

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 5 November 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, Jane Pascoe, James Shrubsole, Lorna Shrubsole and Hella Tovar

Minute Clerk - Mr Stuart Houghton

Members of the Public: Jan Hare

The Chairman advised of Housekeeping matters.

4433/13 APOLOGIES

An apology was received from Councillor Anne Purdon and the Town Clerk Andrew Deacon.

444/13 DECLARATIONS OF INTEREST

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

445/13 MINUTES OF THE MEETING HELD ON TUESDAY 1 OCTOBER 2013

The Minutes of the meeting held on the 1 October 2013, having been presented to the Town Council on the 15 October 2013, were noted.

446/13 MATTERS ARISING

Matters Arising (Minute 340/13 (Publicising the Towns Work))

Due to a variety of reasons the arrangements for this event had not yet been finalised. The method of doing this was discussed;

- It was reported that some Councillors had made some visits to their electorate
- The Police had recommended that Councillors did not make lone visits; they should do this at least in pairs
- The East Ward was large, the Councillors would need assistance to cover the whole Ward
- Councillors should communicate with each other to ensure that the same areas were not repeated

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234/13

- It was recommended that visits were not made in the evenings now that the clocks had changed, do the visits at the weekend
- In the spring, the caravan should be used, especially if there would be a consultation for the Neighbourhood Plan
- A map showing the Ward boundaries was required

It was agreed that the Public sessions would be Ward based and that all Councillors would be notified.

Town Council Website (Minute 341/13)

Councillor Brooks reported that she and the Town Clerk had met with David Lloyd who had offered to design the new Town Council's Website. He had presented a dummy site, based on WordPress, and would prepare a bespoke site for the Council. Training for staff would also be included. Discussion continued;

- Concern had been expressed that Mr Lloyd was a "one man band" and may not always be available to offer advice when required
- It was suggested that other Council's Website be looked at, the purpose of the site should not just be the Council's business. It should advertise the Town
- It was suggested that information could be obtained from the school and the Liskerrett Centre
- Start with a simple system that would be easy to update

The Committee agreed that the investigations into the provision of a new Website should continue, preferably in a format that did not rely on one person's expertise.

Promoting the Town (Minute 342/13)

- The Podcast and Leaflet Launch had been very successful; Councillors congratulated the Museum and TIC staff for the excellence of the product
- A start had been made on the production of the "Clash Diary". A meeting had been held with Stuart House, and the Liskerrett Centre and the Town Team. The Town Team had circulated details of this to the voluntary organisations in the Town with the view of them communicating with the TIC to publicise events and to avoid clashes.
- A meeting should be held in January between interested parties for events for Easter 2014

447/13 BUDGET TO 31 OCTOBER 2013 AND PROJECTED OUTTURN

Councillor Brooks reported that the lines for the TIC had now been separated to Sales, Expenses and Advertising etc. to assist in understanding the finances. The figures for agency sales were misleading; the value shown was for total sales, the monies were not passed onto the organisers until they submitted an invoice.

The outturn forecast was within budget with an additional projected income of £5k.

448/13 CAR PARK CONSULTATION

1. Initial Results

There was a high level of concern about car parking arrangements in Liskeard. There was a gap between some people's aspirations for free or very cheap parking and Cornwall Council's requirement that changes were revenue neutral. Nevertheless, there was room for negotiation.

Almost 500 people responded to one of the three recent car parking surveys and the main messages from the results were:

A strong desire for more short-term parking options, for example, which would allow for visits to the doctor or bank. There was also a significant minority who supported the retention of the two hour charge or argued for longer relatively cheap parking. 60% of those who filled in the Shoppers' Survey would prefer a cheaper one hour parking charge and 40% the retention of the two hour charge. For the Town Crier survey, which went to all residents whether or not they shop in the Town, 90% preferred one hour and 10% preferred two hours. 60% from each survey said they often had difficulty finding on-street parking and this put them off coming into Town.

There was significant support for a lower daily parking charge in Rapsons. Around a third of those responding to the Town Crier survey and the same proportion for the Workers' Survey said they would be more likely to park in Rapsons if the charge was £1 a day. This was not the answer for everyone as some said it would be too far to walk.

Again, season tickets were not suitable for everyone, but 20% of those answering the Workers' Survey said they will find out more now that they knew what was available. This suggests that more publicity might help increase uptake.

60% of those answering the Shoppers Survey and 30% from the Town Crier survey said they would be more likely to shop in Town if there were a traders refund scheme.

A number of concerns were raised about disabled parking spaces, parking machines and lighting in outlying car parks.

- The biggest desire was for low cost short term parking, especially for using the services in the Town such as Banking and Doctors
- Support for the current two hour charge, or extend the two hour period at £1
- 90% of the returns from the Town Crier were for short term parking
- 60% of the returns from the Shoppers questionnaire were for cheaper longer term parking
- 40% of the returns from the Shoppers questionnaire were for shorter term parking
- From the Workers Survey 60% of the people who park on road had difficulty when parking, 33% of them would park at Rapsons if the charge was £1 all day

- Many workers were not interested in a season ticket, but 20% were
- It was difficult to find details of season ticket charges on the Cornwall Council website
- Many commented on the need to reinstate the residents Parking Card Scheme

2. Options for trials

Councillor Brooks said that Cornwall Council would ask for proposals for car parking charges and she felt that unless the proposals were cost neutral to them there could be difficulty in their implementation. The Town Team were in discussion with Traders about a refund scheme on the basis of spending £10 and have a 50p refund on the car park charge. This would require a change of ticket machine to print tickets with a counterfoil to present to shops. The Town Team were considering funding the replacement of ticket machines.

Other items raised in the replies were;

- The need for more on street parking, especially in the Pike St/ Market St area
- The need for more disabled parking facilities especially now that on street parking has been provided in Bay Tree Hill where disabled drivers had parked
- Improvement required to the ticket machines, they are unreliable and do not accept all coins
- The approaches to, and the car parks at Rapsons and Sun Girt, were not well lit in the winter months, this id not encourage their use
- A cheaper season ticket rate was suggested for car parks closer to the Town Centre, especially for those who have to use their car several times in a day
- Could Plymouth University be used to survey on street parking as was recently done at Bedminster
- Free or low cost short term parking might be possible by the use of a mobile phone

Councillor Brooks said that Councillor Hawken had spoken to the Highways Department about the possibility of on street parking in the Pike Street / Market Street area. There was a cost of around £3000 associated with this scheme.

The feedback to Kate Dixon of Cornwall Council would include the comments about unreliable ticket machines and the poor street and car park lighting and;

- Suggestion of £1 all day parking at Rapsons
- Explore more on street parking facilities
- The views on season ticket costs
- The need for disabled parking facilities
- The use of a parking charge refund scheme

Councillor Brooks congratulated all who had input the survey data; it was a laborious job that had been well done.

449/13 PROMOTING THE TOWN

1. Credit/Debit Card Payment System

Two options had been considered, Option A by the use of a smart phone, Option B by the use of an i-Pad. There was £50 difference in the first year set up costs and Option B did not have an annual charge of £120. The consensus was that the iPad system would be the better of the two.

Councillor Brooks proposed, the Deputy Mayor seconded and the Committee **RECOMMENDED** that the Council install a card payment as Option B to a maximum cost of £500.

2. Outline brief and proposed budget for a new TIC website

It was reported that the Liskerrett centre had recently installed a new Website at a cost of around £3.5k. Their website was comparable with our needs. Items mentioned;

- The Website should contain foreign languages
- It should include a search facility
- A maximum price should be set, do not ask what could be provided at a price
- Include local companies in our enquiries
- There could be two costs associated with a new Website, one for its design and one for its implementation

The Deputy Mayor proposed, Councillor Tovar seconded and the Committee **RECOMMENDED** that the Council prepare a brief, receive quotations, and implement the new Website to be running by Easter 2014, to a maximum cost of £2.5k.

450/13 PRECEPT 2014 - 2015

The Chairman explained that she had considered the expenditure for next year and could not see any additional items to budget for. There might be reallocation of monies between items, but the overall total would not require an increase other than a general percentage.

Questions were asked about which Committee should budget for the proposed Neighbourhood Plan. It was thought that the Council would budget for this.

It was also stated that the cost of attending the Lisheard Show was about £100.

Councillors felt that the important areas covered by the Committee should receive the same resources as last year.

Councillor Brooks proposed, Councillor J. Shrubsole seconded and the Committee **RECOMMENDED** to the Council that the budget for the Communication and Engagement Committee should not be reduced and should receive a general increase in line with that of the Council.

451/13 TIC REPORT

The TIC Report, attached, was noted.

452/13 CORRESPONDENCE

None.

453/13 ANY OTHER RELEVANT BUSINESS

Clarification was needed about online payment facilities for the TIC and Museum. A PayPal account would make this easier.

454/13 PART II

There were no items to discuss under Part II.

455/13 DATE OF NEXT MEETING

The next Communication and Engagement Committee meeting would be at 7.30 pm on the 3 December 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 October 2013

Visitor Numbers and Sales

So far in October we have had 566 visitors compared with 578 in 2012. We had another good month for ticket sales, selling a total of £422.50. We are currently selling tickets for Camp Theatre Company and the Liskeard Concert Series in addition to Theatre Royal, Cornish Riviera Box Office events and the Eden Project.

Podcast/Leaflet Project

The podcasts and leaflets are now finished and a launch event was held on Wednesday 23rd October which was very well attended. We had 50 guests and have received many compliments on the leaflet. The podcasts can be accessed through the Town Council website.

Credit Cards

We are still trying to find the best option for taking card payments. There is a company called Worldpay Zinc which is run by Streamline and designed for companies who take less than £7,000 per annum. It is a pay as you go system charging 2.75% of the transaction amount, it can be used to take payments over the phone as well as in person.

The card payments are taken via an app which needs to be downloaded to an android phone or an iPad (which we would need to buy – estimated cost of compatible smartphone £140), we would also need a Chip & Pin keypad (cost £59.99). The app works via the internet so we would need to pay a monthly fee for 3G data (approx. £10 per month) – I am concerned that mobile coverage is not that great in Foresters Hall so we may have problems getting a good enough signal. Alternatively I suggest we get an iPad (From Currys a new iPad mini 16 GB is £249, iPad 2 is available for £329 or we could source a good second hand one for considerably less) and a new Wi-Fi router (cost approx. £70 + VAT) and then there should be no ongoing costs. The advantage of an iPad is that it is much easier for the customer to use (if they don't have a Chip & Pin card they need to sign on the screen) we could also use it to show customers information on the internet as it is difficult to turn our screen for customers to see.

One other issue is that it does not come with a receipt printer – receipts can be emailed or sent to the customer's phone but if we want to give them a physical receipt then we would need to write one out by hand or buy a new printer which was compatible with Apple Airprint – these aren't particularly expensive, most new printers seem to be wireless/Bluetooth compatible.

Facebook Page

Our Facebook page is now up and running, we have gained 70 likes in less than a month and are keeping the page regularly updated with news and events.

Vicky Cutts

30th October 2013