate what we have and spread the word
- Bring together different strands, including existing materials, into a single focus - package the experience.
- Tell the good stories we have.

Task

- Produce a package of materials to bring Liskeard's history to life for a range of audiences
 - Online resources
 - Materials and training for guides
- [Look at how to set up transport links at peak times between the station and town centre and World Heritage Site and town centre.](#)
- All backed up by a marketing plan and ideally a marketing post
- Involve some key businesses and sites.

People/organisations

End users

- Families [at a loose end/looking for wet weather activities](#) (eg from Looe)
- Retired visitors - more likely to be into heritage etc
- Family history diaspora with particular interest in mining and World Heritage Site
- Walkers
- People coming for library festivals etc
- Locals (interested in shared history)
 - Liskeard itself
 - hinterland

Other customers/beneficiaries

- Businesses in town
- Accommodation providers
- Stuart House
- Museum
- Liskerrett Centre
- Churches
- The railway
- New Looe trail
- World Heritage Site
- Old Cornwall Society
- U3A
- Walkers are welcome group
- CHAHP legacy group
- Schools
- Leisure Centre

Actors - people/organisations we could involve in making it happen

All those listed under customers/beneficiaries

- LIDFAS - Liskeard Decorative and fine arts Society
- SECTA - South East Cornwall Tourism Association
- Best of Bodmin Moor

Success criteria

Outcomes

- Increased visitor numbers, dwell time and spend
- Positive press coverage
- Clearer identity/greater understanding of what Liskeard has to offer
- Raised profile, good vibe, positive word of mouth
- Visitor enjoyment and repeat visits
- Online resources well used
- Good sales of trails etc
- High involvement of local community
 - Volunteer training - via museum?
 - Schools engaged
 - Familiarisation sessions for accommodation providers

Outputs

- Interactive and experiential
- Accessible
- Add value to what we have - good links - better publicity
- Lively and fun
- Based on learning from others' success eg National Trust use of mascots
- Includes sounds of local voices
- Attractive to selected audiences
- Encourages people to use local businesses etc

- Use really high quality photography and film.

Main themes to explore

- Mining
- Wool
- Henry Rice – architecture and inspector of nuisances
- People of Liskeard eg Emily Hobhouse, Painters Witch Finder
- Cross-cutting theme of materials aimed at children

Possible funding sources

The initial focus will be on applying for an EU small grant via the LAG. Other options for funding include:

- CITA
- Virador
- Heritage Lottery Fund

Information we need to know

- What is best technology option? Key issue is easy accessibility
- What resources are already available?
 - Oral history
 - Photos
 - Film
 - Museum
 - Stuart House archives (being digitised)
 - Old Cornwall Society
 - Iain Rowe
 - Tony Wood
 - John Rapson
- Find out more about potential niche markets
 - Literary festivals
 - Architecture/Henry Rice
 - Wool

Rachel Brooks

Amended 29 February 2016

DEFINING THE SCOPE OF THE TOWN HERITAGE COMMUNICATIONS PROJECT

Notes of the meeting held at 10am on Monday 29 February 2016

Those present: Tina Barrett (Liskeard TIC/museum), Rachel Brooks (Town Council), Rachel Bennett (Stuart House), Lorna Shrubsole (Town Council), Hella Tovar (Liskeard Museum).

Apologies: Mark Camp (Looe TIC), Rebecca Catterall (Devon and Cornwall Rail Partnership), Vicky Cutts (Liskeard TIC), Sue Field (Mazed).

People receiving papers: Deborah Boden (World Heritage Site), Sue Brownlow (Looe Trail), John Hesketh (Town Forum), Iain Rowe (CHAHP legacy group), Steve Vinson (Town Clerk).

Reviewing initial project scoping

The group reviewed the initial document and made a number of amendments. See attached document.

Main themes to explore

The following were identified:

- Mining
- Wool
- Henry Rice – architecture and inspector of nuisances
- People of Liskeard eg Emily Hobhouse, Painters Witch Finder
- Cross-cutting theme of materials aimed at children

Possible funding sources

The initial focus will be on applying for an EU small grant via the LAG. Other options for funding include:

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NEXT STEPS

It was agreed that the next meeting would be held after Easter and might be an evening meeting if that would maximise attendance. It would be held at Liskerrett to make use of their computer suite and would focus on reviewing current online and paper materials from Liskeard and also look at apps etc from further afield. The following were identified:

- CHAHP app – available online
- Visit Liskeard information – available online
- Visit Cornwall information – available online
- Other apps from Cornwall – available online and *Rachel Brooks* to bring St Ives app
- Stuart House resources, including heritage trail – *Rachel Bennett*
- TIC resources including children's trails – *Tina*
- Museum leaflet – *Hella*
- U3A information – *Hella*
- Information about St Martin's and the Methodist church – *Rachel Bennett*
- Walkers are welcome information – *Rachel Bennett*

Rachel Brooks
1 March 2016



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Liskeard Information Centre

Foresters Hall, Pike Street, Liskeard, PL14 3JE

Tel 01579 349148, Fax 07092 399866

tourism@liskeard.gov.uk

www.visitliskeard.co.uk

Update since 24th February 2016

Visitor Numbers

To date in March we have had 319 visitors compared with 548 in 2015, bearing in mind there is still a week left in the month and it is school holidays, I am confident we will be close to last year's numbers. March profits are slightly down on last year largely due to the late renewal of some of our members. I will present a full breakdown of the end of year figures and a financial analysis in next month's report.

Website Analytics

Here are the latest statistics for the number of people using the website (again bear in mind that the March figures are a week short of the total for the month)

Users	April	May	June	July	August	September	October	November	December	January	February	March	Total
2014-15		222	468	786	834	588	997	1,445	1,246	1,211	1,471	2,079	11,347
2015-16	2,065	3,000	3,125	4,349	4,275	2,741	3,217	3,368	2,443	2,503	2,356	2,672	36,114

Page Views	April	May	June	July	August	September	October	November	December	January	February	March	Total
2014-15		1,203	2,441	3,294	3,524	1,991	3,701	4,263	3,482	4,045	4,710	6,362	39,016
2015-16	5,962	7,786	8,187	11,942	11,773	7,586	8,098	7,794	5,654	6,147	6,128	5,820	92,877

As you can see the total number of users has increased by 318% and the number of page views has increased by 238% compared with last year.

The most popular pages after the home page were What's On, Things to Do, Public Transport, Liskeard Walks, Essential Info (town map and links on to car parks, public services, public transport and places of worship), Accommodation and the page with the 5 Town Walks on.

We now have 432 likes on Facebook and 263 people following us on Twitter.

Community Fair

Along with the museum we had a stall at this year's Community Fair. It was a very successful morning, we spoke to a lot of people about what we do in the TIC and sold a few items too. The general feeling was that it was much more 'buzzy' than in previous years.

Eden Experience

I attended the launch evening for Eden which was an opportunity to find out about all the events they are putting on this year and to catch up with staff from other TICs which is always beneficial.

Opening Hours

As agreed by the Council, from Tuesday 29th March our opening hours will be 10am to 4pm and 10am to 1pm on Saturdays, the hours will remain the same throughout the year.

Vicky Cutts

24th March 2016