

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.30 pm on Tuesday 1 December 2015 there were present:

The Mayor; Councillor Phil Seeva, Ex-Officio

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: Jenny Lightly, Backbone Media

509/15 APOLOGIES

No apologies were required

510/15 DECLARATIONS OF INTEREST

None.

511/15 MINUTES OF THE MEETING HELD ON TUESDAY 3 NOVEMBER 2015

The Chairman proposed, Councillor L. Shrubsole seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 3 November 2015 were correct.

512/15 TO RECEIVE AN UPDATE ON PROGRESS ON RESOLUTIONS FROM THE LAST MEETING

The Town Clerk's report had been circulated, he reported that the Town Centre Partnership CIC would be wound up; it had been proposed that the residual finance held by the company would be transferred to the Town Council. If this did materialise the money could be used to secure the Your Liskeard website. More information would be available in January. Members commented;

- a. If the money was transferred to the Town Council it would have to be used for the same purposes as the TCP was using it. [This would have to be agreed]
- b. A separate budget line would be required for this money
- c. The finance Committee should take this item on

A meeting had been held with Voice Group to start looking at costings for potentially maintaining the Your Liskeard website.

The meeting on potential bids for European money via the LAG would be held at 9.30am on 7 December and a range of organisations had been invited.

513/15 PUBLIC PARTICIPATION

The Chair introduced Jenny Lightly, a meeting had been held with her to explore what her company could offer in developing a new publication which would incorporate the material currently in the Town Crier. The papers summarising the proposal had been circulated.

Jenny gave a brief resume of her career to date and presented examples of her work;

- i. She kept the production local
- ii. Her format generally was 1/3 paid editorial from other organisations in the Town, 1/3 advertising to pay for the full production costs and 1/3 pure editorial for the Town Council.
- iii. The project would start from scratch and be bespoke for the Town. The examples given in the paper were a starting point and could be amended.
- iv. It might be possible to get larger businesses in the Town to sponsor pages for community groups

Councillors asked questions to which the replies were;

- a. The set up cost included about 4 months full time work and would include all necessary items for production and delivery of the magazine
- b. The intention would be to find someone locally to take on the production of future issues
- c. Concern was expressed at the ability of some community groups to be able to pay for inclusion in the magazine
- d. The proposed distribution cost would cover the rural delivery element
- e. The Town Council would have control of the magazine, it would be their production
- f. Although Liskeard was a service centre the initial proposal was that the magazine would only be delivered to the Town. This could be revisited.

The Chair thanked Jenny for attending; this item was included on the agenda for discussion.

514/15 BUDGET REPORT TO 30 NOVEMBER 2015

The budget report to the 30 November 2015 had been circulated and was noted.

515/15 DRAFT WORK PROGRAMME and BUDGET for 2016/2017 - 2018/2019 FINANCIAL YEARS

Members commented on the draft plan

- i. The advertising of Liskeard as a good place to do business needed to be widespread, it was being delayed by a lack of suitable land for employment
- ii. Cornwall Council's economic development officers have much experience in talking to businesses, the Council should use them
- iii. The website should be linked to a wide selection of websites to generate interest in the Town
- iv. The Council should engage with the community about the Cattle Market

It was confirmed that this programme was a live document and should be revisited whenever necessary. Members then discussed each of the objectives and agreed changes as shown on the attached programme. They then agreed the top priorities as

Aim 2 objectives 1 & 2, Aim 3 objectives 1 & 2 and Aim 6 objectives 1, 2 & 3

The proposed Financial Plan had been circulated and was noted. The Town Clerk explained that a gazebo had been included as the one used in previous years had been damaged by the weather, this proposal was to obtain a better unit.

The receipts for the Liskeard in Bloom item were considered to be very low compared to the cost; the possibility of business sponsorship should be explored.

Suggestions for inclusion under events were;

- a. An allowance for the Queens 90th birthday
- b. An allowance for the 10th anniversary of the world heritage site

Resolutions

1. Councillor Brooks proposed, Councillor Holmes seconded and the Committee **RESOLVED** that the gazebo should be included in the work plan and budget
2. Councillor Purdon proposed, Councillor J. Shrubsole seconded and the Committee **RESOLVED** that the unspent 2015/2016 budget for brown signs, signage, and the town maps and boards be transferred to a nominated reserve for those items.
3. Councillor Brooks proposed, Councillor Holmes seconded and the Committee **RESOLVED** to adopt the draft work programme and budget for the 2016/2017 and 2018/2019 financial years and that these were live documents.

516/15 TIC REPORT

A report was not available due to the Manager being unwell.

517/15 TOWN CENTRE LEAFLET

The notes of the meeting held on 24 November 2015 had been circulated and noted.

518/15 SIGNS. TO RECEIVE AN UPDATE ON THE PROPOSED SIGNS FOR THE CATTLE MARKET AND THE BAY TREE HILL SHOPS

The details were contained in the Town Clerk's report that had been circulated. He stated that he was waiting for a response from the last shop before progressing this item. The Deputy Mayor offered to chase this up.

519/15 MAYOR MINI MARKET

Members agreed that the name and format of the event should be changed and that the advertising, via the website and facebook, should start early in the New Year. Posters should also be used around the Town. Organisations that attend should be asked to have their members and friends visit the fare.

One item that might be repeated was that in a previous year the Silver Band had made their instruments available for the public to try, this had proven to be quite entertaining.

The Mayor agreed to think of a new name for the event so that arrangements could be finalised in January 2016.

520/15 CORRESPONDENCE

The Town Clerk informed the Committee of a meeting arranged for Monday 7 December, 1600 to 1800 at Liskeard School to discuss the proposal to mark the 10th anniversary of the World Heritage Site by the Man Engine visiting the Town.

521/15 DATE OF NEXT MEETING

The next meeting of the Communications and Engagement Committee would be on Tuesday 5 January 2016 at 7.30 pm.

522/15 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, the Mayor seconded and the Committee **RESOLVED** that the Press and Public be excluded from the meeting for the following item of Business.

PART II

Liskeard Magazine, to discuss the presentation received earlier in the meeting.

523/15 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, the Mayor seconded and the Committee **RESOLVED** to **ADOPT** the decision made in closed session;

To arrange a meeting in January with business and community groups to discuss the feasibility of a shared newsletter.