

## **LISKEARD TOWN COUNCIL**

**AT A MEETING** of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 1 April 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 and Denise Larner

The Chairman advised of Housekeeping matters

### **903/13 PUBLIC SPEAKER**

No members of the public present wished to address the Committee.

### **904/13 APOLOGIES**

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

### **905/13 DECLARATIONS OF INTEREST**

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

### **906/13 MINUTES OF THE MEETING HELD ON TUESDAY 4 MARCH 2014**

The Chairman proposed, the Deputy Mayor seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 4 March 2014 were approved.

Accuracy

Budget (Minute 823/13)

It was agreed that in the first line of page 2 that "to the TIC" should be added after "£2000 from the Events budget."

### **907/13 MATTERS ARISING**

None

## **908/13      BUDGET TO 31 MARCH 2014**

The Budget to the 31 March 2014 was noted.

The Chairman reported that she had discussed the high figure for Salaries with the Office, the Salaries budget was over spent due to the amount of overtime worked in designing the new Website and shop details, and payment to relief staff whilst the staff were away from the TIC. In response to a question as to how long the overtime would continue, she replied that this had been an exceptional period; she intended to review this with the Town Clerk to avoid future occurrences. She thought that it might be possible to transfer monies between budgets to eliminate the overspend.

## **909/13      WEBSITE**

The Deputy Mayor reported that the Contract for the design and build of the new Town Council Website would be signed shortly. He was very pleased with the co-operation and performance of the Voice Group, the original tender contained ideas for the new site, but the Voice Group had liaised to ensure the requirements were met. A basic display of the proposals had been shown to the Town Clerk who was happy with them.

The Chairman said she was looking forward to sending the initial design presentation to Councillors and Councillor L. Shrubsole thanked all who were involved with this for their efforts.

## **910/13      SIGNAGE**

### **a.      Granite Plinths Update**

Councillor Brooks reported that she and the Mayor had met with Graphic Words who were producing the panels for the plinths, which would be available for early summer. The maps would focus on the Town centre and circular countryside walks. As an interim measure they had produced posters which were displayed for the recent launch of the Caradon Hill walks and cycle trails. Items discussed were;

- the Mayor and Councillor Tovar were in the process of providing details of the walks to be included on the plinth maps. Councillor Tovar would attend the next meeting with Graphic Words.
- there would be six walks in total
- the intention was to provide individual details to Graphic Words as they came available
- Mary Westlake and Bridget Mann had volunteered to join the walking programme
- the design of the maps for the plinths would have an appearance to match that of the new Website

.2.

429/13

### **b.      Audit of Existing Signs**

The Chairman reported that she, the Mayor and Councillor Pascoe had met with Ron Waxman as a representative of the Town Forum, Clare from the TIC and Sue Jewell of SECTA to discuss the signage in the Town. Ron Waxman had produced a map and identified locations where he considered that signage should be and they had agreed that priority should be given to the finger signs. The Mayor would continue to work with Ron Waxman on this project.

The Chairman had contacted Stuart House, who had obtained the grant for the provision of the finger signs, and Stuart House were checking if there were any conditions attached to the grant and have agreed to collaborate on this.

In response to a question from Councillor L. Shrubsole the Chairman said that the costings would depend on what was required. An application for a grant could be made to the Town Council and the Town Forum when details were known. It was intended to obtain advice as to whether additional arms could be added to the existing posts.

### **911/13 TIC REPORT**

The report was circulated and discussed;

- the report suggested that it was not financially viable to contribute toward the Lets Go Cornwall Website. The Council had not contributed in previous years, this should be raised at a future meeting
- visitor numbers were down on the same period last year
- the intention to close on Easter Saturday was discussed. It was thought that the Town was very busy on that day and the TIC should be open
- agreement to close on Good Friday and Easter Monday was expressed
- it was said that it might be too short notice to have the TIC open on Easter Saturday
- In the past councillors have volunteered to work in the TIC and this could be looked at again.
- the Chairman and the Deputy Mayor would discuss the management of the TIC leave and opening times with the Town Clerk. the changes to the layout of the TIC and shop were in progress, the TIC would reopen to the public shortly.

### **912/13 CORRESPONDENCE**

None.

### **913/13 PART II CONFIDENTIAL BUSINESS**

None.

### **914/13 ANY OTHER RELEVANT BUSINESS**

The Chairman announced that the consultation questionnaire for the Neighbourhood Plan had been prepared, it was intended to insert it into the next issue of the Town

Crier in April. Following discussion about producing two smaller or one larger issue of the Town Crier, the Chairman said she would discuss this with the Town Clerk.

**915/13      DATE OF NEXT MEETING**

The next Communication and Engagement Committee meeting would be at 7.30 pm on the 6 May 2014.

# *Liskeard Information Centre*

- *Foresters Hall, Pike Street, Liskeard, PL14 3JE*  
*Tel 01579 349148, Fax 07092 399866*  
*Email [tourism@liskeard.gov.uk](mailto:tourism@liskeard.gov.uk) [www.liskeard.gov.uk](http://www.liskeard.gov.uk)*

Update since 26<sup>th</sup> February 2014

## **Visitor Numbers and Sales**

To date (26<sup>th</sup> Mar) we have had 364 visitors in March compared with 493 the previous year. Normally in the April report I would do a roundup of end of year information, however, since the April meeting is on the 1st this year there is not sufficient time to get all the data together, I will present the end of year report next month. In general though we have had a very good year, TIC sales, Museum sales and ticket sales are all up on the previous financial year even though visitor numbers were lower.

## **Shop Refit**

We are planning on closing the TIC for three days from 31st March to 2nd April in order to reorganise the shop area. We have ordered new shelving for the slatwall system and a new freestanding display unit as well as a selection of new stock. There will be quite a lot of disruption involved in moving all the furniture and stock, we are also taking the opportunity to clean the carpet while we are closed and to undertake the end of year stock take.

## **TIC/CIC Meeting**

Clare and I attended the latest meeting of the CIC group. A launch date for the lets gocornwall website has been set for April 10th, most of the information is now on the website and more will be added shortly. The main aim of the website is to promote online booking of accommodation for which the group will take a 10% fee, we will also be charging for advertising on the site. At first all accommodation providers who are members of a Cornish TIC will be added to the site free of charge, after 3 months they will be asked if they want to remain on the website and from then will be charged a fee. It is hoped that these various means will generate enough money to pay for the DMS for all TICs to use and for the websites which 12 of the biggest TICs have.

However, all TICs have been asked to get their funding body to sign a document agreeing to cover any funding shortfall should the website not raise enough. If we do not pay we would lose access to the DMS and the other TICs would have to pay more to keep the DMS for themselves. There is no indication of how much we may be liable to pay but it could be in the region of £1,500 per annum. The DMS contract is up for renewal in July.

A large part of the reason for forming the CIC was to keep all the Cornish TICs together as a group, it is fantastic that we are a strong group who work together, meet regularly and support each other and I find the meetings incredibly useful.

Having said that in Liskeard we barely use the DMS, we made 16 accommodation bookings in 2013 earning less than £100 in commission, it just doesn't make economic sense for us to continue with the DMS if we have to fund it ourselves. I made it clear to the group that I don't believe the Council would be able to fund the DMS going forward and if it came to it we would have to withdraw from the group. I don't think we would be the only ones, there are 24 TICs in Cornwall and only half of them have the New Mind websites and extensively use the DMS, my feeling is that most of the small TICs would also drop out of the group should remaining require them to make a financial commitment.

### **Caradon Trail Launch**

Both Clare and I attended the Moorswater walk on the Caradon Trail launch day which was fascinating and we will be encouraging visitors to go down and explore for themselves. We have a good supply of the new trail leaflets in the TIC.

### **Best of Bodmin Moor AGM**

Clare and I attended the AGM of the Best of Bodmin Moor group which was held at Hidden Valley Discovery Park near Launceston. The meeting was a very useful networking opportunity and we enjoyed having a look around the new attractions at Hidden Valley including the Forbidden Mansion which is full of secret doors and passageways and will appeal to families.

### **Monkey Sanctuary Open Day**

Clare and I also attended an afternoon at the Monkey Sanctuary to find out about the work they do there. This was a very useful visit as neither of us had visited before and we are now selling their tickets so need to be able to talk about it with our visitors. We also took the opportunity to look around their shop for stock ideas and talked with the shop manager about their suppliers.

### **Easter Closing**

We always close the TIC and Museum on Good Friday and Easter Monday, this year Anna and I have agreed we will also close on Easter Saturday. We do not often have many visitors on Easter Saturday and since it is the end of the school holidays I believe it will be quieter than usual so I would like to take leave and spend the weekend with my family.

- **Vicky Cutts**  
26<sup>th</sup> March 2014