

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 4 March 2014 there were present:

Councillor Rachel Brooks - in the Chair

The Deputy Mayor Councillor Phil Seeva - Ex-officio

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

Minute Clerk - Mr Stuart Houghton

Members of the Public: Ray Meadows, Denise Larner and John Tovar

The Chairman advised of Housekeeping matters

819/13 APOLOGIES

Apologies were received from the Mayor, Councillor Sue Pike, and the Town Clerk Mr Andrew Deacon.

820/13 DECLARATIONS OF INTEREST

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

821/13 MINUTES OF THE MEETING HELD ON TUESDAY 4 FEBRUARY 2014

Councillor Brooks proposed, Councillor Purdon seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 4 February 2014 were approved.

822/13 MATTERS ARISING

Survey Monkey(Minute 717/13 (b))

Councillor Brooks reported that the Finance and Strategy Committee had agreed to the purchase of a Survey Monkey account, when it was required.

823/13 BUDGET TO 28 FEBRUARY 2014

The Budget to the 28 February 2014 was noted.

An increase in salaries was noted, Councillor Brooks would check this with the office.

Councillor Brooks also confirmed that the transfer to the Neighbourhood Plan of £500

from the Marketing budget and £2000 from the Events budget had been approved. These need to be reflected in future reports.

824/13 WEBSITE

The Deputy Mayor reported that Voice Group had been appointed to develop the new Websites for the Town Council and TIC. A meeting was arranged for the following day when the design for the Websites would be discussed.

The new sites would be operational as soon as possible, probably by the end of April 2014, in time for the tourist season.

Various Websites had been appraised, currently the favourite was the Barnstable site.

In response to a question the Deputy Mayor said that mock ups of the new site would be presented to the Councillors as the site was developed.

825/13 SIGNAGE

a. Maps for the Granite Plinths

Councillor Brooks reported that she, the Mayor and the Town Clerk had met Graphic Words who were designing the plinth panels. Comments were;

- A display board would be provided for Saturday 8 March 2014
- A new launch date, probably in July, would be needed
- The Voice Group and Graphic Words had been put into touch with each other to share design information
- Full details of the walks to be included were needed as soon as possible

In response to a question, Councillor Brooks said that permissions to site the plinths were still to be sought. She also thanked Councillor L. Shrubsole for producing Caradon Trail leaflets.

b. Audit of Existing Signs

Councillor Brooks reported that she, the Mayor and Councillor Pascoe had formed a small Committee to action the results of the survey. The Mayor had also asked at the last Town Forum meeting for Ron Waxman to join the Committee. He was thinking about it. The Forum Chairman would be happy for Ron Waxman to represent the Forum on this Committee.

Additional members were suggested as Clare from the TIC, Sue Jewell of SECTA and a business representative from the Town.

Councillor Holmes said that he would be happy to arrange for Cornwall Council to

remove the redundant signs from the Town and asked that the Town Clerk discuss this with him.

826/13 EASTER ACTIVITY LEAFLET

Councillor Brooks informed Members that she had been working with Clare at the TIC, the Liskerrett Centre and Stuart House to produce a leaflet to detail the various activities available to children in the Town during the Easter holiday. The leaflet would be distributed through the schools, Library, Liskerret Centre and Stuart House. The cost for 1000 double sided A5 leaflets would be £85. If this proved to be successful, she would recommend that a similar exercise be done for the Summer holidays. Comments included;

- Concern was expressed about the Council financing the production of a leaflet for other organisations. It was not the small cost of the leaflet that was the worry, but the precedent of the Council paying for work that was not the Councils business.
- A similar concern was voiced and a suggestion made that the Town Forum be asked to fund this.
- An offer was made that if the Forum application forms were completed in the next two days, they would be presented to the Forum meeting on Wednesday 12 March 2014.
- Support for the Easter leaflet was given as it would provide information for low income families

Councillor Brooks thought that this did fall in the Council's remit and proposed that this leaflet be produced as a one off. Councillor Holmes seconded the motion and the Committee **RESOLVED** that the leaflet be produced as a one off trial.

Three Councillors voted against the motion.

827/13 WWI COMMEMORATION

Councillor Brooks reported that she and the Town Clerk had met with Tartendown Nurseries, when it was agreed that there would be a red theme in the hanging baskets, Town Centre beds and the planting at Morrison's roundabout this year. The Royal British Legion would support the Town Council to get a better take up of the baskets, and would be providing seeds to be planted at each Celtic Cross on the approaches to the Town. U3A would do the planting of the seeds.

On Sunday 3 August 2014 a Drumhead Service would be held in Westbourne Gardens, if the weather was inclement, the service would be in the Public Hall.

An appeal would be made in the Town for photographs and artefacts from WWI to be loaned for the commemoration.

828/13 TIC REPORT AND SHOP POLICY

a. TIC report

The report from the TIC had been circulated and was noted.

Councillor Purdon said that she would provide the TIC with the Cancer Exhibition catalogue as it contained many local artists who might be able to supply the TIC shop with locally produced goods.

*Councillor Purdon left the meeting at 8.20 pm.

b. TIC Shop Policy

Councillor Brooks reported that the TIC had requested that it be allowed to purchase £2000 of stock for the shop for which she had drafted a Policy for the Committee to consider.

The purchase of the stock would be a one off event, once the stock had been purchased, replacement would be financed from the receipts. Comments included;

- The items offered should complement goods already on sale in the Town, not to compete with existing traders
- Many of the items offered were stocked on a sale or return basis

Councillor Holmes proposed, Councillor L. Shrubsole seconded and the Committee **RECOMMENDED** that the Council **ADOPT** the TIC Shop Policy. The Policy should be reviewed in September 2014 and the TIC manager be invited to attend that meeting.

829/13 CORRESPONDENCE

None.

830/13 PART II CONFIDENTIAL BUSINESS

None.

831/13 ANY OTHER RELEVANT BUSINESS

In response to a question it was reported that the Mayor was waiting for legal clarification about recording Council meetings.

832/13 DATE OF NEXT MEETING

The next Communication and Engagement Committee meeting would be at 7.30 pm on the 1 April 2014.

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 29th January 2014

Visitor Numbers and Sales

To date we have had 329 visitors in February compared with 460 the previous year, it has been a really quiet month but visitor numbers were down across the county this half term due to the bad weather.

Card Machine

The card machine is finally up and running and we have successfully taken payments with it. We are really happy with the ease of use of the system.

Accommodation Renewals

Renewals have been sent out to our accommodation members and we have had a good number returned so far. The cost of membership was kept at £30pa where it has been for many years, the plan is for the new TIC website to have a much better accommodation section so from next year I would like to raise the cost of membership to a more realistic level. All other TICs charge a much higher amount, I think £50pa is a fair charge, it is less than £1 per week and ties in well with the new portal website – see below.

TIC/CIC Meeting

Work on the new Cornwall TIC portal website – www.lets gocornwall.co.uk is progressing well, information is now being uploaded to the site and the plan is to have the website live in early April. A launch party is planned to take place shortly afterwards, it is hoped this will take place at a large attraction such as Eden to help gain lots of interest.

It has been agreed that all accommodation providers who are members of a TIC will have 3 months free presence on the site, after that there will be a range of membership levels starting at £50pa for a basic listing.

- **Vicky Cutts**
26th February 2014

LISKEARD SIGNAGE AUDIT SUMMARY

Plinth locations

The following locations were recommended:

Just outside the railway station entrance
On the Parade in front of Webbs
On the Parade in front of the chippy
In Westbourne car park near the toilets
Morrisons near entrance to shop
In Upper Sungirt car park near pay and display machine OR where finger posts are at junction of Bay Tree Hill and Fore St

Table Table at Bubble site - number and clientele justify it?
Aldi not recommended

Finger posts

Build on existing finger posts which were put up by Stuart House.

New posts recommended:

- On Windsor Place close to alley to Cattle Market, with signs to shops, banks, Liskerrett, Museum/TIC, post office, library, Stuart House and Cattle Market.
- In Wesbourne car park - near ticket machines - or at exits? Signs to shops, Liskerrett, Stuart House, Post office, toilets. Or maps on walls – see below.
- Bay Tree Hill end of Fore Street with signs to shops, toilets, TIC.

Additions to posts recommended:

- Shops sign on finger post at top of Pike Street
- Banks, Museum/TIC, toilets, post office, library on finger post at Market Street end of Fore Street

Removal of old black finger posts needed, as previously agreed. They were spotted at these locations:

- Fair Park Road exit from Cattle Market car park
- Westbourne car park
- Top end of Pike Street
- Market St end of Fore Street
- Bay Tree Hill end of Fore Street

Maps

Use town map from plinths? Possible locations:

- Hurlers Court and Fairpark Road exits from Cattle Market car park (replace existing town map at Fairpark Road)
- Exits from Wesbourne Car park (instead of finger posts?)

Signs on walls

- Sign to more shops at top of Bay Tree Hill on side of Kivells or on post.
- Sign up alley to Cattle Market needs to be painted.
- Sign to Town Centre fixed to the wall at the base of the junction with Dean Hill and Dean Street.
- Sign for Liskerrett on Dean Street by Hurler's Court entrance to Cattle Market - perhaps on the wall of the garage facing the road?
- Board on wall of Webb's House pointing down Pike Street with names of retailers on Fore Street.

Arrow and other highways road signs

New signs recommended:

- Sign to town centre at junction of Lodge Hill and Lamellion.
- Sign to town centre on Station Road opposite entrance to Station above Bodmin/Plymouth sign
- Sign to town centre on Station Road opposite entrance to Rapson's car park.
- Sign to Cattle Market car park from New Road.
- Signs to Liskerrett centre, Hospital and Leisure centre at junction of Parade and West street.
- Sign to town centre at Goldenbank roundabout.

Additions to signs recommended:

Add Westbourne car park to Plymouth sign at junction of Windsor Place and Barras Street.
Also
add signs to Liskerrett and Leisure centre?

DRAFT TIC SHOP POLICY

The Communications and Engagement Committee supports the aim of generating more revenue from the Town Information Centre shop.

The Committee authorises the TIC manager to purchase stock within the allocated budget and in line with the following guidelines:

In general, stock should complement what is available in other shops in town.

Overall, the shop should help promote what Liskeard has to offer, so should include stock by local makers and featuring local references.

There is room to experiment with new lines in the knowledge that not all will be successful.

A cautious approach should be taken to stock with a short sell-by date.

The TIC should further develop its accounting methods to ensure that the TIC manager can easily see how much income is being generated and which lines are providing the best return. Once this is in place, summary information should be regularly reported to the Committee, including turnover and net income.