

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 1 July 2014 there were present:

Councillor Rachel Brooks - in the Chair

The Deputy Mayor Councillor Jane Pascoe - Ex-officio

Councillors: Sue Pike Roger Holmes, Anne Purdon, James Shrubsole, Lorna Shrubsole and Hella Tovar

Minutes Clerk; Mr Stuart Houghton

Member of the Public: Helen Floyd

The Chairman advised of Housekeeping matters

133/14 APOLOGIES

An apology was received from the Mayor, Councillor Phil Seeva

134/14 DECLARATIONS OF INTEREST

No declarations of interest were made either Registerable or Non Registerable.

135/14 MINUTES OF THE MEETING HELD ON TUESDAY 3 JUNE 2014

The Chairman proposed, Councillor Purdon seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 3 June 2014 were approved

136/14 MATTERS ARISING

Beating of the Bounds

Arrangements for the Beating of the Bounds and a pre event inspection of the route would be finalised after the meeting.

137/14 BUDGET TO 31 JUNE 2014

The budget to the 31 June 2014 was noted. Details of the superannuation costs would be obtained from the office.

It was intended for future budget reports to reflect the headings of the TIC financial report.

138/14 SIGNAGE

a. Granite Plinths and Map Panels

The plinths and panels would not be ready for the coming weekend, however, there would be a display of the artwork for the A2 panels and A4 leaflets, at the Museum, the A4 leaflets would be available for distribution.

It was suggested that a clip board be provided for comments from the public.

The planning applications for the plinths have been made, but the Planning Department had requested scale maps for each location and photographs of the plinths with the dimensions annotated.

Information on five of the walks had been submitted to Graphic Words. It was agreed that Councillors Pike and Tovar would work together on the last one, from Morrison's.

b. Finger Signs

The Chair reported that the list of Highways and other signs was close to finalisation and Cormac had confirmed that they would not charge for the removal of the redundant finger signs.

The Chair proposed that the cost of this work, £6663 plus VAT, could be split between the Town Council and the Town Forum. The Town Council had a budget of £2800 this year, the remaining monies could be taken from the nominated reserve for signage, up to £1000, and from General Reserves. A contribution of £250 had been pledged by SECTA. It was suggested that as the new signs would direct the public to the Banks in the Town, they should be asked to contribute towards the cost from their community funds.

It was decided to ask the locum Town Clerk to investigate the reserves for this item.

The Chairman proposed, Councillor Pike seconded and the Committee **RECOMMENDED** that the Town Council underwrite funding for finger post improvements at a cost of £6666.53 and seeks contributions from other bodies including the Town Forum and Town Team with the aim that the actual Town Council contribution was around £3000.00.

c. Heritage Trail Maps

The Chairman explained that the stocks of the leaflet were getting low and a reprint was required, she suggested that a further 2000 copies were printed.

Councillor Purdon proposed, Councillor Pike seconded and the Committee **RESOLVED** that 2000 copies of the leaflet be printed.

139/14 PARKING CONSULTATION

The Chairman introduced this item by explaining how local traders had requested that short term on street parking, be provided at Market St/ Well Lane, following the provision of on street parking at Bay Tree Hill, which had improved facilities for

shoppers. The proposed parking spaces would be where people already park, therefore it was known that it was possible to park at this location without causing any problems.

It was mentioned that a refuse lorry had to reverse when turning the corner from Market St into Well Lane because of parked cars at the junction. Items mentioned included

- Cormac had produced a layout showing four spaces
- The costs would include for a traffic Order, signs and road markings
- whether the duration of on street parking should be 30 minutes or 1 hour for the new spaces
- should the existing 1 hour time be reduced for existing spaces
- the local businesses should be consulted together with local residents
- a consultation should be made at Liskeard Show before making a recommendation to the Town Council.

140/14 ROUNABOUT SPONSORSHIP

The Minute Clerk gave a history of this item and stated that he had forwarded to the person involved, details of Cornwall Councils policy and costs for roundabout sponsorship.

A reply had been received that indicated that the costs were far more than had been expected.

It was not known if the Council had an agreement with Cornwall Council for the maintenance of the roundabout that was included in our Liskeard in Bloom planting scheme. If a sign of sponsorship was erected on this roundabout it would have to comply with Cornwall Council's Policy.

141/14 TIC REPORT

The report as circulated and discussed;

Councillor Holmes proposed, Councillor L. Shrubsole seconded and the Committee **RESOLVED** to **RECOMMEND** that the Council **SUPPORT** the TIC Managers recommendation to include the Lets Go Cornwall accommodation search widget into the TIC website, without modification to track the source of referral which would cost around £100.

142/14 CORRESPONDENCE

A letter of complaint had been received from the Eliot House Hotel complaining that their flower display had not been watered regularly.

An incident had occurred when the Council's contractor could not manoeuvre his vehicle and towed bowser in the hotel car park. The Mayor had spoken to the contractor and the owner of the Hotel had confirmed to the office that the watering had since been done as expected.

The Committee **RECOMMENDED** that a complaints book be provided in the office for all telephone or verbal complaints to be recorded.

143/14 ANY OTHER RELEVANT BUSINESS

None.

144/14 DATE OF NEXT MEETING

The next Communication and Engagement Committee meeting would be at 7.30 pm on Tuesday 2 September 2014.



Liskeard Information Centre

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tourism@liskeard.gov.uk
www.visitliskeard.co.uk

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FOR THE EXPLORER IN YOU

Update since 28th May 2014

Visitor Numbers

To date in June we have had 600 visitors, bearing in mind there is a full week left in the month I expect final figures to be in line with the same time last year. Final figures for May showed that visitor numbers for the month were actually up on last May which is encouraging. The beautiful weather we have been having is a mixed blessing since visitors tend to head straight out to the beach when it is lovely and warm rather than coming into the town.

TIC Activities

As always at this time of year our main focus switches from projects to dealing with customers through the door as footfall increases.

My main job this month has been working on the website. I have successfully created a new entry for an accommodation provider and added photos and social media links to existing members. I have also created pages for the Liskeard Carnival and Liskeard Show and updated the slider on the front page. Clare and I have also worked hard to get all events added to the calendar and Clare is organising page for summer family events.

I have also been updating the TIC procedures document which is a set of instruction sheets for anyone covering the TIC, the procedures have changed significantly with the introduction of the new till and the credit card machine. Clare continues to attend meetings for the signage group and the events coordination group representing the TIC.

Let's Go Cornwall

New Mind, the creators of the new Let's Go Cornwall website, have asked all TICs to include an accommodation search widget on their own websites. It is designed to sit at the bottom of the list of accommodation providers and the hope is that if none of the accommodation listed is suitable for the customer then they will go to the Let's Go Cornwall website to look for other options rather than going to Late Rooms or similar.

This would mean that another Cornish TIC would benefit from the booking commission rather than a big company. There is the option to alter the widget so that it would track that the referral came from us, New Mind have quoted around £100 to

configure this for us. We would, however, need to negotiate with each TIC to see if we could get a cut of any commission earned. This would be quite time consuming and I don't believe that we would generate enough referrals to recoup the initial outlay, I think the widget should be included on our website as a 'neighbourly gesture' to support other local TICs.

- **Vicky Cutts**

25th June 2014

Can't find accommodation to meet your needs?

Widen your search to the to the whole of Cornwall with our Official Cornwall TIC Booking Widget

Search Accommodation LETSGOCORNWALL Tourist Information

Accommodation Type: -- Any -- Area: -- Any -- Name / Keyword:

Check Availability

Arrival Date: Nights: Guests in Room/Unit

[Add Room](#)

Discounted Availability