

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 6 May 2014 there were present:

Councillor Rachel Brooks - in the Chair

The Deputy Mayor Councillor Phil Seeva - Ex-officio

Councillors: Roger Holmes, Anne Purdon, James Shrubsole and Lorna Shrubsole

Town Clerk, Mr Andrew Deacon

Minute Clerk - Mr Stuart Houghton

Members of the Public: None

The Chairman advised of Housekeeping matters

997/13 PUBLIC SPEAKER

No members of the public were present.

998/13 APOLOGIES

Apologies were received from the Mayor, Councillor Sue Pike and Councillors Jane Pascoe and Hella Tovar.

999/13 DECLARATIONS OF INTEREST

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

1000/13 MINUTES OF THE MEETING HELD ON TUESDAY 1 April 2014

Correction

Page 2 delete "additional courses and seminars attended"

The Chairman proposed, Councillor L. Shrubsole seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 1 April 2014 were approved with the above amendment.

1001/13 MATTERS ARISING

None, items were covered by the Agenda.

1002/13 BUDGET TO 30 APRIL 2014

A budget was not available due to staff holidays. It would be circulated as soon as possible.

1003/13 WEBSITE

The Deputy Mayor reported that the new Website was on programme and would be live on 15 May 2014. He wished to thank all involved in its production, it had been a herculean effort and the result was very pleasing.

In response to a question, it was said that the new site could be accessed by using the same address. Many items would be transferred from the old site and it was intended that Intouch would continue to host the site for a few weeks. A new font, Solomon, was required.

Councillor Brooks thanked the TIC staff for the effort they had put into the development of the sites and the Deputy Mayor thanked Councillor Brooks for her input.

1004/13 SIGNAGE

a. Granite Plinths Update

It was stated that time was running out for the 5 July 2014 deadline, it was estimated that it would take six weeks to produce the maps and the final locations had not yet been agreed. Items discussed included

- Agreed locations were two on the Parade, and one at Westbourne Car Park, Morrisons and the Railway Station. Other options were at Table Table or Sungirt Car Park. The Town Clerk would approach Table Table as the preferred location.
- Walks would be included, each plinth would have two maps, one showing the location of the Town Centre shops and one showing walks from that location
- It was agreed that maps could be wall mounted in the future, but was not a proposal at present

Details for the supply of the Ordnance Survey maps and user licence needed to be arranged.

Councillor Brooks thanked Councillor L. Shrubsole for her assistance in providing information for the project and Councillor J. Shrubsole suggested that someone who was not aware of the walks, to road test the instructions.

b. Finger Signs

The Committee was informed that a small group had made the black and gold signs their priority.

- Ron Waxman, from the Town Forum, had contributed to a list of destinations to be shown on the new signs.
- Contact had been made with Furnitubes who had advised that each finger sign would cost about £200.
- It was reported that Councillor Hawken had been in contact with Cormac who

would price in the installation of the new signs and would remove the redundant signs

- The Town Clerk recommended that Cormac were not paid to remove the old signs as they had previously agreed to remove them
- Costings, when known, would be reported to the Town Council and the Town Forum
- Town Centre signs were required on the approaches to the Town, and the unauthorised advertising banners needed to be dealt with. It was agreed that this item would be included on the Agenda for the next meeting.

1005/13 TOWN CRIER

The Deputy Mayor reported that the latest layout for the Newsletter would be available today. He was still waiting for Chairman's reports and the financial summary.

Councillor Brooks said that the cost for printing 5k copies of a 12 page part colour Newsletter would be just over £1k.

A discussion was had concerning payment for the use of businesses owned by Councillors or their spouses. Suggestions included

- An interest must be declared and no part taken in the discussions
- A tendering system could be used for obtaining competitive prices

It was agreed to refer this item to the Finance Committee.

1006/13 WWI UPDATE

The report as circulated was discussed.

The Town Clerk reported that he had confirmed to the British Legion that the Council would process to Westbourne Gardens for the Drumhead Ceremony. He also reported that all hanging basket application forms had been delivered.

1007/13 TIC REPORT

The report as circulated and discussed;

A trend of visitor numbers decreasing over the years was noted, this might be due to more information being obtained online. Despite this trend income had increased. Other comments included;

- On the recent Bank Holiday, Looe was full of visitors but Liskeard was empty
- German visitors had expressed disappointment that only two galleries were open in the Museum. This was due to the refurbishment of the Museum
- The TIC should produce a monthly report in the same format as the yearly statistics sheet and show both turnover and net income
- Hits to the new website will be recorded
- The income received from sales would be used to restock the shop

The Town Clerk and Chair had met with the TIC Manager and discussed working hours. A considerable amount of overtime had been necessarily worked, for which payment would be made. If this trend continued, the budget might need to be increased, the standard hours could be increased or another member of staff could be provided.

He recommended that the situation be monitored until September and the situation assessed for inclusion in the Precept.

Other comments were;

- The overtime was required for setting up the shop and new Website which were one off items
- There might be a continuing lower level of overtime required to maintain the new Website, this would be monitored
- External volunteers were needed, not Councillors. They work hard and can't do everything
- Many skills were needed to deal with the public in the TIC, it was a high spec job

Opening times were also discussed, historically the TIC did not open on Bank Holidays, when they had they had not received any visitors, however it had been agreed that the TIC would open on Easter Saturday next year.

It was agreed to look at the opening times of other TIC's and to include agreement of holiday opening for the TIC on the Agenda for the next meeting.

A discussion about the name of the TIC was had, Councillor Brooks proposed, Councillor Holmes seconded and the Committee **RESOLVED** to **RECOMMENDED** that the Council change the name of the Town Information Centre to Liskeard Tourist Information Centre.

1008/13 CORRESPONDENCE

None.

1009/13 PART II CONFIDENTIAL BUSINESS

None.

1010/13 ANY OTHER RELEVANT BUSINESS

The Town Clerk said that the first items to be discussed at the next meeting would be the election of Chairman and Deputy Chairman of Committee.

1011/13 DATE OF NEXT MEETING

The next Communication and Engagement Committee meeting would be at 7.30 pm on the 3 June 2014.