

## **LISKEARD TOWN COUNCIL**

**AT A MEETING** of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 2 December 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

The Chairman advised of Housekeeping matters

### **477/14 APOLOGIES**

An apology was received from The Mayor, Councillor Phil Seeva

### **478/14 DECLARATIONS OF INTEREST**

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

### **479/14 MINUTES OF THE MEETING HELD ON TUESDAY 4 NOVEMBER 2014**

The Chairman proposed, Councillor Purdon seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 4 November 2014 were approved

### **480/14 CLERKS REPORT**

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

In response to a question he replied that the reference to St Ives was about their arrangements for the advertising of events. There were two elements to consider, one was that Planning Permission was required to display an advertisement and the second was the permission from the Highways department, who could object on the grounds that the advertisement would distract drivers.

He would obtain details of their scheme.

### **481/14 BUDGET TO 30 NOVEMBER 2014**

The budget to the 30 November 2014 was noted.

The Chair reported that a forecast outturn cost had been added together with the

proposals for the 2015/2016 budget for ongoing items. The figure against Marketing and Consultation was mainly intended for potential consultation around taking over devolved services.

#### **482/14 SIGNAGE**

##### **a. To update on Granite Plinths and Walk Leaflets**

Information was provided on page two of the Town Clerk's report. The Chair would chase progress on this item.

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

It was reported at a previous meeting, that the art work for the signs had not been submitted for approval. Photographs of the signs had been requested which showed that they had not been manufactured to include all requested information. Artwork for replacements had been agreed and it was hoped that the work would now be carried out in January 2015.

##### **c. Town Map Panels and Leaflets**

The proposal was to use the new Town map as a base for the new panels. A tour of the Town had been made and suitable locations for the map panels identified. Two sets of existing posts had also been identified for possible reuse. Ideas for inclusion at these locations included;

- Historical information about the Town
- Old photographs of the Town with a small descriptive text could be included
- Podcasts might be possible if a grant was available
- Old photographs could come from Tony Wood or the Frith collection
- The new maps should not clash with the Heritage trail maps
- The proposed locations were Westbourne car park toilets, the Ladies toilet in Dean Street, 2 in the Cattle Market, by each entrance and 1 by the lower pay machine in the Upper Sungirt car park
- Cornwall Council would not allow paid advertising to be displayed

The quotations for the leaflets had not yet been received.

#### **483/14 WWI COMMEMORATION**

The Chair reported that a meeting would be held later this week to finalise details for this. It was intended for interested groups in the Town to hold displays of related items and she hoped that the Town Council would provide the venue free of charge. She also suggested that tea and cakes could be provided.

In response to questions she said that until the meeting was held later this week she could not give details. She also added that at this meeting she would enquire as to if any of the organisations would assist in the provision of tea and cakes.

Councillor Pike volunteered to organise the refreshments and asked that Councillor Brooks inform her of the contact details of organisations willing to assist with the provision of refreshments.

#### **484/14 TIC REPORT**

The report as circulated was noted.

#### **485/14 PRECEPT 2015/2016**

The Chair said that allowances had been included for Maps and Leaflets, Signage and additional hours to be worked at the TIC.

The need for brown Tourist Signs on the approaches to the Town was discussed; some Councillors were unaware of the existing signs, the opinion was that large signs were needed on the A38.

Councillor Holmes stated that several years ago, large signs were estimated to cost in the region of £60k. The Government's intention to declutter road signs, and reluctance to erect new ones, was also stated.

The Town Clerk was asked to find a definitive answer from Cornwall Council on this subject.

The sum allocated for signage was questioned, the Chair stated that items on the spreadsheet had been costed; it might be possible to obtain grant funding and Cornwall Council would replace some damaged or missing signs. The Rail Partnership could be approached to pay towards the signs from the station.

#### **486/14 CORRESPONDENCE**

None.

#### **487/14 DATE OF NEXT MEETING**

The next Communication and Engagement Committee meeting would be at 7.30 pm on Tuesday 6 January 2015.

## **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.

Application submitted. New fee not required.

#### **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.

### **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. We have received photos of the fingers on the fingerposts and suggested several improvements including adding certain complete fingers. Cormac have assured us that we will receive the artwork to proof read before it is sent for manufacturing.

#### **Other Signage**

Cornwall Council car parks confirmed that the current information boards can be removed and new ones put up so long as they do not contain advertising and that they have sight of the draft artwork.

### **c). Town Map panels and 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.

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.

The leaflet and board designer has visited the locations in the town that they will be put up. Cornwall Council has confirmed that the signs in their car parks can be replaced so long as they have sight of the artwork to ensure no advertising is present on the boards.

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

At the 25<sup>th</sup> November 2014 Finance and Strategy Committee meeting consideration was given to the strategy that the Council would adopt in setting the 2015/2016 budget and the 2015/2016 precept.

The Committee recommended to Council and its various Committees that they look at two options. Option One has already been developed by looking at the current and known trends and the impact of external funding cuts and external cost increasing factors.

Option 2 seeks to build on Option 1 but to acknowledge the ongoing cuts in external income to the Town Council it would be prudent to develop an alternative income stream through the provision of a photo voltaic scheme on the public hall. It is also considered beneficial to build on the current measures the Town Council is taking to improve the economic health of the town.

### **Comparison 2014/2015 and draft 2015/2016 budgets**

	2014/2015	2015/2016	Change	%
Gross Budget	£388,656	£401,915	+£13,259	+3.4%
Less Income	£-41,200	£-43,800	+£2,600	+6.3%
Net Expenditure	£347,456	£358,115	+£10,659	+3.0%
		.5.		259/14

Less Council Tax Grant	£54,971	£43,064	-£11,907	-21.6%
Precept	£292,485	£315,051	+£22,566	+7.72%

The 2014/2015 precept was an increase of £7,915. This equated to a 2.78% increase.

**Option 1** £22,566 – +7.72% Standstill Budget taking account of external cuts to our income sources and Government derived increases in costs regarding superannuation, national minimum wage etc.

**Option 2** £22,566 + £20,000 (additional economic measures) + £30,000 (photo voltaic panels) = £72,566 – 24.81% increase in precept to permit a range of potential investments by the Council to reduce costs and improve the economic well-being of the town.

**Impact on the Town Council portion of Band D Council Tax 2014/2015 Figures.**

**Band D Town Council Proportion of Council Tax Element 2014/2015 - £107.62**

Band D Property Impact 7.72% increase	Band D Property Impact 24.81% increase
£8.30 per year	£26.70 per year
69p per month	£2.23 per month
15p per week	51p per week

With regards the £20,000 additional economic measures in Option 2 this committee has already proposed an item for consideration in the 2015/2016 precept namely the TIC extending opening times with a combination of Saturdays and additional hours of coverage - £1,500. In addition, the Committee's work remit to date has developed some other prospective projects:-

- Signage – building on the improvements with the existing signage

- including fingerposts – the potential to look at new and improved signs as per the signage audit.
- Website – to further develop the new website into a more interesting and useful tool.
- Town Map Panels and Leaflet – to use revised artworks that have already been used for the plinths into a town map. This to be used as the basis of a new town information board for locations such as car parks etc. and for a town map leaflet.

It is hoped that costings on some of these items will be received by the Committee meeting to help inform Councillors in considering the item.