

363/17 AIMS AND OBJECTIVES (7 November 2017)

Communications and Engagement priority objectives for 2017/18 and 2018/19

2017/2018

1. Development of a community magazine and associated online materials

Budget – Newsletter 2017/2018 £4,000 (committed to LAMB)

2018/2019 £4,000 proposed for Newsletter

2. Development of a community emergency plan

Budget 2017/2018 Grant of £100 received plus an additional up to £500 available

2018/2019 Possible funding required within Advertising budget line

3. Engagement of all sectors of the community using existing events and structures, such as by the development of the Community Fair

Budget 2017/2018 £716 available in Events for Community Fair

2018/2019 £1,000 proposed for Events (may include items such as the Annual Town Meeting, Liskeard Show, Liskeard Unlocked, St Matthews Fair, Battle's Over and objective 3 below)

4. Development of a town marketing strategy (phase 1 – to produce publicity material to market Liskeard as a destination for inward business investment

Budget 2017/2018 £2,751 available in Marketing and Consultation with underspend to be carried forward to a nominated reserve

2018/2019 £1,500 proposed for Marketing and Consultation to include this item

2018/2019

1. Securing grant funding and development of a cultural and heritage strategy for Liskeard

Budget 2017/2018 Pledges of funding received from Cornwall Council £3,000 and WHS £1,000 - £2,991 underspend to be carried forward to a Heritage and Cultural Strategy reserve

2018/2019 Heritage and Cultural Strategy £3,000 proposed

2. Development of a town marketing strategy (phase 2 – target all other audiences beyond inward business investment)

Budget See objective 4 above

3. Development of a citizen's award ceremony, recognising efforts and achievements in all sectors of the community.

Budget 2018/2019 £1,000 proposed for Events – see objective 3 above