

## Recognition of Support Liskeard For Businesses

### Proposal

Many businesses in Liskeard support town wide events, like Liskeard Lights Up. These businesses often go largely unrecognised for their generous support, while the lack of recognition in the town centre, makes it hard to justify raising funds from businesses and traders not situated directly in the town. This should be compared to smaller events, where sponsors are often, for example, recognised in a programme.

Having a 'thank you' board situated within the town, where businesses who donate to an activity could have their logo and details listed on a plaque, might make fund raising easier, and offer a better return to businesses within and out of the town centre. The boards would also help with the feeling of a joint community.

We could have a few boards to cover individual events, or a couple of general boards listing the various activities that take place in the town. Any business donating would effectively purchase a card as part of their donation, which their name would then be shown on.

If no businesses take up this idea, these boards could be printed, at purchase, with relevant town information or photographs, so their appearance at worst, would help the presentation of the town.

Though sponsors of events are sometimes recognised on relevant social media pages, it is also suggested LTC considers a page on one of our websites, which lists businesses supporting town wide projects, (or the promotion of this page if it already exists). This would also help generate value to businesses with their donations.

Example Board



### Locations

There are a number of possible areas in the town where a thank you board could be positioned, for example within the Liskeard Public Hall, or on the side of Westbourne toilets.

One suggestion though is the shelter opposite the Albion pub. This would help to tidy up the area, and hopefully start to change the image of this corner of the town.

It would make more impact if the boards were in a widely passed public area.

## Environmental Impact

It is thought the environmental impact of this proposal would be minimal.

The boards could be made from material like Perspex, which would give longevity with resistance to the elements.

The other alternative is to make the boards with sustainable sourced wood, which would give a distinct feel to the boards, but would likely require maintenance, and come at a higher cost.

## Costs

To make the boards prominent they should have a reasonable size that is large, and catches the eye. From a local trader, the following are indicative costs; these costs could probably be negotiated.

Boards costs: 4'x4' with text £100

Recognition Card: £8 - £10. A one off fee from a business donating would be requested, should they wish to have a recognition card promoting their businesses. An alternative, would be a form of sponsorship to an event, where a business covers the card costs as part of their sponsorship.

If the committee considers this project sensible to pursue, I don't believe the impact on staff hours would be large, and some consultation with the Facilities committee would be required.

## Management

It is suggested that Liskeard Town Council, (C&E) provides the boards and manages their upkeep, while groups, (like Liskeard Lights Up), manage the promotion of the recognition card option to businesses, (with their fund raising activities). Individual businesses will be required to supply any art work for the logos on their cards.

Arrangements with, ideally, a local supplier for the manufacture of the cards and boards should be sought.

Each card would stay up for a period of time, (after a business has sponsored an event), and kept for future recognition of future projects.

## Consideration

It is asked that the C&E committee consider this proposal, and perhaps consider taking the project forward with Facilities.

It should be noted, Liskeard Lights up is used purely as an example of a town wide event.