

CATTLE MARKET MAKERS PROJECT BOARD – NOTES

WEDNESDAY 21 SEPTEMBER 2022 at 14.00, MEETING BY ZOOM

Present:

Chair, Councillor Rachel Brooks

Vice-Chair, Councillor Annette Lee-Julian

Councillor Richard Dorling

Councillor Naomi Taylor

Town Clerk – Stephen Vinson

Deputy Town Clerk / RFO – Yvette Hayward

In attendance:

Project Manager – Alec Charles

Project Administrator – Jack Rockliffe-King

Apologies:

Mayor, Councillor Simon Cassidy

Deputy Mayor, Councillor Christina Whitty

Councillor Nick Craker

Ian Hutchinson – Head of Development, Arts University Plymouth

1. Welcome and apologies

The Chair welcomed board members and fellow councillors to the meeting. Apologies were received from Ian Hutchinson, Councillor Simon Cassidy, Councillor Christina Whitty and Councillor Nick Craker.

2. Notes of previous meeting

The notes of the previous meeting were accepted as an accurate record (proposed Rachel Brooks; seconded: Yvette Hayward). Actions from the previous meeting were addressed in the agenda.

3. Promotional activities

Social media engagement continues to hold strong, with 79 followers on Twitter, 138 on Instagram, and 400 on Facebook.

Liskeard Voice published an article about the project's ESF skills classes on 10th August.

In line with project timeline objectives, the team hosted its second business promotion event at the Public Hall on 7th September, an afternoon public exhibition of core client business work, with an early evening private viewing. Thirteen artists, craftspeople and creative enterprises exhibited at the show, which in total welcomed approximately 100 visitors.

The exhibition was promoted by the Cornish Times on 30th September. The event was also promoted across social media and by posters and flyers. Both the Cornish Times and Liskeard Voice included coverage of the exhibition on 14th September.

A further event promoting the work of Market Makers members took place 9th-11th September at Looedown, an open studio exhibition scheduled as part of the Liskeard Unlocked Heritage Open Days programme, and organised by project business client Ann Kinahan. This attracted more than 125 visitors over its three days.

On 9th and 12th September, project clients DAK Art and Pot Stars Studio hosted an open studio event at the Old Brewery as part of Liskeard Unlocked. This was also branded and promoted in collaboration with the Market Makers project.

The Cornish Times promoted these events on 7th September. Liskeard Voice included coverage of these events on 21st September.

The tenth and eleventh issues of the project newsletter was published on 10th August and 14th September.

The Chair (who also chairs the Liskeard Unlocked organising committee) commended the collaboration between Market Makers and Liskeard Unlocked.

4. Skills programme

Skills course sessions scheduled for August/September have included painting, printing, woodcrafting, and contextual classes. The programme has reached 44 per cent of its overall participation target, with ongoing discussions with further prospective participants. CLLD report that summers are slow periods for ESF recruitment. A further promotional leafletting campaign is planned for early autumn. This will be focused on the core engagement area. The project had already met its initial targets for participants with disabilities and from ethnic minority backgrounds.

The Chair offered to ask the organisers of the Crafty-Toasty events at the Liskerrett Centre to give access to the Project Manager to speak to their participants about the Market Makers skills programme opportunities.

It was suggested that the local major supermarkets might be willing to support the promotion of this programme. The Project Manager will pursue this.

5. Enterprise support initiatives

The Project Manager continues to run regular advisory sessions with the seven enterprises to have thus far joined the project's creative business-mentoring programme.

Of these, two have completed the full 12-hour mentoring programme, two have reached approximately ten hours, and the remaining three have completed between four and seven hours.

The team is currently in the process of working with three other potential businesses with a view to registration. That will meet the original target of 10 businesses mentored.

One new participant completed the entrepreneurs' programme on 30 August. One further participant has registered and started engagement with delivery. Two others are in the process of registration (subject to supporting documentation), with a fourth also in discussions about joining. Those would take that programme to two-thirds of its participation target.

It was noted that although participants on this programme have come through the ESF route, interest outwith this route has started to grow.

6. Future of Board

The question as to whether the Board should continue elicited, in the words of the Chair, 'a mix of views'. It was agreed that a formal written mechanism would be needed for reporting progress on the meeting of project targets, and that it would be important to continue to maintain the relationship with Arts University Plymouth. It was noted that the representative of AUP had expressed the intention to maintain such relationships whether or not the Board continued.

The Chair proposed the motion (seconded by the Vice-Chair) that:

- The CMM Management Board continue;
- The Board and Town Council receive monthly written reports including datasheets on progress towards targets;
- The Board meet less frequently than its current monthly basis;
- The project ensures opportunities for full discussion by all Town Councillors.

The motion was passed with 2 votes in favour, 1 against and 2 abstentions.

7. Any other business

It was noted that the Project Administrator Jack Rockcliffe-King would be leaving the project. The Board thanked Jack for his contribution and wished him the very best with his future endeavours.

8. Dates of future meetings: tbc

The Chair noted that future meeting dates would be determined by the decision of Liskeard Town Council as to the future of the Board.