

## **MARKET MAKERS**

### **PROJECT MANAGER'S REPORT: OCTOBER 2022**

#### Promotional activities

Social media engagement continues to hold strong, with 84 followers on Twitter, 138 on Instagram, and 407 on Facebook.

The project hosted its second business promotion event at the Public Hall on 7<sup>th</sup> 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.

A further event promoting the work of Market Makers members took place 9<sup>th</sup>-11<sup>th</sup> 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 9<sup>th</sup> and 12<sup>th</sup> 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 project's activities have received significant publicity in the Cornish Times and Liskeard Voice between mid-September and mid-October, with four articles featuring in the former and five in the latter publication over that period. For further information, please see Appendix 2 below.

#### Skills courses

Skills course sessions scheduled for September/October have focused on painting and woodcrafting classes. The programme has reached 46.875 per cent of its overall participation target. CLLD report that summers are slow periods for ESF recruitment. A further promotional leafletting campaign is planned for autumn. The project has met its final targets for participants with disabilities: indeed, these reported numbers would be significantly higher if it were not for the CLLD process for recording disability. (This matter has been raised with CLLD.) For further information, please see Appendix 1 below.

#### Enterprise engagement

The Project Manager has continued to run regular advisory sessions with the seven enterprises thus far fully registered on the project's creative business-mentoring programme. Four of these have now completed the mentoring programme. One further business is awaiting receipt of UTR documentation from HMRC to complete registration.

Four participants have completed the ERDF new entrepreneurs course. One has commenced this course; four others are awaiting approval by CLLD.

For further information, please see Appendix 1 below.

## **APPENDIX 1: PROGRESS TO TARGETS**

### ESF O1

Overall target: 32

Target to end September: 14

Participants to date: 15 (including 3 pending with CLLD)

Percentage of overall target achieved: 46.875%

Overall target core: 23

Participants to date core: 9

Overall target functional: 9

Participants to date functional: 6

Overall target disabled: 5

Participants to date disabled: 6

Original overall target ethnic minority: 1

Revised overall target ethnic minority: 2

Participants to date ethnic minority: 1

Overall target over-50: 4

Participants to date over-50: 6

### ERDF entrepreneurs P11

Overall target: 12

Target to end September: 9

Participants: 9

Percentage of overall registration target achieved: 75%

Target core: 9

Participants registered core: 8

Target functional: 3

Participants registered functional: 1

Participants completed to date: 4

### ERDF enterprises (C1/C5)

Overall target enterprises receiving support: 10

Enterprises receiving support target to end September: 8

Enterprises receiving support to date: 7

Enterprises awaiting delivery of UTR documentation (from HMRC) to complete registration: 1 (core)

Percentage of overall target achieved: 70%

Target core: 7

To date core: 4

Target functional: 3

To date functional: 3

Support completed: 4

Support hours completed for others (out of 12): 9.5, 7.25, 6.4

Overall target new enterprises receiving support (included above): 3

New enterprises receiving support to date (included above): 3

## APPENDIX 2: MEDIA COVERAGE LOG

20 November 2021: Project Manager interviewed on BBC Radio Cornwall breakfast show

24 November 2021: Cornish Times: 'Mentoring will help turn hobbies into businesses'

26 November 2021: Royal Society for the Arts, Fellowship News: 'Cornwall – Creative Arts & Crafts Project': <https://www.thersa.org/fellowship/news/cornwall-creative-arts-crafts>

27 November 2021: Cornish Times online: 'Makers project launches to support arts talent in town': <https://www.cornish-times.co.uk/news/makers-project-launches-to-support-arts-talent-in-town-137745>

30 November 2021: Lyrical SW: 'The Cattle Market Makers project launches in Liskeard': <https://www.lyricalsw.com/post/cattle-market-makers-project-launches-in-liskeard>

8 December 2021: Cornish Times: 'The Cattle Market Makers project in Liskeard has signed up its first two businesses'

12 December 2021: Project Manager interviewed on BBC Radio Cornwall breakfast show

15 December 2021: Cornish Times: 'Free courses in arts/crafts'

4 January 2022: 20-20 Visions: 'Making it in Liskeard': <https://2020visionsbook.com/blogs/making-it-in-liskeard/>

20 February 2022: Cornish Times online: 'Cattle Market Makers have launched a new website': <https://www.cornish-times.co.uk/news/cattle-market-makers-have-launched-a-new-website-540795>

2 February 2022: Liskeard Voice: 'Town project forges ahead'

2 February 2022: Liskeard Voice: 'Exciting times are ahead in Liskeard'

23 February 2022: Liskeard Voice: 'First arts and crafts course is launched'

31 March 2022: Cornish Times online: 'Contractors appointed to build Liskeard cattle market arts studio': <https://www.cornish-times.co.uk/news/contractors-appointed-to-build-liskeard-cattle-market-site-arts-studio-542927>

1 April 2022: Lyrical SW: 'Plans moving forward for Liskeard Cattle Market Makers project': <https://www.lyricalsw.com/post/plans-moving-forward-for-liskeard-cattle-market-makers-project>

6 April 2022: Liskeard Voice: 'Step forward for arts plan'

6 April 2022: Liskeard Voice: 'Positive feedback over print-making'

April 2022: included in social prescribing directory, 'Creativity – It's Good for You' (Arts Well, Cornwall)

April/May 2022: Art: Creative & Cultural Living (myCornwall), Issue 17, Spring 2022: 'Market Makers, Liskeard'

11 May 2022: Liskeard Voice: 'New series of classes for artists hoping to turn their hobbies into businesses'

8 June 2022: Liskeard Voice: included in extensive coverage of jubilee weekend

22 June 2022: Liskeard Voice: 'Wood you believe it?'

29 June 2022: Liskeard Voice: '£700,000 market project scrapped'

29 June 2022: Liskeard Voice: 'Artist's debut'

29 June 2022: Cornish Times: 'Council scraps Makers Project'

29 June 2022: Cornish Times: 'Prize-winning painter's gallery debut'

10 August 2022: Liskeard Voice: 'Art initiative helps to uncover creativity'

30 August 2022: Cornish Times: 'Market Makers exhibition is approaching': <https://www.cornish-times.co.uk/news/market-makers-exhibition-is-approaching-560667>

7 September 2022: Cornish Times: notice of Market Makers open studio Heritage Open Days events

14 September 2022: Liskeard Voice: 'Artists take chance to showcase talent'

14 September 2022: Cornish Times: 'Market makers autumn exhibition a success' (print & online): <https://www.cornish-times.co.uk/news/market-makers-autumn-exhibition-a-success-562692>

21 September: Liskeard Voice: 'Artists and craftspeople open studios to visitors'

28 September: Cornish Times: 'A crafty peak ahead as Christmas comes early'

28 September 2022: Liskeard Voice: 'Christmas comes early in Liskeard'  
1 October 2022: Cornish Times online: 'A crafty peak ahead to Christmas'  
5 October 2022: Cornish Times: 'Haunted happenings at night'  
5 October 2022: Liskeard Voice: 'Group of traders tells of other-worldly goings on'  
12 October: Cornish Times 2022: 'Crafty tricks and treats for Hallowe'en'  
14 October 2022: Cornish Times online: 'Crafty tricks and treats for Hallowe'en':  
<https://www.cornish-times.co.uk/news/crafty-trick-and-treats-for-halloween-567361>  
19 October 2022: Liskeard Voice: 'Activities and art for spooky season of ghosts and ghouls'