

5. SUPPORT SERVICES MANAGER'S REPORT

Report on items from 6 November 2018 committee meeting not already on the agenda – For Information

Heritage and Cultural Strategy

That Bloody Woman and Others (augmented reality trail and historic mural project) – a grant application for £10,000 has been submitted to the Heritage Lottery Fund and a decision is due by 17 January.

8. LYSKERRYS SUSTAINABLE FUNDING

To agree a contribution from the Newsletter reserve to Liskeard Arts and Media Body (LAMB) to finance a project to put the magazine on a sustainable financial footing.

LAMB which produces the Lyskerrys magazine, has now been formally registered with Companies House as a CIC. It currently has 3 directors; Rachel Brooks (LTC), Tom Butt (RIO) and Jenny Foster (Liskerrett Centre).

As we had hoped, the first four issues of Lyskerrys have proved to be both a good way to celebrate and publicise lots of positive Liskeard stories and an important way to communicate with people about Town Council activities and events. We have had excellent feedback.

However, the challenge remains to make the magazine sustainable financially. As well as the Town Council's contribution of £1,000 an issue, and support from RIO, the first four issues were financed with £10,000 grant money and £10,000 from content partners who sponsored magazine editions.

RIO is confident that more content sponsors can be found and has a good prospect for the Spring 2019 edition. LAMB is also looking at other grant options although it's unlikely these can finance core costs.

The Town Council has always seen carefully chosen advertising or sponsored content as an important part of financial sustainability.

The LAMB CIC, has agreed to pursue all three finance routes - advertising, content sponsorship and grants, and would like to fund a role to focus on bringing in money and setting up a sustainable financial model.

C&E has approximately £8,000 in a newsletter reserve.

It is proposed to provide the LAMB CIC with £2,000 per quarter for up to 4 quarters to fund a project role for financial sustainability. LAMB will report back to the Town Council on progress and later payments will be contingent on this.

Recommendation: To consider a financial contribution to LAMB from the Newsletter reserve to fund a project to secure future financial sustainability of Lyskerrys community magazine

9. 2019/20 OBJECTIVES

To receive reports on the progress of objectives, to enable actions and budgets to be agreed at the next meeting in March.

- 1) Work with other organisations to develop a Culture and Heritage Strategy, trying out enhancements to existing events and new activities. – To agree a matched funding contribution of £1,000 for an application to Feast to enhance the carnival (these monies will only be used if an application is successful).

Councillors Brooks and Cassidy are meeting with the Lions on 7 January to discuss how LTC may support them to enhance the carnival activities this year. This may involve making a grant application to Feast. The grant criteria will require a matched funding contribution. It is proposed that LTC offer this.

Recommendation: To consider a matched funding contribution of up to £1,000 for an application to Feast to enhance the carnival.

- 3) Build on the improved accessibility at the Public Hall to work with others to promote inclusivity and accessibility in Liskeard. – To receive notes from the Public Hall launch working group, discuss arrangements and agree a budget

Only two Councillors from the working group were able to attend the meeting to commence preparation for the Public Hall launch and therefore comments on proposals are welcomed.

Mandy is seeking costings based on the proposals and these will be reported at the meeting to enable a budget to be agreed. An additional budget may be required for new marketing materials.

Recommendation: To agree a maximum budget for a Public Hall launch event and new marketing materials from the Marketing and Consultation reserve

10. SIGNAGE

- a) **To agree a new location for the replacement town welcome sign to be relocated from the A38 Island Shop slip road**

It had been resolved that the new town welcome sign replacing that on the A38 slip road at Island Shop should be relocated to the roundabout at Morrisons, currently planted by the Town Council. Highways have now advised as follows:

Regrettably the roundabout site is not now considered a suitable location. Appreciate we initially made a suggestion it would be.

The dimension of the sign 1.07 x 1.15m is proportionately too large for the site. In view of the detail contained on the sign there's the safety implication and potential risk to distracting driver awareness, at a critical point, approaching and navigating the roundabout.

The initial siting of the sign on the left hand verge exiting the roundabout (on the B3254 Plymouth Road) is the best compromise.

Recommendation: To agree whether to proceed with siting the sign at the alternative location proposed by Highways

b) To note the position of the A38 brown sign application

Highways England have advised they have suffered 3 weeks of IT problems with their systems unavailable. They expect to report on our application on 7 January. Verbal update to be given at the meeting if received.

11. BUDGET SETTING FOR 2019/20

b) To ratify a payment of £85 from the Marketing and Consultation reserve for the attracting business event held at Eliot House Hotel on 15 November 2018

The total cost of the event was £135 and the Liskeard Chamber of Commerce contributed £50. Due to timescales the Chair in conjunction with the Town Clerk agreed a payment of up to £100.

Recommendation: To ratify the payment of £85 from the Marketing and Consultation reserve for the attracting business event held at Eliot House Hotel on 15 November 2018

c) To agree a final draft budget for this committee, for submission to Council for precept setting 2019/20

Following discussion at Council in December the committee were asked to make some additional budget savings to contribute to other Council projects. The proposed amendments to the original budget put forward by this committee are indicated in the notes section.

Recommendation: To agree the final draft budget for this committee, for submission to Council for precept setting 2019/20

11. EVENTS

a) Cornish Christmas wash up – 10 January 2019 at 2pm – To agree in principle inviting Golden Tree to work with us on the 2019 Christmas event

Following the Cornish Christmas events which culminated on 1 December there will be a wash-up meeting on 10 January at 2pm to evaluate the event and inform future planning - all welcome to attend.

This event saw increased numbers of people participating in all the activities, and new activities added to the programme, such as the family Santa train which was sold out a week before the event.

In planning for 2019 and establishing budgets, consideration should be given to whether we invite Golden Tree, who co-produced the programme for 2018 with LTC and the Lights Up team, bringing funding from Cornwall Council and the Arts Council as part of other projects they are engaged in, to work with us again in 2019 if they are able.

Recommendation: To consider in principle inviting Golden Tree to work with us on the 2019 Christmas event