

MARKET MAKERS: REPORT TO LISKEARD TOWN COUNCIL, DECEMBER 2022

PROMOTIONAL ACTIVITY

The project's third business promotional event took place on the afternoon of Saturday 3rd December at Liskeard Public Hall, as part of that's day's seasonal celebrations across the town. It attracted approximately 150 visitors and featured the work of 14 client artists and creative enterprises.

MP for South East Cornwall Sheryll Murray attended the show and said: 'It's superb to see so much hidden talent in southeast Cornwall. I'm amazed at the professional paintings, glasswork and other crafts that I've seen today, and I think Market Makers have a lot to offer to the Duchy. It's also interesting to learn that many small businesses have started in this way.'

Much recent promotional work has focused on the achievements of the project's client members and enterprises, and on the broader business promotion of destination Liskeard. The following stories have appeared in the local press since the project's last report to LTC:

- 30 November 2022: Cornish Times: 'High street becoming hub for arts and crafts'
- 1 December 2022: Cornish Times online: 'New shops open up on High Street for Market Makers' <https://www.cornish-times.co.uk/news/high-street-is-becoming-hub-for-arts-and-crafts-579978>
- 7 December 2022: Liskeard Voice: 'Liskeard lit up for the festive season'
- 7 December 2022: Exhibition mentioned in column by Sheryll Murray MP, Liskeard Voice: 'Watching football with PM'
- 7 December 2022: Exhibition mentioned (with photo) in column by Sheryll Murray MP, Cornish Times: 'Westminster column'
- 14 December 2022: Cornish Times: 'Market Makers show off their work at craft fayre'

In addition, the project has published the sixteenth and seventeenth issues of its regular newsletter since the November report to LTC.

The project currently has 75 mailing list subscribers, 89 followers on Twitter, 144 on Instagram and 448 on Facebook.

A door-to-door leafletting campaign in the project's core areas is ongoing.

ESF O1

Recruitment of ESF O1 participants remains challenging, not only for this project but across the CLLD reach and the national ESF sector. Costs associated with ESF O1 have been significantly reduced in order to reduce risk: weekly sessions continue but currently with zero administrative support costs and teaching support costs.

It was noted at the CLLD projects briefing meeting on 14 December 2022 that CLLD have informed the Managing Authority of participant recruitment issues across the board and are hoping that 'original contracted outputs [...] will be reduced very soon'. At that briefing meeting, CLLD also apologized for ongoing delays in their processing and response to submitted participant documentation.

Overall target	32
Participants to date:	17 (including 5 pending)
Percentage of overall target achieved	53.2%
Overall target disabled	5
Participants to date disabled	6
Percentage of overall target disabled achieved	120%
Original overall target ethnic minority	1
Revised overall target ethnic minority	2
Participants to date ethnic minority	1
Percentage of overall target ethnic minority achieved	50%
Overall target over-50	4
Participants to date over-50	6 (+2 pending)
Percentage of overall target over-50 achieved	150+%

ERDF enterprises (C1/C5)

Registration numbers and progress in this area are robust. Note: these targets have not been adjusted to reflect late project start.

Overall target enterprises receiving support	10
Enterprises receiving support to date	7
Enterprises awaiting delivery of UTR documentation (from HMRC) to complete registration	1
Percentage of overall registration target achieved (including pending UTR)	80%
Support completed	6
Support hours completed for others (out of 12)	6.4 (+1)
Overall target new enterprises receiving support (included above)	3
New enterprises receiving support to date (included above)	3
Percentage of overall target new enterprises	100%

ERDF entrepreneurs P11

Registration numbers and progress in this area are robust. Note: these targets have not been adjusted to reflect late project start.

Overall target	12
Participants to date	12 (including 2 pending)
Percentage of overall registration target achieved (including pending)	100%
Participants completed to date	4
Participants currently undertaking entrepreneur programme	8

CLLD

Representatives of CLLD visited the project on Thursday 8th December and met with ESF and ERDF participants and client enterprises. The CLLD representatives voiced very positive opinions about the project during the visit. Following the visit, CLLD’s Communications Coordinator wrote to the Project Manager that it had been ‘such a great afternoon’, commended ‘the amazing artists/participants’ and extended thanks to those involved ‘for bringing this project to life for us all’. CLLD also posted positive comments and images from the visit on social media.

The project’s most recent ERDF claim was submitted to CLLD on 8th December.