

## **363/17 AIMS AND OBJECTIVES (7 November 2017)**

### **Communications and Engagement priority objectives for 2017/18 and 2018/19**

#### **2017/2018**

1. Development of a community magazine and associated online materials

**Budget – Newsletter 2017/2018 £4,000 (committed to LAMB)**

**2018/2019 £4,000 proposed for Newsletter**

2. Development of a community emergency plan

**Budget 2017/2018 Grant of £100 received plus an additional up to £500 available**

**2018/2019 Possible funding required within Advertising budget line**

3. Engagement of all sectors of the community using existing events and structures, such as by the development of the Community Fair

**Budget 2017/2018 £716 available in Events for Community Fair**

**2018/2019 £1,000 proposed for Events (may include items such as the Annual Town Meeting, Liskeard Show, Liskeard Unlocked, St Matthews Fair, Battle's Over and objective 3 below)**

4. Development of a town marketing strategy (phase 1 – to produce publicity material to market Liskeard as a destination for inward business investment

**Budget 2017/2018 £2,751 available in Marketing and Consultation with underspend to be carried forward to a nominated reserve**

**2018/2019 £1,500 proposed for Marketing and Consultation to include this item**

#### **2018/2019**

1. Securing grant funding and development of a cultural and heritage strategy for Liskeard

**Budget 2017/2018 Pledges of funding received from Cornwall Council £3,000 and WHS £1,000 - £2,991 underspend to be carried forward to a Heritage and Cultural Strategy reserve**

**2018/2019 Heritage and Cultural Strategy £3,000 proposed**

2. Development of a town marketing strategy (phase 2 – target all other audiences beyond inward business investment)

**Budget See objective 4 above**

3. Development of a citizen's award ceremony, recognising efforts and achievements in all sectors of the community.

**Budget 2018/2019 £1,000 proposed for Events – see objective 3 above**