

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 6 January 2015 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 and Lorna Shrubsole

Town Clerk: Mr Steve Vinson

Minute Clerk: Mr Stuart Houghton

The Chairman advised of Housekeeping matters

544/14 APOLOGIES

Apologies were received from The Mayor, Councillor Phil Seeva and Councillor Hella Tovar.

545/14 DECLARATIONS OF INTEREST

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

546/14 MINUTES OF THE MEETING HELD ON TUESDAY 2 DECEMBER 2014

Minute 482/14 (c Town Map panel and leaflets)

Councillor L. Shrubsole asked that an additional bullet point be added

- And general information about the Town

The Chairman proposed, Councillor L. Shrubsole seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 2 December 2014, with the above addition, were approved.

547/14 CLERK'S REPORT

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

In response to questions the following information was given;

- The St Ives advertising scheme on roundabouts was mainly for events, not permanent advertising
- In Plymouth Bay Media appeared to sell or hire advertising space on lamp posts
- A meeting would be held on Thursday 15 January 2015 to decide whether to proceed with the Liskeard Remembers evening, planned for Monday 23 February, as part of the Commemoration of the start of WW 1

Items included in the Town Clerks report

- A trial for Councillors to have a Liskeard Town Council e-mail address was being held with a view to all Councillors having this facility. This was considered to be more “official” and secure than using individual addresses
- A response to our request to Cornwall Council for an on street parking order had been delayed whilst Cornwall Council appraised their systems following the recent budget cuts, they might be able to contribute towards the costs of providing the on street parking. The Town Clerk was asked to progress this and to report to the March meeting of the Committee.
- The brief for planting in the Town next year had been drafted and would be presented for agreement. An open invitation would be sent to those interested in the planting, if any Councillors had any details of nurseries that could provide this service please inform Councillor L. Shrubsole.

548/14 BUDGET TO 31 DECEMBER 2014

The budget to the 31 December 2014 was noted.

549/14 SIGNAGE

a. To update on Granite Plinths and Walk Leaflets

Planning permission for the granite plinths had been granted. Members discussed an official launch for the plinths which included;

- The launch of the plinths might be in the February half term, possibly to coincide with the relaunch of the Museum, which was to be attended by the Lord Lieutenant of Cornwall
- A tour of the plinth sites was proposed, it would be trialed and be disabled and buggy friendly

The proof for the Walks leaflets had been approved, they could now be printed.

b. To update on Finger Posts and other signage

Delivery of the new signs was expected on Tuesday 3 February 2015 and would be erected by Cormac. It would be good if they could be included in the inauguration of the plinths.

c. Town Map Panels and Leaflets

The Chair stated that Graphic Words had been selected by a tender process to prepare the original detail and had prepared amendments for the panels, did Members have any objections to them being asked to provide the additional Town maps. Comments included;

- They had been chosen by tender process so were competitive
- It would be more expensive and time consuming to start again
- The items produced had been of good quality

In response to a question, the Chair stated that it was never the Council's intention to display advertising on the Town map panels.

Councillor Pike proposed, Councillor L. Shrubsole seconded and the Committee **RESOLVED** to order the Town Maps and Leaflets from Graphic Words.

Councillor Brooks proposed, Councillor Pike seconded and the Committee **RESOLVED** to **RECOMMEND** a budget of £4.5k for the Town maps and leaflets.

550/14 COMMUNITY EMERGENCY PLAN

Councillor Pike reported that she was gathering information to include in the Community Emergency Plan. The initial steps were to identify the risks and hazards that might occur, such as a major rail or road accident and prolonged failure of power or water supplies.

The purpose was to have a single point of contact until the emergency services arrived and our plan should complement those prepared by the emergency services. It should contain details of key holders, local vulnerable people, community groups and the location of large halls that could provide shelter.

Councillor Purdon stated that the Public Hall had tea urns and crockery but the Salvation Army Hall also stocked food.

Councillor Pike would further report as the Plan developed.

551/14 PRECEPT 2015/2016

The Town Clerk reported that he had received information from Cornwall Council that the Town Council would not be capped at a 2% increase this year. Some Councillors had been concerned that the Council might be embroiled in a referendum if the Precept included a large increase.

The Council would have details for the items included in the Precept and should notify the Electorate of the reasons, an issue of the Town Crier in February could be the vehicle for providing this information.

Brown Tourist Signs

Members considered that the provision of Brown Tourists signs on the approach to Liskeard, from Plymouth, were essential. In the past these had not been provided due to cost and bureaucracy. The Town was isolated from other tourist destinations, most of which had these signs and tourism was a local growth industry. We had an accredited Museum, which might qualify with "approved" destination requirements, are an Ancient Stannary Town and were the entrance to the adjacent World Heritage Site. These signs were essential for the Town and would have to comply with the Highways Agency criteria

It was suggested that the Town Forum be asked to contribute towards the costs of these signs.

Councillor Holmes proposed, the Deputy Mayor seconded and the Committee **RESOLVED** that the Town Clerk should make the application for appropriate Brown Tourist Signs to be erected on the approach to Liskeard from Plymouth. The estimated cost would be between £8k and £20k for a single sign to £17k to £40k for a motorway standard sign.

Other items for inclusion in the 2015/2016 Precept

Signage

The Chair reminded Members that they had earlier this evening recommended that £4.5k be set aside for the Town Maps and leaflets, and that there was already £3k in the budget for other signage.

Hanging baskets

The Committee had previously discussed hanging baskets and banners on lamp posts, which they described as street improvements, and agreed that this item should be progressed.

Councillor Pike proposed, Councillor Purdon seconded and the Committee **RESOLVED** to **RECOMMEND** £1k be included in the 2015/2016 budget for this item.

It was agreed that, if the total additional items requested for the Committee's Precept proposal was too high, the Committee would request that their priorities be the allowance for the TIC opening times and the provision of the Town Maps and Leaflets.

552/14 CORRESPONDENCE

None.

553/14 DATE OF NEXT MEETING

The next Communication and Engagement Committee meeting would be at 7.30 pm on Tuesday 3 February 2015.

Communication and Engagement Committee – 6th January 2015

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

| Meeting & Action | Update | Who & 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. Adrian Drake Cornwall Council suggesting St Ives banners example might be better for events if undertaken by Town Council. | Town Forum, CC and TC |
| C & E June Website Development Strategy Meeting Voice Group Chair, TC and Minute Clerk | 3 rd November meeting issues looked at: Online Booking of Public Hall (too expensive relative to amount of use but upgrade supporting information FAQs photos etc), Google Calendar type set up (experiment with to see how to operate and comeback). Discussed Minutes, Agendas and Policies going on to the website – in hand and on-going. Training of staff – on going. | TC and SH |
| C & E Sept. Flower Planting Programming | Flower Planting Programme – specification of autumn planting scheme e.g. locations, volume of stock etc. is being drawn up. | TC |
| C & E Oct. On Street Parking Order | Application made to Cornwall Council. Request to await CC budget developments before submitting payment. | TC Dec C & E |
| C & E Nov Young People Cornwall | Organise meeting – Hella as Councillor rep and Sally to attend for Cornwall Council and | TC Dec C & E |
| C & E | TIC update reports Dec 14 and Jan 15 | TC Feb |

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.

Decision date for the planning application was 1st January 2015. Planning consent was granted on 22nd December 2014. At the time of writing (19th December 2014) all the non-Parade granite plinths had been completed. One of the Parade plinths had been completed and one of the two sections of the final Parade plinth had been made. Only one piece of stone had yet to be completed. Contractor updated as to planning consent situation. End of January likely installation of granite plinths on site.

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

Artwork of modified fingerposts received from Cormac and approved. Cormac say the manufacturer Furnitubes are due to deliver the finished fingerposts to them by 3rd February. Dates for the installation of the fingerposts to be agreed nearer to the time of delivery.

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.

Quotations and further information is attached.

8. Precept 2015/2016 - Latest Information

Councillors have previously asked whether Town Councils will subject to the same 2% increase in the Council Tax as are the Principal Councils, such as locally, Cornwall Council.

We have now received the following guidance from Cornwall Council on the next 2015/2016 financial year.

“the Local Government Finance Settlement, that the excessive Council Tax threshold for 2015/16 will again be 2%.

However the threshold will **NOT** be applied to Town and Parish Councils.

The Minister stated:

‘Parishes are an important part of local government, delivering valuable and valued local services. However that is not a reason for them to impose inflation busting increases on their taxpayers. The average Band D council tax in England has risen by 2% since 2011/12 – the equivalent figure for the parish element is 14.7% over the same period. That is why I would welcome views on whether the highest spending parishes should be subject to the same referendum principle as the rest of local government. There is also a question about whether town and parish councils whose failings have been highlighted in a Public Interest Report should be included’.

Council Strategy 2015/2016

At the 25th 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% |
| | | | | |
| Less Council Tax Grant | £54,971 | £43,064 | -£11,907 | -21.6% |
| Precept | £292,485 | £315,051 | +£22,566 | +7.72% |

.8.

297/14

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.
- Brown Signs – information obtained regarding brown signs indicates that they range in cost from £8,000 - £20,000 for a single sign to £17,000 - £40,000 for Motorway based signs.

- 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.

Quotations and further information is attached at Agenda Item 6c.