**Liskeard Arts and Media Body**

**Liskeard Arts and Media Body (LAMB)** will have an operational model that will limit running costs whilst providing a flexible structure to deliver exciting and innovative media projects that meet the needs and demands of the community. It will produce a regular high quality print publication and website with news stories and information about Liskeard plus a wider range of one-off pieces of media all focused on connecting and promoting Liskeard and involving local people in the production.

**Aims of LAMB:**

* Encourage townspeople (including those socially isolated) to get involved with everything the town has to offer
* Stimulating cooperation between community groups
* Celebrate what is good about Liskeard and contribute to a positive self-image for the town
* Promote Liskeard as a place to visit and do business
* Improve accountability for the Town Council and increase ‘political’/civic engagement
* Provide opportunities for local people, especially young people, to develop skills in journalism, design and facilitating debates
* Complement and cross-fertilise with other forms of communication, especially online

**Operational Model:**

The media agency will be governed by a board consisting of community partners. The board will accountable for and provide direction to agency activities. Suppliers will be commissioned to produce media and deliver events/ projects under a fixed contract basis. Suppliers will provide expertise and resources to create content and design for media products, work on special project and coordinate activities.

**Business Model:**

To keep overheads to a minimum, community partners (board members) will volunteer their time and any staff will be employed on a contract basis. Any media products produced by suppliers will be owned by LAMB. The agency will generate income in a number of ways:

1. Partner contributions – annual contribution by partners with associated service agreements. This will be used to fund the core products including the website and regular publication
2. Business directory – Income generated by providing commercial value to local businesses
3. Content sponsorship – local businesses and organisations provide one off sponsorship of articles posted on website and in publication
4. Grants – to fund one off special projects and events (such as community journalism project)
5. Local fundraising – includes crowdfunding, members share offer, donations and in-kind contributions from community and organisations invested in project
6. RIO programmes – funded programmes provide resources and expertise to create content, design and special projects (such as community database)
7. Community database – to be created for primary use by LAMB to deliver communications and media in the most effective way to the community. There is also potential for it to be used to generate income through sales for local focussed communications by third parties

