

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 3 May 2016 there were present:

Councillor Rachel Brooks - in the Chair

Councillors: Roger Holmes, Anne Purdon, James Shrubsole, Lorna Shrubsole and Hella Tovar

Also in attendance; Councillors Sally Hawken and Sue Pike

Town Clerk: Steve Vinson

Minute Clerk: Stuart Houghton

Member of the Public: None

985/15 APOLOGIES

Apologies were received from The Mayor, Councillor Phil Seeva and the Deputy Mayor, Councillor Jane Pascoe.

986/15 DECLARATIONS OF INTEREST

No declarations of interests were made.

987/15 MINUTES OF THE MEETING HELD ON TUESDAY 7 APRIL 2016

The Chairman proposed, Councillor Purdon seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 7 April 2016 were correct.

Councillor L. Shrubsole thanked all Members that had contributed to the production of the new Town Leaflet and asked how it would be distributed. Several ideas were mentioned, it was agreed that the TIC would be asked to liaise with the Museum and to produce a master list of the proposed delivery destinations to provide a framework for Councillors and others to deliver the leaflet.

988/15 TO RECEIVE AN UPDATE ON PROGRESS ON RESOLUTIONS FROM THE LAST MEETING

The Town Clerk's report had been circulated; all matters were included on the Agenda.

989/15 PUBLIC PARTICIPATION

No members of the public were present.

990/15 COUNCIL WEBSITES

a. The Your Liskeard section

The Chair introduced this item, which had been referred to this Committee by the Finance Committee following the closure of the Town Centre Partnership CIC. The Committee had been asked to determine to what extent the Town Council should endeavour to keep this section of the Website operational. It had received a share of the residual finance from the Partnership.

The Town Councils Website was under three headings within one site; it would be very difficult to remove one of the sections. Comments included;

- i. Whatever decision was taken the site must be kept up to date
- ii. Should we encourage wider business entries beyond the Town Centre
- iii. The residual monies received would only operate the site for around three years, ways need to be found to raise income for the site
- iv. Voice Group did not recommend charging for individual business entries, advertising was a better way forward
- v. A meeting could be held to determine the interest of businesses which already operate online in supporting the Website
- vi. Several businesses already had their own Websites, links could be included to them
- vii. Could larger companies, with Community Funds, be approached to assist with the financial operation of the site?
- viii. The site should have a distinct purpose to be successful
- ix. As a minimum any out of date material should be removed
- x. The proposed Newsletter was intended to be self-financing, advertising packages could be linked to this Website

The Chair summarised the opinion of the Committee that the continued operation of this Website should be investigated further and the support of the businesses in the Town sought. It was agreed that meanwhile, simple updating could take place and the TIC should trial adding new business.

b. Inclusion of the Council Foundation Award requirements on the Town Council Website

The Voice Group had been informed of the need to amend the Website to display all of the Council's policies, as required to obtain the Foundation Award. Voice Group had indicated that there would be no trouble to include a new heading that could accommodate the 40 or so pages, we should send the detail to them and they would action it.

It was agreed that this item would progress for the next meeting of this Committee.

991/15 BUDGET REPORT TO 30 APRIL 2016

The budget report to the 30 April 2016 had been circulated and was noted. It was agreed that the line for Hanging Baskets and Banners would be removed.

992/15 EVENTS

The Civic Events list had been circulated

a. Civic Service 12 June 2016

The distribution of the Liskeard Bun was discussed. A baker had volunteered to produce them and they would be handed out in a paper bag with a Town Council logo sticker on it. Items discussed included;

- i. Which logo should the sticker display, the traditional one or the Website one
- ii. When would the buns be distributed, when the procession left the Church or when it disbanded
- iii. Photographs of the Mayor distributing the buns should be arranged
- iv. All youth groups should be invited to process and to attend the service
- v. Would there be an upper age limit for the receipt of a bun
- vi. The advertising of the event should include the resurrection of the traditional distribution of Liskeard Buns.

b. The Queen's Birthday

The Chair introduced this item and asked if the Committee wanted to recommend that the Council should hold a public event to celebrate the Queens Official Birthday. Following discussion, it was agreed that the Council had celebrated the actual Birthday, and that several public events were planned for the period around the official birthday date; therefore, they did not recommend that the Council should organise an event for the Queens official Birthday.

c. The Man Engine

The Chair introduced this by reporting that the Finance Committee had asked this Committee to discuss whether the Council should promote events in the Town with other organisations. A meeting was arranged for this Friday, 6 May 2016, with organisations on the Town to gauge their feelings. Items discussed included;

- i. Liskeard School had already committed to expenditure of about £2k and were promoting other schools to join in with artwork etc.
- ii. They would also produce a pageant wagon to accompany the Man Engine in the Town, it was also intended for this wagon to be displayed at the carnival
- iii. The Camborne School of Mines, backed by a Liskeard firm, had won a mining competition, mining could be theme for shop displays and advertising for the day
- iv. Ideas to consider included Morris Dancers, the Silver Band, the Samba Band, Clowns, the Town Crier, Cornish music and dancing, and the Stoke Climsland School Newcomen Engine
- v. A competition for the traditional miners pasty, with savoury and sweet ends

The Chair asked the Committee to consider if the Council should finance the Man

Engine's visit to Liskeard. The organisers of the Man Engine event had asked for around £3k as a contribution to the cost of bringing the Man Engine to Liskeard, although a lower figure had also been indicated in discussions. As well as providing some finance, the Town Council could support the event by providing free venues, producing publicity materials and advertising it on the Website and Social Media. Councillors considered that this was a worthwhile event and felt that the Town Forum and business groups should be asked to consider further financial support.

Councillor Tovar proposed, Councillor Holmes seconded and the committee **RESOLVED** to **RECOMMEND** that the Town Council; contribute £1.5k towards the cost of the Man Engine visiting Liskeard.

d. Beating the Bounds

The up to date Schedule and Procedure had been circulated.

Councillors commented that they wished that organisations in the Town such as "Walkers are Welcome" and the ramblers Association be invited to join the walk and that the insurance implications be checked and disclaimer forms provided for signature at the start of the walk.

993/15 COUNCIL GAZEBO

The Chair stated that at last year's Liskeard Show the gazebo had been damaged, beyond repair by the strong winds, a budget had been raised for its replacement. Some costings had been obtained from a local company.

Councillor Tovar proposed, Councillor Purdon seconded and the Committee **RESOLVED** that the Minute Clerk progress the renewal of the gazebo, within the budget, and if possible be coloured Liskeard Blue.

994/15 BRINGING LISKEARD'S HISTORY TO LIFE

The Chair reported that she had Chaired a meeting on the 28 April 2016 with the interested parties at which existing materials had been examined. The next meeting would be on Wednesday 8 June at 1.30 pm.

995/15 PROVISION OF "HOODIES" TO THE LISKEARD SCHOOL GIRLS RUGBY TEAM

The Chair reported that at the last meeting of the Finance Committee this item had been discussed and she had suggested that this Committee might have a budget that could finance this item. Members discussed;

- i. The team had reached the national finals
- ii. The Council's logo must be displayed
- iii. Photographs should be taken of the team in the Hoodies
- iv. This was not a grant application it was a one off project to be considered

Councillor Holmes proposed, Councillor Purdon seconded and the Committee **RESOLVED** to provide the Girls Rugby Team with “Hoodies”, to a maximum cost of £250 from the Committees Consultation and Marketing budget, provided that they displayed the Town Council logo and that publicity photographs be taken of the team wearing the “Hoodies”.

996/15 TIC REPORT

The TIC report had been circulated and was noted.

997/15 CORRESPONDENCE

None.

998/15 DATE OF NEXT MEETING

The next meeting of the Communications and Engagement Committee would be on Tuesday 7 June 2016 at 7.30 pm.

Note,
next agenda include election of Chair and Vice Chair of Committee, Liskeard show,
Website for Foundation award, Man Engine and Beating the Bounds



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Update since 24th March 2016

End of Year Report

As you will see from the attached table, visitor numbers from April 2015 to March 2016 were down slightly from the previous year, March was particularly quiet as has been April so far. Our turnover and overall profits were down slightly. Ticket sales were lower but commissions and profit on shop sales were around the same level as the year before. Earnings from accommodation were down on the previous year – we have lost a couple of providers who did not wish to renew with us (and several more were late paying so have carried over to the next financial year), accommodation bookings continue to be extremely low – the majority of visitors now book their accommodation in advance, usually online, the number coming in to us to find rooms for them is negligible.

We are currently selling tickets for a Joey the Lips concert in the Public Hall at the end of May, we are charging 10% commission as it is a commercial concert and have already sold £390 this month. Other tickets we have at the moment are Liskeard Concert Series, Liskeard Silver Band and Culdrose Airday along with the usual Eden, Theatre Royal and CRBO.

TIC/CIC Meeting

I attended the latest TIC/CIC meeting on the 19th of April. It was agreed that since the Lets Go Cornwall website has failed to generate the income hoped for it will be wound up in the near future. There will be a further meeting next month to discuss to whether it is advantageous to retain the CIC in case it is useful at a later date – for example if there is some funding we can apply for as a group or potentially we could use it to group order stock in order to obtain favourable discounts.

I took along our new town leaflets so the following TICs now have a small supply each: Looe, Bodmin, Launceston, Fowey, Truro, Newquay, St Austell, Padstow, St Ives and Bude.

TIC Cover

June Neal, who used to cover from us a few years ago, has agreed to resume her role covering for the TIC when we are unable to cover each other's leave. She is coming in for training next week.

Vicky Cutts

26th April 2016

4. Clerk's Report - To receive an update about progress of resolutions from the last meeting of the Communications and Engagement Committee on 7 April 2016.

Update

Joint Liskeard Publication – As agreed at last Full Council, submissions are being invited from individuals and organisations interested in being the external partner for this project. The press release below has been sent to local newspapers and our partner organisations have been asked to publicise it.

Please share the information as widely as possible to your contacts via e-mail and social media - links below.

The page giving people the information they need to apply is on the Town Council website here:

<http://www.liskeard.gov.uk/community-magazine/>

It has been promoted via the Town Council facebook page here:

<https://www.facebook.com/LiskeardTownCouncil/>

and also tweeted via VisitLiskeard.

Creating a community magazine for Liskeard

Press Release

Liskeard organisations are looking for an external partner to create a quarterly magazine that reports on past and future activities in the local community, promotes Liskeard as a place to visit and do business, and encourages townspeople to get involved with every-thing the town has to offer.

They are seeking an individual or organisation who can help them establish a financially self-sustaining publication based in Liskeard. Initially the partner would produce a pilot is-sue and set up distribution arrangements for mid-summer, and they would go on to help in recruiting paid staff, including apprenticeship or trainee roles for people from the local area.

The idea is to complement and interact with other forms of communication promoting the town, especially websites and social media.

The project is being led by a group involving people from Liskeard Town Council, the Liskerrett Community Centre, the Chamber of Commerce, the Town Forum and the Real Ideas Organisations (RIO). Other local organisations and services have indicated they may be interested in paid-for content in the publication. The intention is to establish a not-for profit organisation, such as a Community Interest Company, to run the magazine on an ongoing basis.

Town Councillor Sue Pike first proposed the idea of a community magazine. She said "We need something which celebrates all aspects of the life of the town – civic, commercial and social - in one handy magazine. That way everyone gains and nobody misses out."

Denise Lerner from Zero2Vintage has represented the Chamber of Commerce on the group. She commented "People, including locals, don't always realise how much Liskeard shops and businesses have to offer. This is a key way to get over that message."

The group includes the Real Ideas Organisation (RIO) which has an office in Liskeard. They have offered their help with setting up training opportunities for young people via their Talent Match programme. Steve Clark from RIO said. "This will be a really good way to in-volve local young people in an exciting new venture, working with professionals to develop skills using a real live magazine."

If you are interested in applying to be the extrnal partner, all the information is on the notic-es page of www.liskeard.gov.uk Liskeard Town Council's website. The deadline for sub-missions is Monday 16 May.

ENDS

For more information please contact Rachel Brooks on 01579 345674 or ra-chel.brooks@liskeard.gov.uk

More information about RIO

RIO – the Real Ideas Organisation – is a pioneering social enterprise that brings imaginative and ethical business thinking to schools and education, places and regeneration and creative commercial ventures.

RIO is not just a multi-award winning, accredited and successful consultancy; we are also designers, developers and operators of our own home-grown projects. This means our practice is always evolving; our intelligence continually updating and our networks ever growing. The result is that we bring added levels of value to all the projects we work with.

Organising great ideas into reality is what we do <http://realideas.org/>