

## **LISKEARD TOWN COUNCIL**

**AT A MEETING** of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 4 November 2014 there were present:

Councillor Rachel Brooks - in the Chair

The Deputy Mayor Councillor Jane Pascoe Ex-Officio

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

Town Clerk: Mr Steve Vinson

Minute Clerk: Mr Stuart Houghton

Member of the Public: John Hesketh

The Chairman advised of Housekeeping matters

### **405/14 APOLOGIES**

An apology was received from The Mayor, Councillor Phil Seeva

### **406/14 DECLARATIONS OF INTEREST**

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

### **407/14 MINUTES OF THE MEETING HELD ON TUESDAY 7 OCTOBER 2014**

The Chairman proposed, Councillor Purdon seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 7 October 2014 were approved

### **408/14 CLERKS REPORT**

The Town Clerks report on actions since the last meeting had been circulated, and was noted.

### **409/14 BUDGET TO 31 OCTOBER 2014**

The budget to the 31 October 2014 was noted.

The Chair reported that a forecast outturn cost had been added. A meeting would be arranged with the Town Clerk, Accounts Clerk, Committee Chair and Deputy to discuss financial planning for the Committee.

### **410/14 SIGNAGE**

**a. To update on granite plinths and walk leaflets**

Information was provided on page two of the Town Clerks report.

The Planning Permission application for the revised plinth detail for The Parade had been submitted.

The walks to be detailed on the leaflets had been proven, information of changes would be given to Graphic Words this week. It was proposed to print 5000 of each leaflet. It was suggested that the leaflets would be available from the TIC, Town Council Office, Library, Railway Station, Table Table and also on the website. Suggestions for other locations were requested.

The Walkers are Welcome group would be meeting tomorrow, it was suggested that they could be involved with the launch of the plinths and leaflets. A date could not yet be chosen as it was not known when Planning Permission would be received.

Quotations had been requested, but not yet received, for the Town Map leaflet which would promote the Town and show the location of features on the map. Graphic Words would look at the proposed position of town map boards before recommending materials.

**b. To update on Finger Post and other Signage**

The signs have been manufactured and will be installed during week commencing 17 November 2014. As the artwork had not been sent to the Council for approval photographs of the signs will be provided before they are erected.

**c. Other Signs**

A copy of the spreadsheet detailing the information received from Cormac had been included in the Town Clerks report.

The Town Clerk had requested cost details from Cormac for items 3 and 5a. Items 5, 8, 10, 11 and 17 are Highway signs, costings will be acquired and these may be included in this Councils three year budget programme.

**411/14 TARTENDOWN NURSERY / FLOWERS**

A report on the meeting at Tartendown Nursery with the Town Clerk and Councillors Brooks and L. Shrubsole is item 7 of the Town Clerks report.

Members discussed the arrangements for the provision of planting in the Town and the provision of the hanging baskets. In the past Councillors had carried out the planting and watering, this was the reason the Council owned a water bowser; recently the Council had agreed for a contractor to provide this service on a yearly basis. The service provided by Tartendown was considered to be good, these discussion were not meant to be critical of them. Other comments included;

- 35 to 40 Traders displayed hanging baskets last year, in the peak year almost 100 Traders joined the scheme
- Councillors should try to sell our basket scheme to members of the Chamber of Commerce and the Traders Association

- The Fore Street Traders had won an award from Caradon in Bloom this year
- Comment was made about the success of the planting at Looe and Polperro
- The planting at Looe was thought to have been done by volunteers
- Councillors should try to restart a Liskeard In Bloom Group. Councillor Tovar agreed to approach organisations in the Town, such as the Flower Arranging Group and the gardeners at Stuart House and the Liskerrett Centre.

The Deputy Mayor proposed, Councillor Holmes seconded and the Committee **RESOLVED** to go to tender, in the Spring for best value, for the Autumn 2015 planting.

An announcement had been made today from the Government of its Bee Friendly Plan in which it requires the roadside verges to be wildlife friendly.

#### **412/14 TIC REPORT**

The report as circulated was noted.

Comment was made about the reduced opening hours for the TIC, an opinion was expressed that this would not support the Town Centre and that it should be open longer, which would also allow children to visit on their way home from school. The Museum would not be open when the TIC was closed. More suitable opening hours would be 1100 to 1600. It was reported that yesterday Monday 3 November 2014 there had been 13 visitors before 10.30 am.

The Chair explained that this was a cost neutral option for the TIC and Museum to be open for longer hours in the summer, if longer opening hours were required they could be budgeted for next year. The TIC keep good records of attendance for future review.

#### **413/14 PRECEPT 2015/2016**

Some proposals for inclusion in the Precept were shown in section 9 of the Town Clerks report and included TIC opening hours, Signage and development of the Website.

Members were asked to consider services that might be taken over from Cornwall Council to add to the list prepared at the September meeting.

An idea was offered for the heritage of the Town to be shown on Brown Tourist Signs. The Town Clerk would check on this possibility as it was believed that Cornwall Council did not want to erect more signs.

The Town Clerk would also investigate the possibility of hanging baskets and banners on lampposts.

#### **414/14 THE TOWN CRIER**

Suggestions for the content of the next issue were included in section 10 of the Town Clerks report, other suggestions included;

- Advertise the Museum

- Include services offered by the TIC, e.g. the sale of tickets for local events and the advertising of events
- Request local organisations to inform the TIC of their existence and events for inclusion on its website

It was agreed that the next issue would be delivered by Councillors in December or January, the timing needs to fit with the consultation about the precept.

#### **415/14      CORRESPONDENCE**

A letter had been received from, Young People Cornwall, which is a charity of 40 years experience in Youth Work. They help communities develop and build Youth Clubs and the delivery of Youth Work Services, which have a positive impact on antisocial behaviour, community cohesion and enable young people to become active citizens within their community.

They refer to the proposed Cornwall Council budget cuts and its expectation of devolving services to local councils. They offer to meet to discuss these proposals and how they might work with this Council.

Comment was made about available youth facilities in the Town; the Town Clerk intended to meet with organisations on the Town to discuss services that might be devolved from Cornwall Council, he would include this charity as a part of information gathering. Councillor Tovar volunteered to attend the meeting.

#### **416/14      DATE OF NEXT MEETING**

The next Communication and Engagement Committee meeting would be at 7.30 pm on Tuesday 2 December 2014.



**VISIT LISKEARD**  
FOR THE EXPLORER IN YOU

# 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 1<sup>st</sup> September 2014

## Visitor Numbers

To date in October we have had 430 visitors compared with 585 in 2013, however, it is half term this week and we expect to be close to last year's numbers by the end of the month. We have had another good month for ticket sales, selling a total of £605.25 so far. We are currently selling tickets for the Plymouth Symphony Orchestra and the Royal British Legion Poppy concert in addition to the Liskeard Concert Series, Theatre Royal, Cornish Riviera Box Office and the Eden Project.

## New Sales Display

The new sales display unit was delivered in time for half term and is now in place, it presents the new pocket money toys very effectively.

## Change in Opening Hours

Following discussions at last month's meeting it was decided to implement a change in hours starting in November. From Monday 3<sup>rd</sup> November we will be opening an hour earlier at 9.30am and closing at 2pm on weekdays and 12.30pm on Saturdays. These hours will continue throughout the winter period until the Easter holidays next year.

I have been asked to estimate whether increasing our hours would result in an increase in sales. I have done a rough calculation and, if sales remain at the same level as this year, the increase in profit should cover about a third of the increased wage cost if we were to move to the 'open all Saturdays' option outlined in last month's report. We are, of course, always striving to improve profits – profits for the last 12 months were up 33% on the same period in the previous year, so it could be a higher proportion in the end.

It is worth noting, however, that we have never been a profit making service, our main priority is to offer a service to the town and its visitors.

**Vicky Cutts**

29th October 2014

## Communication and Engagement Committee – 4<sup>th</sup> November 2014 –

### 4. Clerk's Report Agenda Item 4 – update on actions and works

Meeting	Action	Update	Who responsible	When
C & E June	Unauthorised banners	Originally 32 banners at the 3 roundabouts. The landowners of the Bubble have removed the banners on their site fencing. Other landowner in Menheniot Parish will be contacted regarding similar possible action. Menheniot Parish Council informed of our interest and actions in their parish.	Town Forum, CC and TC	Nov C & E
C & E June	Website Development Strategy Meeting Voice Group Chair, TC and Minute Clerk.	Meeting arranged for 3 <sup>rd</sup> November	TC and relevant staff	Nov C & E
C & E Sept.	Flower Planting Programming	Tartendown Visit attached report.	TC – Councillors Brooks and L Shrubsole site visit.	Nov C & E
C & E Oct.	On Street Parking Order	Application has been submitted to Cornwall Council.	TC	Nov C & E

### Item 5 Budget report

Will be tabled

## **Agenda Item 6 – Signage**

### **a) To update on the granite plinths and walks leaflets**

#### **Granite Plinths**

The design of the two granite plinths for the Parade has been being modified to take better account of the current range of granite items on the Parade. This will result in a better fit within the townscape at that location.

Advice from the Cornwall Council Planning Service is that the modified designs for the Parade location would require a new planning application. We are investigating with the Planning Link officer whether this application would need to be paid for a second time.

#### **Walks Leaflets**

Steve Carreck has made the necessary amendments to the format to make them suitable for use as a series of leaflets. He has sent them back to the original walk proposers to have final confirmation of the accuracy of the artwork/walk. Once confirmed this will enable the artwork to be used for printing.

#### **Town Map Leaflets**

The map artwork is being used to create a Liskeard Map leaflet. This will be in A4 double sided gatefold format. Printing quotes for print runs of 10,000, 20,000, 30,000, 40,000 and 50,000 have been requested in time for the 4<sup>th</sup> November meeting.

The map artwork will also be used for the production of information boards to be put up at locations around the town to replace existing out of date boards.

### **b). To update on the fingerposts and other signage**

#### **Finger posts**

Furnitubes have manufactured the fingerposts and delivered them to Cormac Ltd on 27<sup>th</sup> October. Cormac are scheduling the installation works. We have asked to be involved in checking the signage to ensure accuracy and to be involved in the placement of the signage on site. We have also asked for the scrap value sum of the old fingerposts that are being removed.

### **Other Signage – (Signage Audit attached with locations).**

We have been in contact with two officers at Cormac Ltd regarding a series of questions as outlined below. At the time of writing the report a response had been from one but not the other the response is also outlined below.

### **Our questions:**

Locations 3 and 5a - regarding "Cormac will not provide" - is the main reason for this financial? That is you don't have the budgets? We are presently setting our budgets for next year. If the reasons are financial we could consider offering a possible split of the costs say 50% / 50% between the Town Council and Cormac. If you could provide an idea on costings for us to add into budgets and of course carry out the necessary consents for the two sites should we follow that course of action.

Locations 8, 10, 5, 11, 17, - Public Highways Signs - Again we are considering setting a three year budget for projects - we would like to get an idea as to how much these signs would cost. We appreciate that the items we will need detailed costings closer to the time of their implementation but could you give us an idea that we can use now.

### **Our questions: (continued)**

Locations 2, 9, 11a, 13, 11a and 18 - Non Public Signs - Would you know of the relevant contact points in Cornwall Council Car Parks and Property?



## **Neil Grigg's Response**

Steve

Location 3 - this sign is not being replaced to reduced sign clutter rather than the cost element. There is adequate signing on the roundabout itself to inform people which route to take without the need for a large advanced direction sign.

Location 5a - This is primarily a cost factor at the moment but if signing at this location is being reviewed then any continuation signing after this point needs to be identified and reviewed for each of the destinations.

I cannot commit to a 50 / 50 split at the present time as I do not know what budget we will have for signing next year. With the pressures on the budgets I do not know what signing we will be able to address next year. The priority has to be for safety critical signs e.g junction signs and then look at other signs if there is budget available.

Regards

Neil

Neil Grigg  
Highway Manager  
CORMAC Solutions Ltd

## **7. TARTENDOWN NURSERY/FLOWERS - REPORT ON DISCUSSION AT THE NURSERY AND CONSIDERATION FOR NEXT YEAR'S PLANTING.**

**PEOPLE PRESENT** Councillors R Brooks and L Shrubsole and Town Clerk from Liskeard Town Council and Dawn from Tartendown Nursery.

### **WHAT IS SUPPLIED**

Tartendown Nursery supplies planting for:

- Twice-yearly planting of [x number of] beds on the Parade and the corner of Dean Street [Roy to confirm?] This equates to roughly [y number of] annual bedding plants.
- Twice-yearly planting of the roundabout with the Celtic cross at the

junction of the A38 slip road and Plymouth Road. Roughly [z no of] plants.

- Hanging baskets, troughs and grow bags in the summer as required. In

2014 it was 35-40. We are hoping to increase this number in 2015.

## **ANNUAL TIMETABLE**

March/April	Town Council lets Tartendown know how many hanging baskets, growbags and troughs are needed
May	- Summer bedding is planted out and baskets etc supplied - Town Council agrees autumn/winter planting with Tartendown
October	- Autumn/winter bedding is planted out - Town Council agrees spring/summer planting with Tartendown

## **SUMMER 2015**

### **Parade Planting (including the beds opposite The Albion)**

Pink-Purple-Blue are the colours required

Aduratum

Begoinas – pink some white with green stems

Lobelias – ‘string of pearls’ mixed

Lavenders – middle of the beds to replace the current golden shrubs (10-20)

3 x Esterias – silvery planets out in the centre of a display

1 x standard lavender

1 x corderline

1 x cineroria

Should be about the same cost as 2014 (£648) – perhaps £50 more

*Issues:*

- Look at the balance between permanent/multi-season planting and annual bedding. For now, move to a little more long-lasting planting by introducing the lavenders and adding a couple more permanent plants.
- Bedding plants need to provide long-lasting colour, stay quite compact, do well in a range of weathers and not need a lot of maintenance, such as frequent dead-heading.
- Within the constraints, the aim is to have a clear colour scheme and a range of sizes and shapes to add interest.
- Scented plants, such as the lavenders, add an additional element, especially for people who are partially sighted or blind, and we should be looking to include more in the future.

## **Roundabout**

Pink-Purple-Blue the required colours

Cosmos Sonata – mixed pink and white

Silverdust

Begoinas – pink with green stems

Verbena – the butterflies like them

Heliotrope – experiment at a couple of places to see how they do

Dhalias –mix white and maroon

Cost in 2014 was £432.

*Issues:*

- Plants can be larger (though not so large as to obscure the view of traffic) and less formal.
- We should aim to include as many plants as possible that are good for insects.

## **Hanging Baskets**

Pink-Purple-Blue colours chosen

Lobelias

Petunias

Verbena

Trailing

Hanging Baskets 16' inch £18.50 to fill per basket –

Half Baskets could be offered

Trough

Grow Bags

*Issues:*

- Do we charge to businesses the full cost of buying the basket, filling the basket and watering?
- What type of form do we send out? Could we see?
- Are the Town Council premises set up for 18' inch diameter baskets? That is, they strength and the depth of the bracket securing them to the walls?

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**Facilities Manager Feedback on 18' inch diameter hanging baskets.**

I understand that the Public Hall brackets were installed in early 2013 and although the design is very nice, having a resemblance of a Cornish Chough, they are really of a domestic grade and construction.

The distance from the hanging hook to the wall is 15" so an 18" basket should be OK but could swing and hit the wall in windy conditions. The brackets themselves are in fair to good condition but have a degree of flex in them due to the light construction. However, if we were to re-use them, they will need more substantial fixings than the current ones which are starting to work loose.

The brackets at the Guildhall and Foresters Hall are of a much higher grade construction, fully galvanised and very securely fixed. The Foresters Hall ones are a little short in length so would only really take a 16" basket but

the Guildhall ones are longer and would look much better with a larger basket given the scale of the building.

Please let me know if you need me to take further action.

Regards

Tony

## **8. TIC Report**

not yet received

## **9. Precept 2015/2016**

This committee has already proposed an item for consideration in the 2015/2016 precept namely the TIC extending opening times. However, the Committee's work remit to date would suggest a couple of possible lines of project development for inclusion in the draft budgets. For example:

- Signage – building on the improvements with the existing signage including fingerposts – the potential to look at new and improved signs as per suggested in the signage audit – Cormac have been asked to supply draft costing if possible by the Committee date.
- Website – to further develop the new website into a more interesting and useful tool – Strategy development meeting with website company to be held 3<sup>rd</sup> November which hopefully will feedback proposals and costs to the Committee.
- New Town Leaflet – as reported earlier to use revise the artworks that has already been used for plinths into a town leaflet. Costings for various print runs have been requested in time for the meeting.

## **10. Town Crier – Discussion on the content of the next issue.**

There are several items of interest and relevance to the town that could be included in the next issue of the Town Crier. These include:

- Consulting the Community on the Cornwall Council devolved services potential.
- Report progress on the Neighbourhood Plan and next steps.
- Progress on Signage Issues.
- Feedback on parking.
- Report progress on the new Town websites.
- Promote the Council's buildings and facilities that the Community can hire.
- Any statutory reporting needed by the Council.