

## **Attracting businesses to Liskeard meeting**

**7pm, Thursday 22 February, Mayor's Parlour**

### Attendees

Councillors David Ambler, Julian Smith, Rachel Brooks, Sally Hawken, Roger Holmes, Christina Whitty, Anna Clarke and Jane Pascoe.

TownClerk S. Vinson

John Hesketh – Parish Clerk for Menheniot, Town Forum  
John Pollard Liskeard Chamber Commerce

#### 1 What attracts businesses

Julian Smith provided some ideas on what businesses locating in Liskeard may be seeking. He asked which Liskeard does not currently meet. Liskeard scores well on most but we know there is a lack of accommodation development sites and more work is needed on workforce skills.

It was stated that John Ede is working on local skills based issues.

Jane Pascoe mentioned the employment data available from the Neighbourhood Plan.  
<http://www.planliskeard.co.uk/a-place-to-work-and-learn/>

Sally Hawken reminded us of the South East Cornwall strategy from CC.

Julian pointed out the requirement to consider what package is being offered by our competitors, such as Callington, Looe and Plymouth.

There was a good list of Liskeard's benefits from the meeting with businesses in December.

John Hesketh pointed out that new businesses tend to be more optimistic over their futures than older business.

Julian stated that he used to be an environmental inspector and that some businesses are concerned about overzealous environmental rules.

John Pollard pointed out that Liskeard requires bona fide businesses.

Steve Vinson believes that with the change in the EU status, business grants will not be so frequently available. Grants are likely to be available through the UK, though the rules maybe tighter.

#### 2 Improving the information available

It was agreed to ask the Communications and Engagement Committee to consider Search Engine Optimisation for the linked Liskeard websites.

The meeting was reminded that VisitLiskeard.co.uk in particular has good and growing numbers of hits.

a) Webpages on Your Liskeard

- Networking

**Action David Ambler to update website networking information**

The need to update the webpage with FSB and road hauliers, Secta.

- Local support and grants

**Action: Steve Vinson to update grant groups with information such as Princes Trust, RIO engine room. Add dates and update contact information. Crowd Funding sites.**

- Relocate

**Action: Julian Smith to update text on why to move to Liskeard, including leisure and social opportunities. Put in link to the film already on the website. Quality of schools, housing, Liskeard live styles. School website links.**

**Rachel Brooks to find links to positive online articles and see if case studies can be developed through community magazine. Possible case studies: existing Invest in Cornwall Studio Wallop one, Blue Banana, Tiflex, Print2Media, Crypto Tech, other new businesses. Cement company. Investigate possibility of getting articles into trade magazines. Rail freight. Industrial estates. Pensilva business units.**

- Office and shop space

**Action: Rachel Brooks, TIC – to update list of available business properties, and contact additional agencies such as Stratton Creber Commercial, Vickory Holman, Savills, Alderking, Huntley and Partners. Update contact information, and live feeds or RSS feeds.**

b) Downloadable PDFs for pack

- Subject areas

Similar information to online, including case studies

c) Producing a cardboard sleeve for a pack

It was agreed to create a universal sleeve, which can be used for a number of promotional activities within LTC.

**Action: Rachel to ask staff to assemble photographs and cost up printing a sleeve.**

## 2 Getting the information to our target audiences

Jane Pascoe reminded us of the need to consider Plymouth Chamber of commerce and business opportunities.

- Online

**Action: John Pollard to contact Cornwall and Plymouth chamber of commerce to get links to the relocate to Liskeard page on their websites.**

**Action: Steve Vinson to contact grant bodies to get them to put links to links to the relocate to Liskeard page on their website.**

<https://www.softwarecornwall.org>

- In paper format

**Local Estate Agents, Trade magazines. Trade Shows. Western Morning News business section. Advertise in journals as sites become available.**

## 3 Wider work on attracting and supporting business (including existing businesses)

**Actions:** Investigate National hooks, promoting particular business sectors during national/international weeks.

Investigate opportunities to promote Liskeard during Mayflower year?

**Action: Everyone, to consider 5 possible business sectors to concentrate on for promoting Liskeard.**

**Action: Office. Investigate grants to support the work of promoting and expanding Liskeard to business.**

### **Date of Next Meeting**

26<sup>th</sup> April 19.00. Room TBC.

New text for website to be submitted to Steve Vinson by 31<sup>st</sup> March.