

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 1 October 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: Sally Hawken, Roger Holmes, Anne Purdon, Jane Pascoe, James Shrubsole, Lorna Shrubsole and Hella Tovar

Minute Clerk - Mr Stuart Houghton

Assistant TIC Manager Clair Trudgeon

Members of the Public: Denise Larnar, Ray Meadows and Jan Hare

The Chairman advised of Housekeeping matters and welcomed Claire Trudgeon to the meeting.

337/13 APOLOGIES

An apology was received from the Town Clerk Andrew Deacon.

338/13 DECLARATIONS OF INTEREST

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

339/13 MINUTES OF THE MEETING HELD ON TUESDAY 3 SEPTEMBER 2013

The Chairman explained that she had made some alterations to these Minutes before they had been presented to the Council, but this did not signify that they had been approved.

Following the Town Council meeting, the Minutes had been rewritten in a different form that would provide briefer Minutes for the future. Also resolutions have to be recommendations to the full Council for approval.

Corrections

Matters Arising (Minute 241/13(Salaries))

First line, change "Property Committee Budget" to "each Committee's budget."

Publicising the Towns Work (Minute 242/13 (Communication Strategy))..

Delete the last bullet point.

Last sentence after “J. Shrubsole’s suggestion” replace “that information was gathered as ideas were generated” with “we should drive the news agenda by providing our own stories rather than respond to events.”

Town Crier (Minute 244/13)

Fifth bullet point after “had been made to” add “Jo Hoskin who was”

After **RESOLVED** to **RECOMMEND** “that in this instance” change “the Deputy Mayor’s wife” to “Jo Hoskin”

Any Other Relevant Business (Minute 247/13)

Correct the spelling of “exclusively”

With the above corrections, the Minutes of the Communication and Engagement Committee held on the 3 September 2013 were **APPROVED**.

340/13 MATTERS ARISING

Matters Arising (Minute 241/13 (Workers))

Councillor Brooks informed the Committee that the questionnaire for workers parking had been prepared and would contain the Town Councils logo. She asked for volunteers to distribute the questionnaire and input the data for analysis.

- It was recommended that the questionnaire was collected soon after delivery, experience had shown that they get misplaced
- Councillors Brooks, L. Shrubsole, Purdon and the Mayor volunteered to distribute the leaflet
- Councillors L and J Shrubsole volunteered to input the data
- It was proposed to use the Town Team Survey Monkey Account, training would be needed
- The Town Council would own all data, it was password protected on Survey Monkey
- The words of the agreement to use Survey Monkey must be agreed by the Town Clerk

Publicising the Town’s Work (Minute 242/13 (Meeting the Public))

- The Mayor would organise the first event in the Lanchard area of the West Ward where litter problems had been reported. The Deputy Mayor agreed to prepare the leaflets.
- This event would take place on a Saturday
- All Councillors could attend, not just those whose Ward was being visited
- There was insufficient time to arrange the event in the Ward in which there was a vacancy for a Councillor before the advertising period expired
- This was a good chance for all Councillors to meet their electorate

- A report on the event would be made at the next Committee meeting
- The North ward Councillors are meeting their Parishioners

The Town Crier (Minute 244/13)

Several Councillors reported that they, and some parishioners, had not received a copy of the Town Crier. This was disappointing, the more expensive delivery option had been chosen as it was thought that it gave the best guarantee for delivery. It was known that one alternative was not delivering to each address. An e-mail had been sent to Royal Mail giving the postcodes where full delivery had not been made. The office would monitor the situation.

341/13 TOWN COUNCIL WEBSITE

Councillor Brooks reported that a copy of the contract with InTouch CRM had been obtained. The charge was £29.99 per month for the Website, including assistance, and e-mail hosting.

The Mayor had made an inspection of the Website. (Copy attached)

- It was unsatisfactory as the Town Council's website.
- It was muddled, outdated and wordy
- Several links did not work
- The youth page was patronising
- The What's On page was bland

Councillor Hawken thanked the Mayor for the report and suggested that the redesign of the Website should include links to Cornwall Council's Website to specific departments such as the Family Information Service.

The future of the Website was discussed

- There should be a family link of appearance between the Town Council, TIC and Museum websites
- The Town Council Website should solely be about the Council's work, the TIC site should sell the Town and include holiday and accommodation information.
- The Museum site would promote itself
- Each site to be linked to each other

The Mayor proposed that a small group be formed to decide the content of the Town Council's Website. It was stated that the Council's Website was similar to all other Council websites in Somerset, Devon and Cornwall. In the short term it was important to ensure that the information about the Council was updated and accurate.

342/13 PROMOTING THE TOWN

Claire Trudgeon, the Assistant TIC Manager, presented her report on the Current Work and Future Ideas for the TIC and also the current TIC report (Copies attached)

Councillor Brooks thanked Claire for her presentation; it had been informative and

helpful. She also congratulated the TIC on winning the grant to produce the Podcast and leaflet on local industrial archaeology.
Several comments were made

- A “Clash Diary” had been previously tried, but it had not been kept up to date, now the problems were known it might be more successful
- Councillors liked the idea of the clash diary
- Councillors liked the idea of commissioning up to date postcards of Liskeard to be sold in the TIC
- A competition would be run for photographs to be used on the postcards. This could involve the local 6th Form and Photographic Club
- Clair Trudgeon volunteered to manage this, the Deputy Mayor would assist
- Councillor’s supported the idea of widening the range of goods sold. The TIC should make this complementary to items sold elsewhere in the Town
- Before selling National Express tickets the TIC staff should discuss this with the local travel agents. It might be that they don’t want to sell the tickets which is why they currently charge a booking fee of £5 per person
- If the TIC wishes to pursue the idea of selling food and ice cream they should check current legislation
- The Property Committee should be asked to look at the redecoration of the entrance to the TIC and to look at providing an information board which could display accommodation and medical contact details when the TIC was closed
- Credit card payment facilities were being compared
- They all charge 2.75% commission
- The TIC was investigating the use of Pay Pal and World Pay facilities. The Museum and TIC have a combined income of £6k, if the Town Council added its turnover it would exceed the £10k minimum for a bank credit card system. Could the Town Council apply for a joint credit card facility
- The Liskeard TIC is the only one in Cornwall without its own Website
- The TIC would like its own website, it could then operate an online shop
- Initial investigation show cost of other TIC Websites to be around £7k to set up
- It was thought it could be a lot less, other options would be investigated
- The TIC Website should be given priority over the Town Council site and should be operational before the next Tourist season

Throughout the discussion Promoting the Town was mentioned several times. It was thought that this was very important and could include South East Cornwall, especially as Cornwall Council were cutting expenditure.

Councillor Tovar proposed, Councillor Holmes seconded and the Committee **RESOLVED** to **RECOMMEND** to Council that the TIC be allowed to stock food and other items as detailed in the report.

It was further agreed that the final proposal for a credit card should be presented to the next meeting of this Committee.

Councillor Brooks and the Deputy Mayor would work up a brief, with the TIC, for their Website and present budget proposals at the next meeting of this Committee.

343/13 PRECEPT 2014 - 2015

The Chairman explained that the Chair and Vice Chair for each Committee had met with the Town Clerk to agree the timeline for the preparation of the next budget. It was intended to have it completed by the December meeting of the Town Council.

Currently the Government had placed a 2% cap on increases over the previous year and salaries would increase by 1%. Items to be included for next year include

- Promoting the Town
- Neighbourhood Plan
- Details to be provided for the next meeting of the committee

The Mayor reminded the Committee that their Priorities list would be presented to the full Council in two weeks. Members should look at the list to decide which

- items were feasible
- items for the forthcoming year
- items for subsequent years
- were a Town Council, Cornwall Council or Town Forum item for completion
- priorities need refining
- cost would be required for completion

344/13 CORRESPONDENCE

None.

345/13 ANY OTHER RELEVANT BUSINESS

A local radio station, Liskeard FM, would operate from 25 November to 24 December 2013. It would broadcast live from 7.00 am to 10.00 pm, overnight broadcasting would be automated. programmes would be sponsored and advertising space would be sold to recoup the cost of the station which had been provided by an investor.

346/13 PART II

There were no items to discuss under Part II.

347/13 DATE OF NEXT MEETING

The next Communication and Engagement Committee meeting would be at 7.30 pm on the 5 November 2013.

Liskeard Information Centre

Foresters Hall, Pike Street, Liskeard, PL14 3JE

Tel 01579 349148, Fax 07092 399866

Email tourism@liskeard.gov.uk

www.liskeard.gov.uk

Update since 1st September 2013

Visitor Numbers and Sales

In September we have had 526 visitors so far compared with 652 in 2012, however at the time of writing we still have another week to go until the end of the month so we estimate visitor numbers will be approximately the same as 2012.

We had another good month for ticket sales, selling a total of £905.00 and making commission of £30.25. Our commission was lower this month as the main selling concert: Johnny Cowling at St Cleer Church, was a charity event for which we don't charge commission. We are currently selling tickets for Liskerrett Male Voice Choir, a Ladies Pamper night at the Eliot Hotel and the Liskeard Concert Series in addition to Theatre Royal, Cornish Riviera Box Office events and the Eden Project.

Podcast/Leaflet Project

Work on the project is progressing well, all recordings and foreign language versions have now been made by the podcast company and final editing is taking place. The leaflet is in its final design stage as we write, ready to go to print by the end of September.

We are holding a launch event on Wednesday 23rd October 12.30-2pm, all Councillors are welcome to attend.

Visit Cornwall Funding

Clare and I attended a meeting on 3rd September of Cornish TICs where it was decided that all of the final allocation of Visit Cornwall money would be put towards a 'portal' website created by New Mind (the company that provides the DMS and the current TIC websites). The new website will be 'all singing all dancing' and make use of the recent advancements in technology. It is hoped that the website will become the default website for tourist information for all of Cornwall and will feed visitors to individual TIC websites. It will have an online booking system which will raise money for the Community Interest Company which the TICs have formed.

Vicky Wood

1st October 2013

Liskeard Information Centre

Assistant Manager's Report to Communication and Engagement Committee: 1st Oct '13

Current work projects and future ideas

1. Background

Vicky and I met with Rachel Brooks in the TIC office on the 11th September. Rachel was keen to find out exactly how the TIC runs at present including what services we offer, how we operate on a day to day basis and what are future plans are. We now welcome this chance to present our plans to the committee as we feel it is a very important basis for developing a strong ongoing communication and relationship with our new committee and councillors.

2. Future Plans

- 2.1 We envisage the TIC becoming much more of a central hub for Liskeard, not only for visitors, but as an important resource for locals too. Customers should be able to access information about all the events happening in and around Liskeard, see what events are coming up in the future months and if appropriate, buy their tickets here too. The TIC could hold a clash diary for the town, which all event organisers could refer to.
- 2.2 Better promotion for the TIC is essential and love it or loathe it social media is here to stay! Following the full council meeting it was agreed that we could set up a Facebook page, which we will start on as soon as the current podcast project is completed. We would also like to create a twitter account and have our own website.
- 2.3 We are working closely with the museum promoting the heritage and history of Liskeard, which we know, attracts a lot of visitors to the town and surrounding area. To that end we applied for and gained funding from ECLAG (East Cornwall Local Action Group) totalling £16, 536 to make a series of audio podcasts and a leaflet promoting the industrial archaeology of the Liskeard district. Both the podcasts and leaflets will be translated into German, French and Dutch to accommodate the majority of our overseas visitors. Over the summer months we have been busy project managing the venture which is on course to be completed by end September /very early October. We feel that by creating podcasts we are appealing to the younger/ future market who expect to be able to access information via current technology but by producing a leaflet to run alongside, we will not be alienating those customers who prefer a more traditional approach
- 2.4 In view of future funding cuts from Visit Cornwall we would like to try and make the TIC as sustainable as possible, therefore we are planning in the quieter winter months to make some changes in the office layout; by swapping the current shop and information areas around, we will be able to have a much larger shop area stocking more items.
Some of the items we discussed selling are:
 - Postcards and stamps (currently there is nowhere in Liskeard selling a modern postcard of the town)
We chatted about commissioning Stephen Tolfrey who recently took the 'Town Traders' photos to take some scenic shots of Liskeard for us.
 - St Justin Jewellery and/or locally made jewellery
 - Roddas clotted cream by post service
 - More Food items: St Kew biscuits, fudge, chocolate, apple juice, honey, tinned pilchards, ice cream?
 - Craft/art items made by local crafts people.
 - National Express tickets
- 2.5 The TIC entrance could benefit from improving: repainting the exterior, taking stickers off the door.

3 Possible Difficulties with future plans- not accepting credit/debit card payments

3.1 Currently in the shop we have concentrated on stocking small ticket priced items (mostly under £15), but to increase our turnover we'd like to stock a more varied range of gifts in different price brackets. We'd also like to become National Express ticket agents. Customers are increasingly wanting/expecting to be able to pay by debit/credit cards (especially for more expensive items) – a service that we don't presently offer. We recently lost 3 ticket sales for the Cherry Ghost concert because we weren't able to offer payment by card over the phone. We have looked into several options for accepting card payments

- **Streamline.** The main service offered by banks. Requires a minimum turnover of £10,000. (Our current turnover is approx. £6000 including museum sales)
- **PayTrader** Used by some of the Liskeard Country Produce Market traders. We tried to set up an account but PayTrader wanted proof of personal identification details, the Town Council didn't feel this was appropriate – Service is only suitable for sole traders
- **IZettle** Requires a smart phone. Card reader terminal costs £82.50 + vat. Transactions cost 2.75% per sale. Again personal details of an individual were needed to set up an account.
- **World Pay** Iphone/Android phone required .Card reader terminal costs £59.99 + vat. Transactions cost 2.75% of sale. Currently researching set up requirements.
- **Paypal** Offer the 'Paypal here' system. Android/Iphone required. Card reader terminal costs £99 (incl VAT + delivery). Transactions cost 2.75% of sale. Currently researching set up options. Anna Monks & I are attending a Paypal training course on 26th September, so will research more then.

3.2 Possible difficulties with future plans - not having our own website.

An advantage of having our own website would be that we could also sell items using Paypal (people would transfer funds from their own Paypal account to ours) this would be good for customers who are advance planning their holiday i.e. they could purchase maps, guide books etc. However we don't feel that the current TIC section of the Town Council website would be a suitable vehicle for doing this.

3.3 Liskeard TIC is currently the only TIC in Cornwall that doesn't have its own website. Over half of the other TIC's have a contract with NewMind who set up TIC websites from a central template. At £7000 we feel this is too expensive and would like to look at different options.

3.4 We would also like our website to have a calendar feature for updating events.

<http://www.secta.org.uk>

<http://www.lostwithiel.org.uk> offer good examples.

3.5 With our own website we could promote our accommodation providers in a much better way – currently they are shown as just a word document.

3.6 The podcasts that we are producing could really stand out on our own site

3.7 We could have a direct feed from our own site to our Facebook and Twitter pages.

Clare Trudgeon, Assistant Manager, September 2013

Whistle-stop tour of the Liskeard Town Council Website

A dated home page with seemingly randomly inserted information.

A useless search button.

Buttons at the top are sort of linked to the buttons at the side. However, the buttons at the top are frustrating because it is very fiddly to access items on their drop-down menus and the buttons at the side are rather unsightly.

Council information

Names of Councillors inaccurate – Katrina still there. *It would be good to insert thumbnail pictures of Councillors with perhaps some added information about our interests and background.*

Councillors' registerable interests out of date

What we do – out of date

Minutes – out of date and new committee minutes not included. Many, last week, had only May or June's minutes. Agendas not live in one case and out of date e.g. allotments report 2011.

Policies unavailable in many cases or dating back to 2010 (OK??). Terms of reference of the committees- out of date

To sum up, as a window on the activities of this Council, the website is unsatisfactory.

Suggest a revamp and radical update.

Community pages

About Liskeard – could do with subheadings, limited content

TIC – Could do with refreshing, new photos, unified fonts etc. the links at the bottom of the page work, but take the browser to rather unattractive pdf files.

History - OK

Things to do - rather an aimless page with a lack of detail. Needs subheadings?

What's on – up to date, but visually bland

Accommodation – links to the same pdf files on the TIC page

Walks- excellent, very informative, though it needs to link with more recent publications.

Businesses – dire. Never used

Mining – poor, needs updating.

Public Hall

Advertises the amenity.

Community

Grants – can't download grant forms. Would be nice to have news of people who have received the grants.

Strategic Plan – can't download

Youth page – rather patronising and so unused for many years.

Organisations and clubs – some gaps (eg no link to Liskerret Centre). Most links to club websites seem to be working. Accuracy of information is up to the organisations themselves. *Probably this needs checking annually.*

Educations – link to the secondary school is down. The short stay school isn't mentioned. *Should nursery schools be on here?*

Churches – seems comprehensive. Nice to have photos of the buildings. Links to organisations are working. *Does this include ALL religious groups? No mention of other religions. Buddhists and Muslims exist in the town.*

Transport – rail links not all working. Bus and carpark links OK.

Public services – Could do with more comprehensive information. Hospital link down. Needs info about doctors' surgeries and dentists etc.

Events – top button leads to an old photo. Blue button leads to What's on information which appears to be up to date.

Museum – tired page. (New website being created)

Newsletter – does not contain last Town Crier.

Conclusion:

This is a muddled website, not sure of its function, its image or its messages.

The Council pages need updating and revamping.

Would the community pages be better given over completely to the proposed TIC website?