

## **LISKEARD TOWN COUNCIL**

**AT A MEETING** of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 6 October 2015 there were present:

The Mayor, Councillor Phil Seeva - Ex-Officio

Councillor Rachel Brooks - in the Chair

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

Town Clerk: Mr Steve Vinson

Minute Clerk: Mr Stuart Houghton

Member of the Public: None

### **325/15 APOLOGIES**

An apology was received from the Deputy Mayor Councillor Jane Pascoe.

### **326/15 DECLARATIONS OF INTEREST**

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

### **327/15 MINUTES OF THE MEETING HELD ON TUESDAY 1 SEPTEMBER 2015**

The Chairman proposed, Councillor J. Shrubsole seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 1 September 2015 were correct.

### **328/15 TO RECEIVE AN UPDATE ON PROGRESS ON RESOLUTIONS FROM THE LAST MEETING**

The Town Clerk said that Cornwall Council had reported that the on street parking work that the Town Council had requested would take place between 12 and 23 October 2015.

In response to a question, the Chair replied that the Mayor's Carol Service would be at 1800 on Sunday 20 December 2015 at the Methodist Chapel. A new name for the event was being considered.

### **329/15 PUBLIC PARTICIPATION**

No members of the public were present.

## **330/15      BUDGET REPORT TO 30 SEPTEMBER 2015**

A budget report to the 30 September 2015 had been circulated and was noted.

## **331/15      SOCIAL MEDIA**

The Chair explained actions since the last meeting, the draft guidelines had been amended to include the comments from the last meeting and that Councillor Pike had prepared an amended Social Media Policy. The TIC staff had canvassed local councils to obtain the views of those that operated a Facebook page. Copies of the draft Guidelines, Policy and the comments from other councils had been circulated.

Members then discussed if they considered that the Council should operate a Facebook account. Comments included;

- i. A Facebook page could be useful if operated well
- ii. The Council should start with a Facebook account and then consider the use of other methods of Social Media
- iii. Messages on Facebook should link to any consultations on the Councils Website
- iv. The site would be set up so that members of the public could not post to it
- v. The site would be operated by Council staff only

Councillor Holmes proposed, Councillor Tovar seconded and the Committee **RESOLVED** to **RECOMMEND** that the Council established a Facebook Account.

The Chair then asked the Committee to consider the Social Media Policy and Guidelines that had been previously circulated. Comments included;

### Policy

#### Section B

- a. Remove the section in italics
- b. Replace bullet points with numbers
- c. Remove point 4
- d. To the last point add "via the Town Council's Website"

#### Section D

- a. Paragraph 2. Change "will" to "could", and "15 minutes to 30 Minutes" and add  
"Anyone allocated to add information to the Facebook page must be trained to do so and be conversant with, and comply with, all laws and regulations pertaining to data protection, liable, copyright and safeguarding etc."

## Section E

- a. Paragraph 1. Change “ that is likely” to “ that are likely” and remove the section in italics

## Section F

- a. Delete paragraph 5
- i. Paragraph 6 change to read  
“Write clearly and courteously, keep the tone formal but friendly. Postings should be in plain everyday English, not ‘council-speak’; for example say ‘snow’, not ‘inclement weather’ and ‘budget setting’ rather than ‘precepting’

## Guidelines

The Committee considered the additional comments made by Councillor Pike, as attached to the Social Media Policy, should replace the Council’s draft guidelines for the operation of Social Media.

Councillor J. Shrubsole proposed, Councillor Tovar seconded and the committee **RESOLVED** to **RECOMMEND** that the Council consider the adoption of the Social Media Policy and Guidelines as amended by the Committee.

## **332/15 WORK PROGRAMME**

The Chair introduced this item stating that this was an initial discussion to look at the aims and Objectives previously agreed and identify possible items for the work programme. The public consultation results should be used to inform this.

The office was asked to circulate the relevant comments from the consultation and a draft programme of work would be presented at the next meeting.

A number of the Objectives would translate directly into the work programme. Other comments included;

- a. Aim 1, use the methodology described in Aim 6
- b. Aim 2, the ECCABI group, led by John Ede of which the Town Council was a member, was focusing on improving employment opportunities in the Town. Grants were available to be applied for and the focus would extend to the broader economy of the Town.
- c. Aim 3, marketing was ongoing by use of the Website

Councillor Brooks proposed, Councillor Purdon seconded and the Committee **RESOLVED** that it would set a three year work programme at its November meeting.

### **333/15 TOWN CENTRE PLANTING**

The Chair reported that a successful meeting had been held with Brown's Nursery to discuss the next plantings, details would be available for the November meeting. It was suggested that Roy Scott be asked to visit the nursery to discuss how arrangements with them would work.

### **334/15 THE TOWN CRIER**

The Chair reported that an alternative format for the Town Crier was being considered and that Councillor Pike had attended a meeting with the Local Directory to receive details of alternative methods of presentation of the Council's information.

Copies of three publications were tabled. Members were asked to consider these publications as a method of informing the public of the Council's work. It was agreed that the Chair and Town Clerk would meet Backbone Media to explore what they could offer.

### **335/15 TIC REPORT**

The TIC report as circulated was noted.

The Town Clerk reported that four applications for the position of Assistant Manager at the TIC had been received so far.

Councillor Brooks proposed, councillor L. Shrubsole seconded and the Committee **RESOLVED** that a formal vote of thanks be given to Claire Trudgeon for her work at the TIC.

The Committee agreed that the decision about changed opening times would be made after the new Assistant Manager had been employed.

### **336/15 TOWN CENTRE LEAFLET**

#### **A. Town Centre Leaflet**

It was agreed that the leaflet would be considered in more detail at the next meeting. Initial comments were;

- i. it should be a threefold leaflet
- ii. it should contain the new Town map
- iii. it should contain information annual events

## B. Heritage Trail Leaflets

The Chair reported that these leaflets had proven to be very popular and that stocks were running low, a reprint was required.

Councillor Purdon proposed, Councillor J. Shrubsole seconded and the Committee **RESOLVED** that 4,000 leaflets should be printed.

## **337/15      CORRESPONDENCE**

None.

## **338/15      DATE OF NEXT MEETING**

The next meeting of the Communications and Engagement Committee would be on Tuesday 3 November 2015 at 7.30 pm.

## **339/15      PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960**

Pursuant to Section 1(2) of the Public Bodies (admission to meetings) Act 1960 and having regard to the confidential nature of the business to be discussed, it was **RESOLVED** that the Press and Public be excluded from the meeting for the following item of Business.

The Minutes of the Confidential section of the meeting held on Tuesday 1 September 2015 were not available to discuss.

**update about progress of resolutions from the last meeting of the Communications and Engagement Committee on 1 September 2015 and the Clerk's Report**

Update	Who & When
<p><b>Parking Order - Cormac</b> have been contacted regarding the Well Lane Parking Order that was placed with them. Their response has been:</p> <p>“The public consultation has concluded without any issues; one response of support was received. I have sent the construction package to our surfacing manager and the works will take place when the surfacing works in Liskeard are undertaken at the beginning of October.”</p>	TC 6 Oct 2015
<p><b>Mayor's Carol Concert</b> - The Liskeard Silver Band has been contacted and it has been confirmed to them that the Mayor's Christmas Carol Concert will not now be undertaken in the Public Hall as a separate event.</p>	TC 6 Oct 2015
<p><b>Signage – Shops</b> – Cormac have been asked if they carry any “To the Shops” signs as stock but do not appear to do so. Costings will need to be obtained from other suppliers.</p> <p><b>Signage – Cattle Market Car Park</b> – It was suggested that improved Cattle Market Car Park signage might make it easier for visitors to find car parking and result in increased parking income. Hence the sign might be self-financing. Cormac have referred the suggestion of improvement in the signage to the cattle market to Cornwall Council car parks as the client side service. They have indicated that they will look into the situation.</p>	TC 6 Oct 2015
<p><b>Plinths</b> – The solicitor for Morrison's has returned the agreement which is now being signed by the Town Council. An installation date is being planned.</p>	SH 6 Oct 2015
<p><b>Request for part funding contribution - Website hosting and maintenance</b> The Committee had previously asked that the Community Interest Company assist in making a contribution towards the cost of the website which had originated as a joint project. On 15<sup>th</sup> July the C.I.C. acknowledged receipt of the request and indicated that it would be considered. Follow ups on progress with the request have been sent. No formal response had been received at the time of writing the report. Committee can be updated if a response is received.</p>	TC 6 Oct 2015
<p><b>Budget Report</b> - The last C &amp; E asked why the actual spend on the Salaries budget in the current year was running at a reduced level compared with the approved budget. – The budget contains an element for overtime. In this year that has not been used very often compared with the previous year.</p>	TC6 Oct 2015

## **7. Social Media – Facebook Page - To consider social media recommendations to full Council. a). the establishment and operation of a Council Facebook page**

Background Some of the larger Town Councils now have Social Media profiles such as a Facebook page. These are used for example for the posting of official notices. They are not used in the same way as an individual might use social media. It is considered that this might be a beneficial method to engaging with certain sections of the population who appreciate and use Social Media rather than more traditional methods of engagement. An initial Town Council Facebook profile has been established to familiarise staff with the concept and operation of Town Council based Facebook account. The Committee is asked to consider the issue of the operation of a Town Council Facebook page (there is already a Tourist Information Centre and Museum Facebook pages).

## **b). Social Media Policy (please see attached) – To consider and recommend to Council to adopt the Social Media policy**

At the last committee meeting a copy of a draft Social Media policy was considered by committee. This was based upon a modified version of the Saltash Town Council Social Media Policy. Committee recommended revisions to the draft policy but also recommended that all Town Councillors including non-Committee members be sent the revised policy and be invited to the 6<sup>th</sup> October Committee to debate the issue. It was further recommended that if Councillors could suggest improvements to the policy these should also be circulated. Therefore, for this Committee there is attached the revised policy from the last meeting and additional comments on a revised policy from Councillor Pike.

The Committee also asked for the views of other Town Councils be sought on the operation of a Facebook page and the Committee made aware to help their consideration of the issue.

**Recommendations: That the Committee consider whether to recommend to Council that the Town Council operate a Facebook page.**

**That should the recommendation for a Town Council based Facebook page be agreed that the Social Media Policy be recommended for adoption by the Council.**

## **8. Work Programme – to consider the results of the public consultation on the Council’s aims and objectives. To discuss items for inclusion in the committee’s Work Programme in relation to the draft aims and objectives. To consider whether the committee should set a 3 year work programme.**

Background The Council has completed the public consultation on the draft aims and objectives. Finance and Strategy Committee has received the results and recommended that the committees be informed of the results and asked to take them into account in their setting of their work programmes. The results of the public consultation are below. The work of this Committee has been considered to contribution to aims and objectives - 1, 2, 3, 6, 7, 8.

Aims and Objectives

1. Improve social and leisure facilities in Liskeard
2. Boost prosperity and increase employment opportunities in Liskeard
3. Market what Liskeard has to offer to local people, businesses and visitors
6. Engage and communicate well with local people around key issues
7. Protect and enhance the civic heritage of the Town and promote and develop the  
Council's assets for the benefit of the community
8. Work effectively with other organisations, building the community and increasing  
resilience and sustainability

Aims	Survey Monkey Numbers	Survey Monkey %	Town Crier Numbers	Town Crier %	Liskeard Show Numbers	Liskeard Show %	Total All	Total %
1	9	60%	15	48%	25	89%	49	66%
2	13	87%	29	93%	28	100%	70	94%
3	7	47%	13	41%	19	68%	39	53%
4	4	27%	13	41%	18	64%	35	47%
5	3	20%	9	29%	10	36%	22	30%
6	5	33%	15	48%	16	57%	36	49%
7	7	47%	12	38%	8	28%	27	36%
8	9	60%	8	25%	20	71%	37	50%
9	1	7%	1	3%	4	14%	6	8%
10	0	0%	4	12%	7	25%	11	15%
	15		31		28		74	

**Recommendation:** The Committee is asked to consider the results of the public consultation when drafting its work programme.



## **9. Town Centre Planting Update – Visit to Browns**

Both of the companies that tendered for the contract to supply the planting stock have been informed of the committee's decision. It is recommended that the small sub group that have looked into this issue be retained to liaise with Browns. This group consisted of Councillors Brooks, L. Shrubsole and Pike. Councillor Pike has indicated that now she has become Vice Chairman of the Museum's Committee she is resigning from the Communication and Engagement Committee. Hence, an additional Councillor is now sought from the Communication and Engagement Committee to be involved with the planting programme and related issues.

## **10. The Town Crier – update – November Committee to discuss potential arrangements for revising the format for the future production of Town Council literature.**

It had previously been suggested that a November edition of the Town Crier might be produced. It has also been suggested that a local business directory type approach might be used. It is recommended that the November committee consider a report on the potential for a new format. This issue could then be considered before the production of the next item of literature in the new year.

## **11. TIC Reports – (attached).**

**a). Activity Report** see attached

**b). Vacancy Recruitment – job description and person** Clare Trudgeon has given in her notice for the Tourist Information Centre Assistant Manager position. Staff Committee has approved the revised job description and person specification which is attached. An advert has been placed in the Cornish Times and on the Town Council website. At the time of writing at 3.00 p.m. 1<sup>st</sup> October 7 application forms has been requested from the office. Additional forms might also have been downloaded from the website. Two completed applications have been received. The closing date for completed applications is 9<sup>th</sup> October.

**c). Vote Of Thanks – Clare Trudgeon**

**d). Opening Times – Revised opening times to consider new arrangements** See attached report

## **12. Town Centre Leaflet**

**a). to discuss the contents for the town centre leaflet**

**b). to consider the need to reprint more heritage trail leaflets**

The heritage trail leaflets were last printed in July 2014. St. Austell Printing Company charged £487.72 for 2,000. Supplies are now almost gone at the Tourist Information Centre where they have proven very popular. The company has confirmed that it would print and deliver the following quantities of leaflets.

2,000 Heritage Trail Leaflets	£487.72
4,000 Heritage Tail Leaflets	£658.52

## **Liskeard Town Council (LTC) Social Media Policy**

### **Section A: Aims of use of social media**

The aims of the council's expansion into social media include:

1. To enhance the Council's communication as part of Local Council Award Scheme.
2. To communicate with more people, including more young people.
3. To provide information for people who can't get to the Council offices *and T.I.C.*
4. *To promote and provide positive publicity for the town, town centre, town organisations, town events and town council.*
5. *To receive residents' views and issues.*
6. *To provide an alternative way for residents to communicate their views, issues and questions, bearing in mind that some are more comfortable communicating online.*
7. *To promote two-way communication and consultation.*

### **Section B: Types of Social Media**

1. LTC will initially use a Facebook page (a 'like' page, as opposed to a personal account with 'friends')
2. *After 6 months LTC will consider the setting up of a Twitter account.*

### **Section C: Responsibilities & appropriate use**

Both the TIC and the Town Council Facebook pages will be the responsibility of the Town Clerk and those TIC staff members who have been trained. They will be registered as administrators for the Facebook page and will assist in promoting the pages.

Minor changes – for example, minor additions to content, style or experiments with different media etc – may be implemented after agreement with the *Mayor/Town Clerk* It is anticipated that the staff operating the accounts will spend in total around 30 minutes a day on average on these tasks.

1. The Town Clerk will monitor and offer guidance as required.
2. The *Mayor* will also monitor and give feedback to the Town Clerk and TIC staff. *He/she* may be consulted for guidance if required and will be an administrator for the Facebook page. This is solely to provide continuity of access if members of staff
3. Councillors will not be involved in 'official posting' but are encouraged to promote the pages.
4. Official posts must conform to the content and style guidelines below.

5. No member of staff or Councillor should post in their personal capacity on the LTC Facebook page.

#### **Section D: Administration guidelines**

1. In general LTC will only 'like' or follow organisations providing information related to public services likely to be of interest to residents of Liskeard.
2. *The Mayor/ Town Clerk/* can approve additional pages to be liked or followed.
3. LTC will reply as appropriate where posts are not abusive/using inappropriate language.
4. Users who do post abusively or use inappropriate language will be warned once and then blocked or banned.
5. These guidelines will be posted on the Facebook page account where possible.

#### **Section E: Content & style guidelines**

1. If unsure on any point of content or style consult the TIC staff in the first instance and then the *Mayor/Town Clerk/* Official posts must express no personal opinions: only factual information or council policy.
2. In general anything that would be allowed on the LTC noticeboards will be allowed on the Facebook page.
  - a. General content should include:
    - i. Regular items
    - ii. Next meeting: main topics.
    - iii. Major town events.
    - iv. Photos from events/engagement if available.
  - b. As and when items
    - i. *Consultations.*
    - ii. Elections – reminder when and where to vote.
    - iii. Important public information (e.g. road closures etc.).
  - c. Periodic reminders
    - i. Allotments.
    - ii. Public Hall hire.
    - iii. Community grants budget.
    - iv. Details of the Eva Bowles, Philip Blamey and Alex Page Trusts.
    - v. Notice-boards.

3. Post using 'we' rather than 'I' to emphasise the corporate nature of the information.
4. Write clearly and courteously, keeping the tone formal but friendly. Postings should be in plain everyday English not 'council speak' – for example 'snow' not 'inclement weather' and 'budget setting' rather than 'precepting'.
5. Add photographs where possible. Avoid using photographs that clearly identify under-18s unless they are supplied by organisations with clear child protection procedures (such as schools or sports clubs).
6. *Use symbols appropriate to particular topics so people can easily focus on what they want to read.*
7. If a post requires a response of general interest (e.g. about a road closure) post to everyone. If it requires an individual response (e.g. about a casework issue) message the individual concerned on Facebook with the relevant details.
8. If a query relates to something that LTC doesn't deal with, give as much information as possible about whom to contact and how to contact them. Remember that, as they are already online, a link to a web page or email address may be better than a phone number.

### **Section F: Promotion**

LTC staff and members will aim to promote the Facebook account (to get 'likes') *and the Twitter account (to get 'followers')* via

- a. Town Crier
- b. LTC Website
- c. LTC Noticeboards
- d. Suggestions on Facebook
- e. Word of mouth
- f. Other appropriate ways as agree

**This policy will be reviewed after one year by the Communications and Engagement Committee which will recommend any changes to the Council.**



**VISIT LISKEARD**  
FOR THE EXPLORER IN YOU

# IC report Sept 2015 Liskeard Information Centre

Foresters Hall, Pike Street, Liskeard, PL14 3JE

Tel 01579 349148, Fax 07092 399866

[tourism@liskeard.gov.uk](mailto:tourism@liskeard.gov.uk)

[www.visitliskeard.co.uk](http://www.visitliskeard.co.uk)

Update since 26<sup>th</sup> August 2015

## Visitor Numbers

Visitor numbers this month were up slightly with 719 compared to 671 last September, profit on sales items is up slightly on 2014 but total profit is slightly down as we had a new accommodation provider join us last September.

## Opening Hours

In last month's report I mentioned the possibility of changing our opening hours pattern as the hours we have worked this year have been overly complicated and haven't resulted in a large increase in visitor numbers. I attach some statistics and 2 proposed options for opening hours for next year along with the resulting impact on wage costs.

## Cornwall Education Business Partnership

Clare and I attended a presentation afternoon at the Alverton Manor Hotel where we were presented with a Platinum Provider Award for the work experience we provided through their 'Make It Work' scheme. We had a young man with autism on placement with us for 8 weeks, he was helping us put events onto the website and proved very helpful during the busy season. We may look at taking on another young person next year as the experience was very positive for all involved.

## New Member of Staff

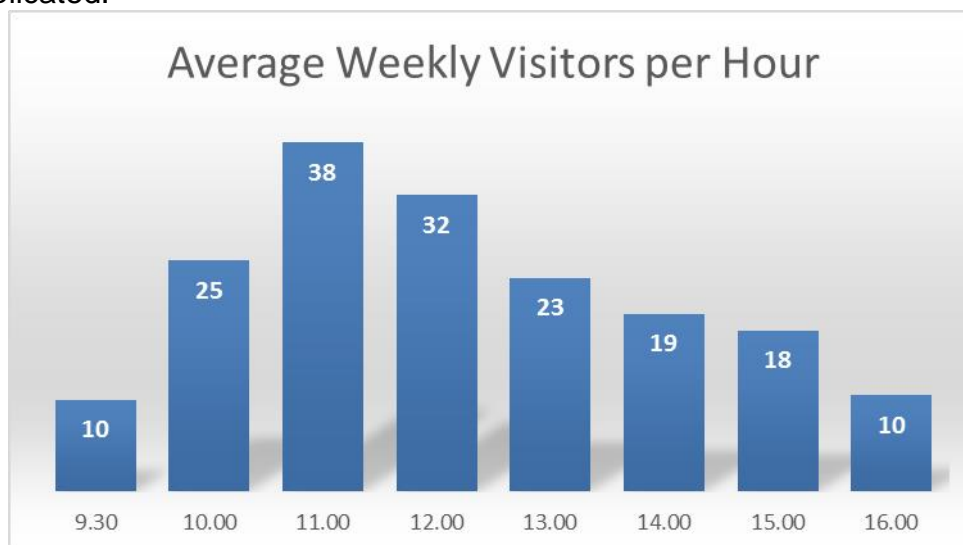
Sadly Clare has decided the time is right for her to move on to another position, advertisements for the job went out last week with a closing date of October 9<sup>th</sup>.

## Town Council Facebook

We were asked to canvas other local Town Councils to find out if they use Facebook and what their views on it are. Generally the feedback has been very positive, the results are attached.

### 2016 Opening Hours Discussion

As you know, we experimented with variable hours for the first time this year. It has not been entirely successful and the hours at the beginning and end of the day have had very few visitors – averaging 1.5 between 9.30 and 10.30 am and also between 4.00 and 5.00 pm. In addition I feel we made the hours overly complicated.



The museum have decided to fix their opening hours at 10am-3pm all year, they will be closed from the beginning of November until February half term. Last year we closed at 2pm in low season. This year our total open hours were 1603.5, previously it had been 1525.

Options going forward:

#### Option 1

Return to fixed hours year round. Now the museum have decided to open from 10am we cannot return to the previous hours of 10.30am-4pm, nor do I feel it is appropriate for us to close as early as 3pm in the busy summer season.

Therefore I propose hours of:

Mon-Fri	10am-4pm	
Sat	10am-1pm	<b>Total hours 1625</b>

*1603.5 - 1625 = 21.5 more hours per year, at current salary levels:*

*10.75 @ £10.42 = £112.01 10.75 @ £9.66 = £103.85 **Yearly wage increase of £215.86***

#### Option 2

Retain the flexible hours but adjust the times, obviously there are many possible permutations, as a start I suggest:

Low Season	Mon-Fri	10am-3pm
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After Oct half term until Easter hols      Sat      10am-1pm

High Season      Mon-Fri      10am-4pm  
 Easter until end of Oct half term      Sat      10am-1pm

School summer hols only      Mon-Fri      10am-5pm  
    Sat      10am-2pm      **Total hours 1596**

1603.5-1596 = 7.5 fewer hours per year, at current salary levels:  
 3.75 @ £10.42 = -£39.08    3.75 @ £9.66 = -£36.23      **Yearly wage saving of £75.31**

