

Liskeard Town Forum

Dalva An Dre Lyskerrys

To: Liskeard Town Council,
(Communications and Engagement Committee)
4-5 West Street
Liskeard
Cornwall
PL14 6BW

Liskeard Town Forum
C/O LTC Office.

Date: 9th May 2023

Dear Committee Members,

As you will be aware, Liskeard Town Forum, along with other bodies, has been working on the topic of regeneration of Liskeard high-street, and the ambition to promote the town centre.

The Liskeard Town Forum has, as part of this work, led on the new sign for Liskeard railway station, and has greatly benefited from the support shown from entities such as Liskeard Town Council, SECTA and Liskeard Chambers of Commerce.

As part of the forum's work, we have continued to communicate with local entities, who share the ambition of a vibrant shopping centre in Liskeard.

I am writing to discuss our latest progress, and ask for support with a social media campaign to promote Liskeard to potential tourists.

It is important that the work the forum undertakes fits in with programmes being run with entities such as Liskeard Town Council, and we want to make sure our discussions do not duplicate, or undermine, what is being planned or implemented; we aim to complement any local programmes?

At the working group meeting on the 3rd April, an advertising campaign based around the tag-line, 'Liskeard - Look Us Up' was considered.

As part of this, it was agreed to look at the use of a Liskeard based video, to run as a funded advertising campaign on social media; this campaign would target audiences up country, with the primary aim of this project to attract tourists to consider Liskeard for a visit this summer. We are also looking at free-media, (such as newspapers, given away at railway stations).

Firstly, the forum would welcome feedback from this committee and Liskeard Town Council on the forum's work, but also to build and develop joint working so this project works with the TIC and other bodies. We could then jointly promote the town, during June, targeting audiences in areas such as London, and up-country.

The forum has agreed a budget of £500, and it would be great to confirm additional support. I believe the unspent budget from the railway sign was suggested to support a further promotional Liskeard campaign, and I trust members would consider this fund, as being available to support further advertising of the town for this summer, in part by helping with the video on social media?

I look forward to your thoughts, and welcome any feedback.

David Ambler
Chair of Liskeard Town Forum.