

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 3 November 2015 there were present:

The Deputy Mayor: Councillor Jane Pascoe - Ex-Officio

Councillor Rachel Brooks - in the Chair

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

Town Clerk: Steve Vinson

Minute Clerk: Stuart Houghton

Member of the Public: None

/15 APOLOGIES

An apology was received from the Mayor, Councillor Phil Seeva

/15 DECLARATIONS OF INTEREST

The Deputy Mayor explained that, as a trader in the Town she had applied for a dispensation, under the Code of Conduct, for when the Council discussed car parking matters in the Town.

/15 MINUTES OF THE MEETING HELD ON TUESDAY 6 OCTOBER 2015

The Chairman proposed, Councillor Purdon seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 6 October 2015 were correct.

/15 TO RECEIVE AN UPDATE ON PROGRESS ON RESOLUTIONS FROM THE LAST MEETING

The Town Clerk's report had been circulated, he reported that the on street parking in Market Street/ Well Lane had now been surfaced and white lined, but the restriction signs were not yet in place.

An engrossed copy of the agreement with Morrisons for the Granite Plinth had been received for signature.

A meeting had been arranged with Backbone Media to discuss the inclusion of our "Town Crier" information in future issues.

Photographs of the PV panels on the Public Hall had been published on the Town Council's Facebook page.

/15 PUBLIC PARTICIPATION

No members of the public were present.

/15 BUDGET REPORT TO 31 OCTOBER 2015

A budget report to the 31 October 2015 had been circulated and was noted.

In response to a question, the Town Clerk replied that some grant applications had been made outside of normal working hours when the previous budget had been set, therefore this year's budget contained additional monies.

The sum entered for the Website Hosting and Maintenance will be checked

Christmas Car Parking

At the Town Council meeting on 20 October 2015 a report was received indicating that the Communication and Engagement Committee might be able to finance free parking on selected days in the run up to Christmas. This was referred to the Finance Committee, on 27 October 2015, that recommended that free parking should be progressed for the Upper Sungirt, Cattle Market and Westbourne car parks on the last Saturday in November and the three Saturdays in December leading up to Christmas, at a total cost of £3440.

The Town Forum had agreed to contribute £1500, towards the Cornwall Council charges, and the Town Centre Partnership (CIC) would be asked to contribute £970 leaving the Town Council's contribution at £1940.

Recommendation

That the Committee confirms the contribution, from its budget savings, to the free Christmas Parking proposal.

The Deputy Mayor left the meeting at 2003

The Chair proposed, Councillor Tovar seconded and the Committee **RESOLVED** to **RECOMMEND** that £1940 be taken from the Communication and Engagement Salary budget as a contribution to the free car parking in the run up to Christmas.

The Deputy Mayor was asked to return to the meeting at 2007.

/15 SIGNPOSTING LISKEARD'S HISTORY

The Chair reported that she had attended a meeting at which the availability of grants to assist in regeneration projects, that would include indirect growth from rural tourism, cultural and heritage projects; she believed that some of this Committees projects would qualify for assistance, including the Signposting Liskeards Heritage project. Members then discussed the signage;

1. The businesses in the Town were still waiting for the direction signs to the shops, this had been discussed for two years
2. Direction signs were outstanding for the Cattle Market car park

The Chair commented that these signs were not a part of this item and that a specific agenda items should be included for the December meeting to discuss these items.

The Chair suggested that a small working group, to include members of the Town Forum and TIC staff, be formed to discuss this item that would improve the existing signs around the Town that would promote the Town and its heritage. Podcasts might also be located at these locations. Other comments were;

1. The 10th anniversary of the World Heritage site would be next year, they should be involved in this project
2. The Devon & Cornwall Rail Partnership, the Liskeard Looe line should be involved
3. A holistic approach should be made to include all groups such as Walkers are Welcome

/15 MAYOR MIMI MARKET

Councillors commented on the last event;

1. They thought it was not advertised
2. It was a lot of work for little return
3. The event should copy the Launceston Community Day
4. The Public Hall was not the best place to hold the event
5. The jumble sale in the downstairs room distracted people from entering the Public hall
6. Last year's contributors had been consulted, most thought that the event had not been advertised but would return next year

Members decided that the event should continue but changes should be made as to how the event was organised.

1. The event would be on Saturday 19 March 2016
2. Councillors Purdon and Tovar would look at the application form and letter to include a request for entrants to consider "something special"
3. The TIC would send the invitations
4. The Chair would design a poster for the event
5. Members would consider a new name for the event, tonight's suggestion was Liskeard Community Fair
6. The event could now be advertised by the facebook and Twitter accounts

It was agreed that this item would be included on the agenda for the December meeting.

/15 TIC REPORT

The TIC report had been circulated and was noted.

It was agreed to defer the discussion on opening times until the recruitment of assistance for the Museum was completed. Councillor Tovar said that she urgently needed to know what times the TIC would be open.

The Town Clerk agreed to make these arrangements with the TIC and Museum

/15 TOWN CENTRE LEAFLET

This matter had been discussed at the previous meeting, it was agreed that a small working group would be formed to decide on the format and purpose of the leaflet.

The Chair, and Councillors L. Shrubsole, Pike, Purdon volunteered to be members of the working group.

It was also agreed that the Chair would contact John Hesketh for a Town Forum representative and the Town Clerk would ask the TIC staff to nominate a member for the working group.

/15 WORK PROGRAMME

The Chair introduced this item; at the last meeting it was agreed that a draft work programme would be circulated. This was included with the papers for this meeting and would be a live document, to be updated and amended as necessary.

The Chair asked members to discuss the Aims and Objectives as listed, but, in view of the questions asked it was agreed that Members would consider the document and have the detailed discussion at the December meeting.

/15 CORRESPONDENCE

None.

/15 DATE OF NEXT MEETING

The next meeting of the Communications and Engagement Committee would be on Tuesday 1 December 2015 at 7.30 pm.

/15 PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960

Pursuant to Section 1(2) of the Public Bodies (admission to meetings) Act 1960 and having regard to the confidential nature of the business to be discussed, the Chair proposed, Councillor Purdon seconded and the Committee

RESOLVED that the Press and Public be excluded from the meeting for the following item of Business.

PART II

To receive the Minutes of the Confidential section of the meeting held on Tuesday 1 September 2015.

/15 PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960

Pursuant to Public Bodies (admission to meetings) Act 1960 the Chair proposed, Councillor L. Shrubsole seconded and it was **RESOLVED** that the members of the Press and Public be re-admitted to the Meeting.

The Chair proposed, Councillor Tovar seconded and the Committee **RESOLVED** to **ADOPT** the decision made in closed session.



Liskeard Information Centre

Foresters Hall, Pike Street, Liskeard, PL14 3JE

Tel 01579 349148, Fax 07092 399866

tourism@liskeard.gov.uk

www.visitliskeard.co.uk

VISIT LISKEARD
FOR THE EXPLORER IN YOU

Update since 30th September 2015

Visitor Numbers

With 4 days of the month left to go visitor numbers this month were down slightly with 475 so far compared to 527 last October, by the end of the month I would expect total figures to be around the same as last year. Sales are almost exactly the same as this time last year.

Opening Hours

Attached is the proposal for changing our opening hours which was postponed from the last meeting. In the meantime from Monday 2nd November we are moving to our winter opening hours of 9.30am-2pm Monday to Friday and 9.30am-12.30pm on Saturdays. The museum will be closing to the public (except for groups and family history enquiries by appointment) until February half term, there will be volunteers working in the museum every day.

New Member of Staff

We had a good number of applicants for the job and, following interviews last week, we appointed Tina Barrett who is starting this week.

Safe Places Scheme

We have agreed to join the Safe Places Scheme. This means that we have a sticker in the window and vulnerable adults will recognise the logo, if they are have any problems or are in distress they know that this is a safe place where the staff will be able to help them. They will carry a card with the contact details of their next of kin or support worker and we will make the call for them and allow them to wait here.

Website Statistics

Here are the latest statistics for the number of people using the website:

Users	April	May	June	July	August	September
2014-15		222	468	786	834	588
2015-16	2,065	3,000	3,125	4,349	4,275	2,741

Page Views	April	May	June	July	August	September
2014-15		1,203	2,441	3,294	3,524	1,991
2015-16	5,962	7,786	8,187	11,942	11,773	7,586

The number of users and the corresponding number of page views almost halved in September compared with August, this may seem like an alarming slump but you can see from the table above that there was a similar pattern last year. We can only speculate on the precise reason for this dip, it may be that since most of our users are using the website to look at events in the area then the drop may be due to the end of the school holidays and people focussing on school and work again rather than leisure activities.

Vicky Cutts

28th October 2015

4. To receive an update about progress of resolutions from the last meeting of the Communications and Engagement Committee on 6 October 2015 and the Clerk's Report

Update
Parking Order - Cormac Surfacing works scheduled to be completed by the Committee date.
Heritage Trail Leaflets – The 4,000 leaflets have been printed and delivered to the TIC.
TIC Assistant TIC Manager Post – The post has now been filled. Tina Barrett has been appointed.
TIC Opening Hours – The report is on the agenda at 10.c.
Plinths – The solicitor for Morrison's is arranging for the agreement to be engrossed. Piper's have been contacted regarding the potential dates for installation and have indicated that they are busy until Christmas and are looking at January 2016 as the likely date of installation.
Request for part funding contribution - Website hosting and maintenance – The Town Centre Partnership Community Interest Company (C.I.C.) have agreed to pay £859.76 towards the costs.
Social Media Facebook Page and Policy - Approved by Council.

7. Signposting Liskeard's History – a). to decide whether to seek grant funding for signage and mobile information. b). to agree the members of a small group to take this forward.

On 23rd October 2015, an event was held in the Public Hall to help inform interested groups in Liskeard and the surrounding area as to the availability of grant support for regeneration projects. One of the presentations was made by Caroline Hanlan Project Coordinator for the South and East Cornwall LEADER programme. Six Town Councillors were present in the audience. It was afterwards confirmed that Caroline Hanlan could make a presentation to an appropriate Committee or the Town Council itself to help inform Councillors as to the availability of funding support for projects. The Chairman of the Communications and Engagement Committee was present at the 23rd October 2015 presentation and believes that items of the Committee's work programme might be eligible including the Signposting Liskeard's History project.

Recommendations: a). That the Committee consider whether to seek grant funding for signage and mobile information.

b). That should the above recommendation to seek grant be adopted, to agree the members of a small group to take this forward.

8. Work Programme (see attached) – to consider the results of the public consultation on the Council’s aims and objectives. To discuss items for inclusion in the committee’s Work Programme in relation to the draft aims and objectives. To consider whether the committee should set a 3 year work programme.

COMMUNICATIONS AND ENGAGEMENT COMMITTEE

1. **Improve social and leisure facilities in Liskeard**
 - Promote social and leisure opportunities

2. **Boost prosperity and increase employment opportunities in Liskeard**
 - Work with the Town Centre Partnership and local businesses to attract new businesses to the Town and retain and expand existing local businesses
 - Explore what sectors of new business to target to complement existing businesses.

3. **Market what Liskeard had to offer to local people, businesses and visitors**
 - Make better use of the Website
 - Produce leaflets to market the Town
 - Continue to help the TIC to develop
 - Continue to improve signage, and provide map panels, within and around the Town
 - Increase attractiveness of Town Centre, working with community groups and schools.

6. **Engage and communicate well with local people around key issues**
 - Produce the Town Crier to both inform people and to seek their views
 - Make good use of our Websites and social media to engage and communicate better participation in local issues
 - Encourage public involvement in the Council and local issues and to reach out to those not involved
 - Gain press coverage through regular press releases

7. Protect and enhance the civic heritage of the Town and promote and develop the Council's assets for the benefit of the community

- Communicate with local people and visitors about the Town's history, e.g. via signs and all available online communication methods

8. Work effectively with other organisations, building the community and increasing local resilience and sustainability

- Identify organisations and businesses we can work with in different ways
- Publicise what other organisations are doing
- Coordinate activities across different organisations, e.g. WWI
- Map the social support that is available in Liskeard

Recommendation: The Committee is asked to consider the results of the public consultation when drafting its work programme.

9. Mayors Mini Market – to discuss this year's event including marketing and the name of the event.

Earlier in the year, this Committee received a report regarding the views of organisations using the Mayor's Mini Market. It was reported that most people were in favour of holding such an event and indeed they were planning to attend in 2015. However, there was a feeling that more could be done to market the event. The Committee indicated that it wished to consider this issue later in the year. This included consideration as to the appropriateness of the name of the event as "Mayor's Mini Market" was not felt to effectively describe the purpose. The Town Council's Facebook page has been approved and established. This can be used to assist with marketing.

10. TIC Reports – (attached).

a). Activity Report see attached

b). Assistant TIC Manager – Tina Barrett Tina Barrett has been appointed as Assistant TIC Manager. Tina started work on 28th October 2015

c). Opening Times – Revised opening times to consider new arrangements See attached report. At the last meeting of this Committee the attached report was presented. It was felt appropriate to defer consideration of this issue until the recruitment process to appoint a new Assistant TIC Manager had been completed.

11. Town Centre Leaflet - to discuss the contents for the town cent

6. Communications and Engagement Committee – 3rd November 2015 to receive and discuss the Committee budget report to 31st October 2015

At the last meeting of the Town Council (20th October 2015), a report was received on car parking including the possibility of free car parking in the run up to Christmas. It was decided to place a fuller report including costs and potential funding sources on the agenda of the next Finance and Strategy Committee meeting. That Committee met on 27th October 2015 and after due consideration recommended that the following should be pursued as a Christmas car parking offer.

Car Parking Proposal

Cornwall Council has provided the figures below on costs of making the car parks mentioned free on the Saturdays in question.

- a). Cattle Market car park and Westbourne car park £690 per Saturday
- b). Upper Sungirt car park £170 per Saturday

Following advice from local traders, the Committee decided to propose that the 3 Saturday's in December and the last Saturday in November should be free parking. The costs of this would be £860 per Saturday and £3,440 for all four Saturdays in total.

Funding

Liskeard Town Forum had indicated it would put up to £1,500 into a pre-Christmas parking promotion. The residual cost would be £1,940. The Committee noted that the Communications and Engagement Committee Chair had observed that the Communications and Engagement Committee was running an underspend which was partly due to the Salaries budget not being spent in accordance with budget. It had been proposed that the Town Council contribution could come from that source.

The attached budget sheet shows that the Forecast Out Turn for the year is projected to be £19,448 against an approved budget of £27,800. Therefore, there appears to be scope to fund the £1,940 from this source if the Committee approves.

The Committee did ask that the Liskeard Town Centre Partnership Community Interest Company (C.I.C.) be approached to see if they would contribute £970 of the £1,940 residue.

The C.I.C. have indicated that they are no longer receiving requests to provide grant support. They are in the process on winding up as an organisation. The wind up process could include the transfer of unspent monies to the Town

Council to invest in measures to support the town centre, this could include car parking. The formalisation of this decision and the process of winding up the C.I.C. could take a significant length of time. Therefore, it is recommended that if the Committee is minded to support the measures that it does so to value of £1,940 and seeks a transfer to its budget of £970 after the C.I.C. funding comes to the Council.

RECOMMENDATION THAT THE COMMITTEE RECEIVED AND NOTES THE BUDGET AND CONSIDERS CONFIRMING OF THE CONTRIBUTION TO THE FREE CHRISTMAS CAR PARKING PROPOSAL.

TIC VISITOR RECORD

