

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATIONS AND ENGAGEMENT COMMITTEE** held in the Long Room at 7.30 pm on Tuesday 4 September 2018 there were present:

Councillor Rachel Brooks – in the chair

Councillors: Christina Whitty, David Ambler, Tyler Bennetts, Simon Cassidy, Anna Clarke, Roger Holmes, and Susan Shand

Support Services Manager: Yvette Hayward

Museum Coordinator: Karen Partington

The Chair advised of housekeeping matters and that the meeting was being recorded.

185/18 Apologies

Councillors Sandra Mitchell and Naomi Taylor

186/18 Declarations of Interest Registerable or Non-Registerable

None

187/18 Minutes of the Meeting held on Tuesday 3 July 2018

Councillor Brooks proposed, Councillor Shand seconded, and the Committee **RESOLVED** that the Minutes of the meeting held on the 3 July 2018 were adopted as correct.

188/18 Public Participation

None

189/18 SUPPORT SERVICES MANAGER'S REPORT - To receive an update on progress of items from the last meeting of the Communications and Engagement Committee on 3 July 2018

Written report noted

The request for bee hotels and bird boxes at the Pengover allotments would be presented to the Liskeard Town Forum as a possible community project.

190/18 BUDGET

a) To receive an updated budget report to 31 July 2018

Noted – the budget lines for Website and Events were already fully committed and should be monitored closely.

b) To agree a matched funding contribution of £500 from the Town Centre Signs and Murals budget line to the Emily Hobhouse mural and town augmented reality trail project

62/18

Councillor Ambler proposed, Councillor Cassidy seconded, and the Committee **RESOLVED** to agree a matched funding contribution of £500 from the Town Centre Signs and Murals budget line to the Emily Hobhouse mural and town augmented reality trail project.

c) To agree a payment of £1,563.60 from the Town Centre Signs and Murals reserve to Cormac Solutions Ltd for the supply, installation and maintenance of two new town welcome signs

Following discussion about design of the signs, Councillor Brooks proposed, Councillor Whitty seconded, and the Committee **RESOLVED** to agree the design as presented by Cormac with the quotation.

Councillor Brooks proposed, Councillor Clarke seconded, and the Committee **RESOLVED** to agree a payment of £1,563.60 from the Town Centre Signs and Murals reserve to Cormac Solutions Ltd for the supply, installation and maintenance of two new town welcome signs.

191/18 MUSEUM REPORT

a) To receive the museum report

Great work had been done towards the new museum structure, and this was timely with the museum joining the new Rural-proofing Resilience programme.

It was noted that visitor numbers were down in part due to there being less events held this year.

b) To receive an updated budget report to 31 July 2018

Noted

192/18 TOURIST INFORMATION CENTRE (TIC) REPORT - To receive the TIC report

Noted

193/18 AIMS AND OBJECTIVES REVIEW AND BUDGET SETTING

a) To review performance against the 2017/18 and 2018/19 committee objectives

Objectives were reviewed as follows:

2017/2018

1. Development of a community magazine and associated online materials (community magazine achieved – continue as a maintenance objective)
2. Development of a community emergency plan (ongoing – aim to complete by 31 March 2019)
3. Engagement of all sectors of the community using existing events and structures, such as by the development of the Community Fair (completed – continue as a maintenance objective)

63/18

4. Development of a town marketing strategy - phase 1: to produce publicity material to market Liskeard as a destination for inward business investment (still outstanding as project has diversified – consider carrying forward to 2019/20)

2018/2019

1. Securing grant funding and development of a cultural and heritage strategy for Liskeard (ongoing – aim to complete by 31 March 2019)
2. Development of a town marketing strategy - phase 2: target all other audiences beyond inward business investment (still outstanding as project has diversified – consider carrying forward to 2019/20)
3. Development of a citizen's award ceremony, recognising efforts and achievements in all sectors of the community (completed – continue as a maintenance objective)

b) To commence discussion of objectives for 2019/20 in line with the Council's aims, to inform budget setting for 2019/20

c) To consider implications for the 2019/20 budget

The following groups of ideas were agreed and prioritised for development into 2019/20 objectives:

1. Develop a Culture and Heritage strategy via a series of events
Grow the number of events and enhance existing events, engaging wider sectors of the community
Assisting with events at Westbourne Gardens
– budget required for matched funding
2. Help develop a Youth Council
Improve links with youth organisations – via Mayor's cadets
3. Improve inclusivity and welcome eg autism hour, dementia, physical disabilities
Promote our new facilities
– budget required for reopening inclusion event at the Public Hall
4. Promote walks etc (Go-Pro, relate to mining heritage, war memorial, blue plaques, augmented reality)
Signage review including cycling routes
– budget required to include design, printing, signs and website update

Objectives will now be drafted based on this discussion and brought back to the next meeting.

d) To agree how to progress recommendations for further website updates

Councillors Ambler, Brooks and Clarke volunteered to work with staff to produce costed recommendations for website updates which would deliver an improved user experienced and reduced administration to be carried out in 2019/20.

194/18 EVENTS – To receive an update on forthcoming events:

a) Liskeard Unlocked 13 – 16 September 2018

Help was requested to distribute publicity material. A rota was to be circulated to man the Council Chamber and Mayor's Parlour while open as part of the event.

b) St Matthews Fair 29 September 2018

The stand will include the following:

Neighbourhood Plan referendum (James Shrubsole)

Accessibility questionnaire (Councillors Shand, Bennetts and Ambler)

Safer Liskeard / Seagulls (Councillor Ambler)

Cattle Market (Councillor Hawken)

c) Cornish Christmas 1 December 2018

All Councillors are welcome to attend the planning group meetings

195/18 LISKEARD ARTS AND MEDIA BODY (LAMB)

a) To receive feedback gathered at Liskeard Show and the editor's comments

b) To provide feedback on the autumn edition of Lyskerrys magazine

c) To discuss ideas for the Christmas and future editions of Lyskerrys magazine

Feedback was noted. The committee agreed earlier concerns had been addressed. Ideas for further improvement and future content would be passed to the editor.

196/18 CORRESPONDENCE

None

197/18 DATE OF NEXT MEETING

The next meeting of the Communications and Engagement Committee will be on Tuesday 4 November 2018 at 7.30 pm in the Long Room.