

## **LISKEARD TOWN COUNCIL**

**AT A MEETING** of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.00 pm on Tuesday 5 July 2016 there were present:

The Mayor - Councillor Jane Pascoe-Ex-Officio

The Deputy Mayor – Councillor Christina Whitty-Ex-Officio

Councillor Lorna Shrubsole took the Chair until Councillor Rachel Brooks arrived.

Councillors: Roger Holmes, Martin Menear, Sue Pike, Anne Purdon and James Shrubsole

Town Clerk: Steve Vinson

Minute Clerk: Stuart Houghton

Member of the Public: Jenny Lightly, Backbone Media, and Steve Clark, RIO.

The Chair advised of housekeeping matters.

### **87/16 APOLOGIES**

An apology was received from Councillor Tovar.

### **88/16 DECLARATIONS OF INTEREST REGISTERABLE OR NON-REGISTERABLE**

None.

### **89/16 MINUTES OF THE MEETING HELD ON TUESDAY 7 JUNE 2016**

Councillor Pike proposed, Councillor Purdon seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 7 June 2016 were adopted as correct.

### **90/16 CLERK'S REPORT - TO RECEIVE AN UPDATE ON PROGRESS OF RESOLUTIONS FROM THE LAST MEETING**

Councillor Brooks arrived at 7.20 pm and apologised for her late arrival.

The Town Clerk reported:

- i. The TIC manager had been on sick leave, there would not be a TIC report this month
- ii. The Website continues to be updated, the “old” pictures have been replaced; it was proposed that in the future pictures of the Council events could be

used. It was agreed that David Hambly be paid £25 a time to photograph events, which would be paid for from the Marketing and Consultation budget, this would give the Council free use of the photographs.

- iii. The new Key Documents page had been added, the Councils Aims and Objectives would be added to the Strategies and Plans section.
- iv. As a result of the Man Engine project some individual businesses, on the Your Liskeard Site, had been updated
- v. The new gazebo had been delivered; the supplier had confirmed that 2 people could erect it. The colour of the cover was Gypsy Blue, which was quite light.

### **91/16 PUBLIC PARTICIPATION**

The Chair introduced Jenny Lightly and Steve Clark who were here to answer questions about the Community Magazine, not to address the Committee.

### **92/16 BUDGET REPORT TO 30 JUNE 2016**

The Budget Report, to 30 June 2016, was noted; the Town Clerk added that the Reserves for this Committee were now shown in the report, other comments included;

- i. The money received from the sale of the old market stalls could be used to pay for the new gazebo
- ii. Studio Wallop had been engaged to record the Councils activities for the Man Engine, this would include a 3 minute film. The underspend on the Town Leaflet would be used towards the cost of this record
- iii. The cost of the Town Map and Leaflets should be paid for out of Reserves as this was an item ordered in the last financial year

### **93/16 LISKEARD COMMUNITY MAGAZINE**

The Chair said that following the selection of Backbone Media, as the potential external partner for the Community Magazine, they had produced a Financial and Forward plan for the proposed magazine. The costings had been circulated and Jenny Lightly and Steve Clark were here to answer any questions that Councillors had. Version 2 of the Financial Forecast showed the correct figure for the Councils contribution and lines were available for contributions by others. Comments included;

- i. The distribution area for the magazine should be known as advertisers would want this information before agreeing to pay for an entry. Jenny Lightly replied that this would be a part of the consultation that had to be made
- ii. The magazine should portray Liskeard as a happy vibrant Town, the content should reflect the needs of residents and people from the surrounding area, not be either/or
- iii. The outlying villages saw Liskeard as their service centre
- iv. The magazine could be made available in Plymouth. There was a direct bus service from Plymouth to Liskeard, people may be enticed to visit the town
- v. The distribution of the magazine was crucial to its success. A substantial sum had been included in the Cost Forecast, for distribution, which was based on the cost of the delivery of the Saltash magazine

- vi. The magazine would be linked to the Council's online information
- vii. The Financial Forecast included for the highest quality paper and printing costs, the consultation may agree that a lesser quality was appropriate
- viii. A meeting has been set up with Liskeard School and Community College about contributing to this magazine. Steve Clark said that Power2Change worked with schools to enable the students to operate the printing process as a business opportunity.
- ix. The financial contribution by the Town Council would be a one-off payment of £4k
- x. The underspent from last year's Newsletter should be held in Reserve as a contingency for this project
- xi. The Town Forum should be asked to contribute towards the cost of the magazine

Councillor Menear proposed, Councillor Pike seconded and the Committee **RESOLVED** that Backbone Media be accepted as the external partner to produce the Community Magazine.

### **94/16 THE MAN ENGINE**

Councillor Brooks reported that the arrangements for the music, theatre, storytelling and art were well progressed. The Discovery Event held at the Liskerrett Centre, on the previous Sunday, had been well attended. As indicated in the budget report discussion the Town Council had engaged Studio Wallop to record the involvement of the Council in the Man Engine event.

5000 postcards advertising the Man Engine had been widely distributed, including at the carnival, Looe, Seaton and Downton. Another 2000 had been ordered for distribution at the Liskeard Show and other venues.

Councillor Holmes asked the Committee to thank Councillors Brooks and Hawken for arranging the event.

### **95/16 EVENTS**

The next Civic Event would be the Catholic Church Service on Sunday 10 July 2016, Councillors to meet at the Mayor Parlour at 10.45 am.

The logistics for the Liskeard Show were discussed. The Town Clerk would circulate the rota for Councillor's attendance on the Council Stand. Items to be displayed were the Cattle Market Consultation, the Man Engine and the Town Map and leaflet.

A problem had occurred with the trailer, the brakes had seized and a temporary repair had been made. The trailer should be serviced and the brakes inspected/repaired. The proposed "wrap" of the trailer was not feasible due to the internal display board mounting bolts protruding through the body. An alternative would be to paint the exterior, possibly with photographs displayed on the body. It was agreed that the trailer should be serviced before the Man Engine event then seek advice about the external decoration.

## **96/16 TIC REPORT**

A report was not available as the Manager had been ill.

## **97/16 CORRESPONDENCE**

The Town Clerk reported that Cornwall Council had informed him that the Mayor of Quimperle would be in Cornwall, as a part of a County event, on Tuesday 20 September 2016, and would visit Liskeard in the "late afternoon".

Councillors proposed that a Civic Reception should be held for him.

## **98/16 DATE OF NEXT MEETING**

The next meeting of the Communications and Engagement Committee would be on Tuesday 6 September 2016 at 7.00 pm.

Note for next meeting, include how to get people interested in becoming a Councillor