

**CATTLE MARKET MAKERS PROJECT BOARD – NOTES**

**WEDNESDAY 1 DECEMBER 2021 at 14.00 MEETING BY ZOOM**

**Present:**

Deputy Mayor, Councillor Christina Whitty

Chair, Councillor Rachel Brooks

Vice-Chair, Annette Lee-Julian

Councillor Richard Dorling

Ian Hutchinson – Head of Development, Plymouth College of Art

Town Clerk – Stephen Vinson

Deputy Town Clerk / RFO – Yvette Hayward

Arron Jones – Principal Development Officer, Cornwall Council

**In attendance:**

Councillor Jane Pascoe

Councillor Naomi Taylor

Councillor Nick Craker

Project Manager – Alec Charles

Project Administrator – Jack Rockcliffe-King

**Apologies:**

Mayor, Councillor Simon Cassidy

Councillor Lori Reid

**1. Welcome and apologies**

Apologies were received from Councillor Simon Cassidy and Councillor Lori Reid. The Chair noted that the formal project inception meeting with the CDC and CLLD had taken place on 11 November. The Chair and PM also took part, alongside representatives of the Liskerrett Centre, in an informal meeting with representatives of the Arts Council and Cornwall County Council visiting the Cattle Market site on 30 November: the PM reported on the project progress, ongoing funding possibilities were discussed and PCA's involvement was welcomed.

## **2. Notes of previous meeting**

The notes of the previous meeting were accepted as an accurate record (proposed: Cllr Naomi Taylor; seconded: Cllr Richard Dorling). All actions from the previous meeting were addressed in the agenda.

## **3. Update on capital build procurement process**

The Mayor and Town Clerk have signed the procurement framework access agreement with Cornwall County Council. The Town Clerk has led a series of meetings (involving the CDC and CLLD) to clarify and confirm the protocols underpinning the procurement process, and has been working to develop a revised legal lease agreement with Cornwall Council. Feedback has been received from CLLD in relation to how funding offer letters may be revised to reflect any changed costs. Ward Williams Associates have been commissioned to prepare tender documentation on behalf of LTC, to submit to LTC on 10 December. This current timeframe would see tender information published on 10 January, tenders returned on 4 February and recommendations completed by 18 February. The Chair noted that the revised tender documentation will essentially reflect what had previously been agreed and produced for the earlier stage of the process. It was agreed that these revised documents would be circulated for discussion, and that those interested would be welcome to meet in person for further discussion, at a meeting to be scheduled between 10 and 21 December. The Chair noted that this would not be expected to be an opportunity for radical revisions, but would of course allow for any necessary clarifications.

## **4. Update on website**

The Chair of the CMM Board and the Project Manager held an inception meeting with the branding/website team on 19 November. On 24 November, the team returned to meet the PM and project stakeholders (including a course leader, a prospective course client and two local enterprises set to be involved in the business mentoring scheme). The website landing page is due to be delivered for the start of January; the full site by the start of February. Concern was raised as to the need to signpost the value offered by the cost of the website; it was noted that, while this cost may appear high, the cost was comparable to those associated with the six other

proposals received during the procurement process, and that the website contract includes full research, project branding, design, copywriting and website construction work over a period of several months. It was noted that the PCA logo would be available for use on the site; it was agreed that this would be progressed.

## **5. Promotional activities**

The Project Manager appeared on BBC Radio Cornwall on 20 November to promote the project. Councillor Brooks and the PM were interviewed about the project for an article which appeared in the *Cornish Times* on 24 November. *myCornwall* magazine has also expressed a potential interest in the project. The PM took part in the Liskerrett Centre open event on 20 November to promote the project. The project team have created an Instagram account (alongside extant Twitter and Facebook accounts) for the project and have engaged in regular posting, both directly about the project and promoting the work of local artists, craftspeople and related enterprises engaged in the project. During November, the project gained 28 followers on Twitter, 63 followers on Instagram and more than 120 followers on Facebook, which also registered more than 900 engagements with the project's posts. On 23 November, the PM met with Falmouth University's Journalism programme leader, who is keen that his students report on the progress of the project. The PM has made contact with representatives of the Echo Centre, Morley Tambllyn Lodge, Battling On, Arts Well, the Salvation Army, the Job Centre, Liskeard Food Bank, Liskeard Methodist Church, the Lighthouse Centre, the Real Ideas Organisation, ToListen and Adult Education Services to promote recruitment of participants to the project. A number of current members of Liskeard Together have already expressed interest in participation in the arts & crafts skills courses; a number of further enquiries have also been received via the project webpage and are in the process of being followed up. The project will be distributing leaflets via the Food Bank, the two participating primary schools and directly to core postcode areas. The Old Brewery retail and studio complex was commended as a growing arts and crafts hub; it was noted that the project team were closely engaged with enterprises based in that venue. The PCA Head of Development kindly offered the PM an opportunity to visit the college.

## **6. After-school clubs and courses**

The process for the DBS checking of the course leaders for the delivery of these areas of provision is ongoing, via Cornwall Council; this is expected to be completed shortly. The PM has completed the in-person photo-ID verification of the course leaders for this process; the Project Administrator has completed the submission of requisite project information. It is hoped to commence the delivery of after-school sessions as soon as possible after this process is complete, subject to any requirements imposed by the ongoing pandemic situation.

## **7. Enterprise engagement**

The project has agreed the first two businesses to meet the criteria for mentoring and development support. Both are small, local family businesses with potential for growth, based in studios in the Old Brewery site. These are Pot Stars Studio, which make ceramic painting kits for families (and run ceramic painting sessions), and DAK Art, which creates high quality glass art, and resin and acrylic work. The project team are currently in the process of helping these businesses complete their formal applications to the business-mentoring programme. The project has also received interest in business mentoring support from eight further local artists and craftspeople; again, the project team are working with these individuals, where appropriate, to complete the enterprise data capture required for ERDF records. Several of the prospective participants for the project's arts and crafts skills courses have also already indicated that they would hope to progress their involvement in the project to the stage of start-up business development mentoring and support. It was noted that the enterprises involved had expressed a desire not only for advice and support but also to play an active part in a network of advice and support; this was greeted as a very positive development. It was also noted that enterprise engagement activities would include the project's promotion both online and in print of the town as a cultural destination, with a focus, through the Market Makers brand, on both the talent and retail opportunities in arts and crafts on offer in Liskeard.

## **8. Any Other Business**

No other business was raised.

## **9. Dates of future meetings**

The Board were asked to note the dates of future meetings:

- 12 January 2022, 14.00-15.30
- 9 February 2022, 14.00-15.30
- 9 March 2022, 14.00-15.30