

MARKET MAKERS: REPORT TO LISKEARD TOWN COUNCIL, NOVEMBER 2022

MEDIA ACTIVITY

Much recent promotional work has focused on the achievements of the project's client members and enterprises. Half a dozen such clients have opened or are in the process of developing high street business premises since the summer, and the project has concentrated on promoting these enterprises and the related artists and craftspeople whose work has underpinned these developments. The following stories have appeared in the local press since the project's last report to LTC:

- 26 October 2022: Liskeard Voice: 'Artist Ann's festive cards for air ambulance service'
- 26 October 2022: Cornish Times: 'Christmas cards for charity'
- 26 October 2022: Cornish Times: 'All night vigil to speak to the other side'
- 31 October 2022: Cornish Times online: 'All night vigil to speak to the other side'
<https://www.cornish-times.co.uk/news/all-night-vigil-to-speak-to-the-other-side-569739>
- 2 November 2022: Liskeard Voice: 'Artists and craftspeople to hold fair'
- 9 November 2022: Liskeard Voice: 'Santa's on his way to add creative fun'
- 9 November 2022: Liskeard Voice: 'Mayor makes visit to renew friendship with twin town'
- 16 November 2022: Liskeard Voice: 'Mayor in move on twinning'
- 16 November 2022: Liskeard Voice: 'Simon Cassidy links across the Channel'
- 16 November 2022: Cornish Times: 'Mayor presents artwork to French twin town'
- 19 November 2022: Cornish Times online: 'Mayor presents artwork to French twin town'
<https://www.cornish-times.co.uk/news/mayor-presents-artwork-to-french-twin-town-572797>

ESF O1

Recruitment of ESF O1 participants challenging. Recruitment campaigns via social media and door-to-door leafletting are ongoing. 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.

Overall target	32
Target to end September	14
Participants to date:	15 (including 3 pending)
Percentage of overall target achieved	46.875%
Percentage of end September target achieved (including pending)	107%
Overall target core	23
Participants to date core	8

Overall target functional	9
Participants to date functional	7
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
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	10
Enterprises receiving support target to end September: 8	8
Enterprises receiving support to date: 7	7
Enterprises awaiting delivery of UTR documentation (from HMRC) to complete registration: 1 (core)	1 (core)
Percentage of overall registration target achieved (including pending UTR)	80%
Percentage of end September registration target achieved (including pending UTR)	100%
Target core	7
To date core	4 (+1 awaiting UTR from HMRC)
Target functional	3
To date functional	3
Support completed	5
Support hours completed for others (out of 12)	8.25 (+2), 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 completed	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
Target to end September	9
Participants to date	10
Percentage of overall registration target achieved	83.33%
Percentage of end September target achieved	111%
Target core	9
Participants registered core	8
Target functional	3
Participants registered functional	2
Participants completed to date	4
Participants currently undertaking entrepreneur programme	6

BUSINESS PROMOTIONAL EVENT

The project's third and latest promotional event will take 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 is expected to feature the work of 15 client members and enterprises of the project.