

## **5. SUPPORT SERVICES MANAGER'S REPORT - To receive an update about progress of resolutions from the last meeting of the Communications and Engagement Committee on 9 January 2018**

### Heritage

Discussion is ongoing with Cornwall Council, and we are pressing them to take this further. However, we may need to do much of the bid writing ourselves if the project is to advance more quickly. Work is ongoing to fix a framework of key local events over a 12-month period from which we can learn and gather evidence for our funding bid. We will be arranging a meeting with other local groups soon.

### Cornish Christmas 2018

At the 2017 wash up meeting, there was an appetite for another event in 2018 and making this an annual occasion. Golden Tree have also indicated they would like to join the town in this if they can successfully secure further funding. This will be taken forward in May.

## **7. MUSEUM**

### **c) To update on the progress towards the recruitment of a new temporary museum coordinator**

The post was advertised in the Cornish Times on 16 February 2018, along with posts on our website, social media and notice boards. In addition, Jayne Buchanan has arranged for it to be advertised via various channels at Plymouth University. The closing date is noon on 2 March. Shortlisting will take place on 7 March, and interviews on 13 March. The panel will consist of Stephanie Meads (museum mentor), Jayne Buchanan (MMT), Councillor Brooks and the support Services Manager who will be the line manager. Following the interview, candidates will be directed to the museum to meet other members of the MMT, who will also provide feedback, coordinated by Councillor Ambler.

## **9. EVENTS**

- Annual Town Meeting 19 April 2018 – this event will run with an updated format to encourage more community involvement, which is a requirement of the Local Council Award Scheme accreditation. The meeting will end with a Community Awards ceremony, thanking people who have made a difference to life in Liskeard.
- Mayor Choosing 16 May 2018 – **Recommendation – set up a working group to assist the Mayor with arrangements, including guest list, floral displays, music and raffle**
- Beating the Bounds – two dates have been proposed, either 20 May or 3 June, and these are being checked with Treworgy Manor for availability.
- Liskeard Show 14 July 2018 – a stand has been booked

## **10. WEBSITE**

### **To agree an approach to the review of support for the websites, including updates and search engine optimisation**

Our current arrangements for website hosting and support services have not been reviewed since 2015. The current provider has indicated that some areas of the site are now out of date and has recommended two updates which would cost approximately £1,040 plus VAT each to install and would improve speed and security. Currently monthly costs are £229.98 plus VAT, but they have indicated these could be reduced by the installation of lower cost firewalls.

Should we wish to seek bids from alternative providers they would require access codes to our site to carry out a full appraisal and recommendations.

Recent discussions at the Attracting Businesses meeting also suggested search engine optimisation was a priority and could be addressed within this review.

**Recommendation: To agree an approach to the review of the website and associated requirements and approve authorisation of website access to other service providers if deemed necessary to facilitate the review.**

## **11. SOCIAL MEDIA**

### **a) To review the Liskeard Town Council Social Media policy**

This policy was last reviewed in December 2016, when the 6-month trial of a Twitter account was agreed. Due to the rapidly changing nature of the social media industry and the way it is used the policy should be reviewed.

**Recommendation: To set up a small working group to undertake the policy review and recommend an updated policy to Council for adoption.**

### **b) To decide whether to use further social media channels**

There are now a vast number of social media channels, and each with their own specific purpose, demographic and personality. It would be impossible to have accounts on all of them, and professional advice is to pick a few, understand how they work and do them well. Successful management of social media sites can be time consuming however, tools are available such as Hoot Suite (previously trialled by the TIC) which assist in the management of posting on multiple sites. A report published by Ofcom in 2017 found that 95% of social media users had a Facebook account/profile, meaning that it remains the most dominant social media site however fewer users now have *only* a Facebook account.

Some basic information on some of the most used sites:

- Facebook – Older demographic, allows longer posts and images, move towards videos.
- Twitter – 25-45 demographic, maximum 140 characters plus images and videos, used for latest news/issues
- You Tube – 2<sup>nd</sup> largest search engine, owned by Google, can be used to drive visitors to your website
- Instagram – fastest growing, must post a picture or video (up to 1 min) not just text
- Snapchat – mainly under 25s, content disappears after 24 hours, used for socialising and following celebrities, fashion etc.
- LinkedIn – older demographic, business related, longer informative articles
- Pinterest – 25-45 demographic, purely images, need to stand out

**Recommendation: To decide whether the Council should use further social media channels and if so which one(s).**

## **12. YOUTH PROVISION SURVEY**

**To report on progress so far and set up a working group to carry this forward**

Following the establishment of a £20,000 Youth Fund for the Town Council in 2018/19, it has been agreed that this committee will carry out the review of youth groups and report its findings to the 22 May Finance and General Purposes committee. These findings will be used to recommend to Council how the Youth Fund should be used, including whether it should be used as 'seed corn' and targeted at new projects and ideas, rather than to be spent on 'normal' operating costs, and its potential inclusion in future years budgets.

**Recommendation: To set up a working group to undertake the review**

## **13. LISKEARD TOWN AND MUSEUM LEAFLET DISTRIBUTION**

**To arrange distribution of leaflets to key drop off points**

At the start of the season it is important to ensure the Liskeard town and new museum leaflets are delivered to key drop off points such as accommodation providers, to maximise promotion. Please sign up on the list if you can help with any of these deliveries.

## **14. SIGNAGE**

**a) To confirm the selection of a contractor to design and manufacture the new Pipewell sign.**

This was an open tender process and the brief for the design and manufacture of the new Pipewell sign was sent to five local designers known to have done similar work,

and advertised on the Town Council website, notice boards and social media. Three tenders were received by the deadline as follows:

Contractor A	Design £250 – 350 Manufacture £736 – 876
Contractor B	Design £425 Manufacture £490 – 885
Contractor C	Design £2,100 Manufacture £1,500

These were considered by a panel comprising the Mayor, Councillors Brooks and Pike, and John Hesketh from the Town Forum who are also funding the project. The panel recommended Contractor B for the design and manufacture of an n-Viro panel at a total cost of £1,310 as this was the bid which they felt had interpreted the brief in the most appropriate way, particularly as this will be a template for other heritage sites in the town.

**Recommendation: To confirm the selection of Contractor B for the design and manufacture of the new Pipewell sign**

## **15. MURALS**

### **To receive an update on the murals projects**

#### **Caradoc mural**

Lloyd's Bank plc have responded to our request for permission to work on the mural and financial assistance, requesting further details and breakdown of costs. To determine this, it will be necessary to obtain a quote from a local builder for the repairs not covered in the estimate from the mural artist. Malcolm Mort arranging this.

The facilities committee have indicated that in the new round of budget setting there will no longer be funds in their budget to assist with this.

#### **New Emily Hobhouse themed mural**

Cornwall Councillor Hawken has indicated she would be receptive to an application to her Community Chest fund to assist with this if it were linked with the new Cornwall Council Crowdfunder scheme. Advice is being sought on running a successful Crowdfunder campaign.

## **16. LISKEARD ARTS AND MEDIA BODY (LAMB)**

### **To receive an update on the project**

The first issue is due to be delivered to the Town Council offices from the printers on 16 March for distribution. Any further assistance with deliveries anybody can offer would help keep distribution costs down.

A planning meeting will be set shortly to work on the next issue. Other meetings are due to formally set up the legal structure of LAMB, and to focus on works to ensure its future financial sustainability.

### **17. COMMUNITY EMERGENCY PLAN**

#### **To receive an update and note the date of the next meeting on Wednesday 28 March 2018**

Development of the Plan is progressing well. The group has met with the tri-service officer Richard Deavall who is very supportive. In addition, the group has met with the Resilience and Emergency Management team from Cornwall Council who have provided valuable advice and direction. In the event of an emergency, the Plan should ensure we contact the emergency services, make people safe, provide shelter and refreshments and communicate with the team at CC. The next meeting of the group is on Wednesday 28 March at 7.30pm in the Mayor's Parlour.

### **18. ATTRACTING BUSINESSES**

#### **To receive the notes from the working group meeting and note the updating of the website and production of a pack**

For guidance two quotes have currently been obtained from local printers to produce a coloured outside cardboard presentation folder which could be used for this pack and other purposes, as follows:

Precision Printers

100 - £175

250 - £300

500 - £490

Polpentre Printers

100 - £218

200 - £345

500 - £567