

Attracting businesses to Liskeard Notes.

11.30am, Monday 18 December

Attendees.

Steve Vinson – Liskeard Town Clerk, Cllr Rachel Brooks, Cllr David Ambler

Kim Tolfrey from Studio Wallop.

Lee Edwards from Olive & Co

Greg Spence from FSB and SECTA

Tom Blake from Jeffery's Estate Agents.

Apologises:

Marcus Kern from CFT Group

1) Introductions

The meeting opened with introductions.

It was stated that the aim of the meeting was to provide supporting information/comments/guidance for a LTC initiative to attract new businesses into Liskeard, by providing relevant information, property and contacts in a convenient pack or website link.

2) The meeting split into groups to discuss Liskeard as an opportunity for business.

The following notes were made.

Benefits.

- 1) Superfast broadband
- 2) Town is in Cornwall, but not too far west. Proximity to Plymouth.
- 3) Mainline train station.
- 4) Commutability important; easier for businesses to attract staff with the correct skills.
- 5) Property is good value.
- 6) Not seasonally dependent market.
- 7) Attractive architecture of Liskeard, not an industrial feel to it.
- 8) Sense of potential, creative people and good mix of characters.
- 9) Ability to have an impact.
- 10) People/Business already doing it – having an impact and entrepreneurial.

Things we can improve

- 1) Emphasize creative Cornwall aspect.
- 2) Improve streetscape
- 3) Emphasize internet, schools and low crime.
- 4) Supporting infrastructure.
- 5) Evening foot fall is poor.
- 6) Night time experience and economy.

- 7) Lack of suitable properties for new food and restaurant experiences. There may be potential in the Cattle Market development for food and entertainment open in the evening. Bowling.
- 8) A 'beginner's' guide to Cornwall to contradict common misconceptions.

Access to Information

- 1) Online – at lot of searching is done in this way. People are looking for what it would be like to live in the town as well as business considerations.
Crime, Ofsted, BT, google maps, virtual walk around the town. Estate agents.
Visit Liskeard – links to what the town has to offer, include film.
- 2) In person going around agents.
- 3) Industry related websites.
- 4) Look at linking into broader Cornwall campaigns.

3) A general discussion took place and the following points were made.

Liskeard has a lot of potential and is attractive as a town for new business opportunities.

Transport, attractive architecture, and a creative and open-minded population are assets to the town.

Landlords are wary of start-ups without a track record.

The requirement for small office space is being replaced by home working providing there is good broadband.

A problem can occur if a small business wishes to expand due to a lack of suitable property.

The lengthy legal process for a client to secure suitable property can result in lost business opportunities.

It was felt that Liskeard should aim to attract new, niche and different businesses.

The cattle market was a key development for the town.

It was generally agreed that Liskeard required an improved night-time economy.

It was felt that it was good to have case studies with first-hand experiences and comments from businesses as part of the marketing. Olive and Co and Studio Wallop are happy to be involved with this. Tiflex, Puckator and Print2Media were also suggested.

A number of projects are being undertaken within Cornwall to develop arts, Cornwall365.

FSB would be happy to support the process of developing business information.

Liskeard should look at how the town is promoted and listed as a business opportunity online, including via trade and sector based websites/directories.

4) Further Actions.

The comments from the meeting will be taken to the next C&E meeting on the 9th January to develop a way forward, which could include updating and refreshing the business section of the current liskeard.gov.uk linked websites and perhaps developing some downloadable PDFs which would also be used in a pack.