

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 3 September 2013 there were present:

Councillor Rachel Brooks- in the Chair

The Mayor Councillor Susan Pike - ex officio

The Deputy Mayor Councillor Phil Seeva ex officio

Councillors; Roger Holmes, Anne Purdon, Jane Pascoe, James Shrubsole, Lorna Shrubsole and Hella Tovar

Minute Clerk - Mr Stuart Houghton

Members of the Public: None

238/13 APOLOGIES

Apologies were received Councillors Christine Whitty and Nick Mallard, also from the Town Clerk Andrew Deacon.

239/13 DECLARATIONS OF INTEREST

No declarations of interest were made either Pecuniary or Non Pecuniary.

240/13 MINUTES OF THE MEETING HELD ON TUESDAY 6 AUGUST 2013

Corrections

Development of Car Park Proposals (Page 2 paragraph 3 (Minute 189/13))

After Councillor Brooks replace with “asked the committee if they agreed that the proposals should be cost neutral to Cornwall Council, this was agreed.”

(Page 3 Shoppers and Traders (4th line (Minute 198/13))

After “had been received add “the Committee agreed that the Town Clerk response to include the fact that this would be included in the consultation being carried out”.

Any Other Business (Minute 194/13)

Replace press release with Communication Strategy.

With the above corrections the minutes of the Communication and Engagement Committee were noted.

241/13 MATTERS ARISING

Agendas

Following a discussion The Mayor proposed, Councillor Pascoe seconded and the Committee **RESOLVED to RECOMMEND** to the Council that all Councillors should receive all agendas.

- In response to the request for all papers to be included with the agendas, it was stated that all details were sometimes not available by the time the Agendas had to be issued.

Committee Budgets (Minute 188/13 (Terms of Reference))

- The Committee Budgets have been changed to reflect the revised Terms of Reference.

Budget Report (Minute 188/13 (Terms of Reference))

Website

- The monthly cost of £30 for the website was discussed; it was assumed that this was the monthly rental paid to the website developer, although most of the updating work was carried out by the Manager of the TIC.
- The Mayor would appraise the website and list items for improvement.

Trailer

- The Committee was informed that the trailer was insured by the Council, but when it was being towed on the Highway it came under the towing vehicles insurance. Councillors could incur costs if they had to pay additional insurance to tow the trailer.

Salaries

- It was asked what salaries were paid from the Property Committee budget.
- The details were not known but it was thought that it was a historical allocation.
- The Committee requested that details of the split be provided at the next meeting.

Terms of Reference

- The amended Terms of Reference would be circulated.

Shoppers

- The Town Team had been asked if they would be interested in assisting the Council with the Shoppers consultation re car parking and develop the car park refund scheme with Traders. They had indicated their agreement.
- It was agreed that if the Town Council did work with the Town Team all parameters and responsibilities would be agreed and clear before any joint

work was undertaken. No payment would be made from the Town Council to the Town Team for this work.

Workers

- The draft questionnaire for the workers consultation had not yet been prepared

Councillor Brooks proposed and the Mayor seconded and the Committee **RESOLVED** to **RECOMMEND** to the Council that a budget was provided to print the questionnaire's and for the additional hours to be worked by the office to collate the information.

- A discussion took place about the possibility of using the Town Teams Survey Monkey account, it could be linked to the Town Council website and the public could input their answers. Survey Monkey would gather the inputted data.
- If the Town Council did not use the Town Teams Survey Monkey account, but subscribed to its own account, the approximate cost would be £300.
- A written contract, stating the obligations of each party, must be made before any work was started.
- The Town Clerk's advice should be obtained before any action was taken.

The Committee **RESOLVED** to **RECOMMEND** to the Council that the Town Council work with the Town Team on the car parking survey. The Town Team to be asked if the Town Council could use their survey Monkey account

242/13 PUBLICISING THE TOWN COUNCILS WORK

Website

- The Mayor said that she had volunteered to look at the Town Council's website and would report at the next meeting.

Meeting the Public

- A meeting between Councillors had been held to discuss how they would meet the public.
- Peppers Park had been chosen for the initial meeting to engage with the public.
- A location for the trailer for this consultation could not be identified
- It was a large estate which would require several visits.
- A leaflet drop should be made to the houses in advance of the visit to advise the residents that the Town Councillors would be there for consultation.
- The parking questionnaire and the Council's banners should also be used in the consultation.
- All Councillors should be invited to be involved with this exercise.
- As many Councillors knew some of the residents they could verbally spread the word that the visit would take place.

- The visit should be between 4.00 pm and 6.00 pm on Thursday 26 September 2013;
- Councillor Purdon would be happy to deliver the flyers.
- The consultation was thought to be an event worthy of a report in the Cornish Times to advertise the event
- The Mayor would discuss this with the Cornish Times
- This was a trial and would be reviewed after completion.

Communication Strategy

The draft Communication Strategy, attached, was discussed.

- The Going Forward section should have reference to the Town Clerk.
- This Committee, as Communication and Engagement, should draft all releases from the Council.
- Other Committees should contact this Committee to release information.
- The Mayor was the public face of the Council;
- The Deputy Mayor should approve drafts for the Mayor to deliver and should vet all releases.
- For normal every day information the Mayor could deliver the information verbally to the Cornish Times
- Substantial releases should be done in writing.
- A quick response was required for substantial releases; they should be created as ideas develop.

Councillor Pascoe proposed, Councillor J. Shrubsole seconded and the Committee **RESOLVED** to **RECOMMEND** that the Council adopt the Communication Strategy with “A more personal approach” with the Deputy Mayor acting as advisor and co-ordinator together with Councillor J. Shrubsole’s suggestion that information is gathered as ideas are generated.

Social Media

- The first step would be to sort out the website.
- The decision on Social Media will be made at a subsequent meeting.

243/13 **PROMOTING THE TOWN**

To be discussed at the next meeting. The Tourist Information Centre staff should be invited to attend the next meeting.

244/13 **TOWN CRIER**

A copy of the Town Crier was circulated.

- When the design of the newsletter was made Councillors were unaware that a charge would be made

- The work had been well done to a tight deadline; a pragmatic view was being taken.
- It was a practical and cheap method of completing the newsletter.
- The work should be paid for.
- The proposed charge was a bargain, but there might be concern from the public why the payment had been made to the Deputy Mayor's wife.
- Quotations for the work, one of which was over £700, had been received
- Neither company that quoted could have met the deadline.

The Deputy Mayor left the room at 9.22 pm

Councillor Holmes proposed, Councillor Purdon seconded and the Committee **RESOLVED** to **RECOMMEND** to the Council, by seven votes for and one against, that in this instance the Deputy Mayor's wife be paid for the design work for the newsletter.

The Deputy Mayor returned to the meeting at 9.25 pm.

- All copies of the newsletter had been delivered to Royal Mail; they needed 7935 copies to deliver to the four PL14 postcodes that are in the Parish.

The Mayor proposed, Councillor Holmes seconded and the Committee **RESOLVED** to **RECOMMEND** to the Council that an additional 200 copies of the newsletter be printed for distribution through the Library and TIC.

245/13 TIC REPORT

The TIC report, attached was noted.

246/13 CORRESPONDENCE

None

247/13 ANY OTHER RELEVANT BUSINESS

- It was proposed that an adjustment be made to the Budget to accommodate the consultations that were to be made
- It was asked if this was exclusively for the car parking consultation.
- It was replied that it would be for any consultation, including the Neighbourhood Plan at a later date.

Following a discussion concerning the changes to Budget line names and amounts, the Deputy Mayor proposed, Councillor Tovar seconded and the Committee **RESOLVED** to **RECOMMEND** to the Council that the budget line for Marketing be renamed Marketing and Consultation and £500 be transferred from the Events line into the new Marketing and Consultation line.

248/13 PART II

There were no items to discuss under Part II.

249/13 DATE OF NEXT MEETING

The next Communication and Engagement Committee meeting would be at 7.30 pm on the 1 October 2013.

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