

# **LISKEARD COMMUNITY MAGAZINE**

## **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 it is also important to reach people living in the surrounding area and visitors. 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.