

4. SUPPORT SERVICES MANAGER'S REPORT - To receive an update about progress of resolutions from the last meeting of the Communications and Engagement Committee on 5 September 2017

Nothing to report – all items covered on the agenda

7. MUSEUM

c) To note the date of a joint meeting between the MMC and Town Council – Thursday 16 November 10am at the museum

As previously reported, in December 2016 a meeting was held between the Town Council and the MMT, facilitated by Bryony Robins from Cornwall Museums Partnership (CMP), when the current Terms of Reference for the museum were drafted and later adopted. A similar meeting has now been arranged. All Councillors and members of the MMT are invited, and it will again be facilitated by Bryony Robins and her colleague Emmie Kell (CEO of CMP).

The agenda is being circulated.

10. HERITAGE

a) To receive an update on progress from Heritage Projects discussions

Tamsin Daniel has secured a £3,000 contribution from Cornwall Council to help us attract match funding from either HLF or Arts Council England to commission a piece of work which will map the town's cultural assets and look at how to unlock their potential. CMP would like this to include assessing future operating options for the museum. In addition, Deborah Boden from the World Heritage Site has suggested they could contribute £1,000 if this includes mining related museum or interpretation projects. Tamsin and Emmie Kell are happy to provide support to complete the bid, but are not available until January.

Tamsin is also hopeful that if CC agree their budget for next year, they will be able to provide further match funding for actual projects.

Liskeard place shaping meeting have also been taking place at CC, organised by Economic Regeneration, largely about the cattle market site, where Tamsin has also been representing our heritage ambitions to ensure opportunities are not lost.

Under the new council the scrutiny/adoption process of planning supplementary documents like the Conservation Area appraisal is still ongoing and therefore Nick Cahill is unable to give a firm commitment as to when this document can be adopted.

Nick is also involved in meetings with Historic England for their Heritage Action Zone project, and has made them aware Liskeard is on their potential 'hit list'.

Work has been done on the list of specific buildings in need of repair and management with most owners now contacted and confirmed they would be happy to engage in discussions as we move forward.

Another meeting will be arranged for January.

b) Liskeard Unlocked – to receive feedback on the event and decide whether to take part next year

See notes from the evaluation session. Feedback from organisers and visitors was all very positive, with high visitor numbers recorded, and organisers all expressing the desire to take part again next year.

This was another example of many organisations within the town now working together successfully for the benefit of the town, building networks which are being applied to many other projects.

Dates for next year are 13 – 16 September 2018 and a decision is required as to whether to take part, as planning will need to commence in January.

Recommendation: that we agree to take part in next year's event, continuing to build pride in our town, showcase what it has to offer and work closely with other organisations for the benefit of the town.

11. LISKEARD ARTS AND MEDIA BODY (LAMB)

a) To receive an update on the project

After a number of setbacks due to circumstances beyond our control, the project is back on track under the leadership of RIO and their head of marketing, Jenny Bishop who has extensive experience of print media and launching new publications. In addition, they have appointed Jackie Butler, experienced journalist and former features editor at the Western Morning News who will fulfil the editorial role. The first edition will now be launched in early March, and services secured to produce 3 editions from the Awards for All grant funding before expiry.

b) To ratify funding for a one-off edition of the Town Crier before Christmas

Due to the delay in the first edition of the community magazine it was felt essential a publication was delivered before Christmas promoting topical issues and events during December. The previous designer, who has the templates is available at short notice but requires copy by 10 November at the latest to achieve design, proof, print, delivery and distribution to households in Liskeard by 25 November. Quotes have been obtained from printers, with a Cornish supplier selected, and distribution

channels are being confirmed. Quotations and estimates total £920 for the full project. While the 2017/18 £4,000 Newsletter budget is committed to the LAMB project we currently have £6,044 in reserves carried forward from Newsletter underspends in previous years.

Recommendation: that spending up to a maximum of £1,000 from the reserve is ratified to produce a one-off edition of the Town Crier delivered by 25 November.

13. COMMUNITY EMERGENCY PLAN

b) To agree to apply for a £100 grant from Cornwall Council and comply with the terms and conditions

Further to agreement at the last meeting of this committee to set up a working group to develop a Community Emergency Plan an initial meeting has taken place and work commenced. Grant funding is available to support this activity with work such as publicity, printing or the purchase of items to help with the delivery of the plan, e.g. high visibility jackets, torches, blankets, snow shovels etc. The grant programme is structured in two parts, with £100 start-up available on a formal resolution to develop a plan. A further tranche of £400 will be available on submission of a plan to CC for checking (this can be enhanced by a further £100 if we provided peer support to other groups undertaking the same process).

Recommendation: to agree to apply for a £100 grant from Cornwall Council to support the development of the plan, and comply with the terms and conditions (usage and record keeping).

14. COMMUNITY ENGAGEMENT STRATEGY

To agree to recommend the proposed new Community Engagement Strategy as developed by the working group, to Council for adoption

Following the last committee meeting when it was agreed to set up a working group to revise the 2009 policy, the attached draft strategy has been developed. This takes account of developments in the use of social media since the last strategy was adopted, along with current working models and priorities. In addition, it incorporates the previously separate Consultation policy and Consultation procedure into a single document.

Recommendation: that the proposed Community Engagement Strategy is recommended to Council for adoption.

15. AIMS AND OBJECTIVES

To agree priority Communications and Engagement objectives for 2017/18 and 2018/19

Following the adoption of the overall Town Council aims for 2017-21, committees have been asked to propose a limited number of specific and achievable objectives. We therefore need to discuss possible objectives and agree priorities for 2017-18 and 2018-19. The later set will feed into budget setting for next year.

To start us off, the following list is taken from the aims and objectives document generated from the session facilitated by Sue Brownlow. Please think about the objectives you would like to see, either from this document or more widely.

- Secure grant funding for a culture and heritage strategy for Liskeard
- Develop and gain agreement for a culture and heritage strategy for Liskeard which includes increasing the enjoyment of our town by locals and visitors by making the best use of historic buildings, improving the streetscape and telling Liskeard's stories more effectively.
- Develop a marketing strategy for the Town.
- Develop a community magazine and associated online materials
- Develop a community emergency plan
- Put in place new signs to celebrate the history of the town
- Improve bus access between the town and surrounding villages

This session has been timetabled towards the end of the agenda, and it is hoped the earlier more routine items can be dealt with in a timely manner to allow sufficient time for discussion and input by all on this topic.