

LISKEARD TOWN COUNCIL

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

Councillor L Shrubsole - in the Chair

Councillors: Sue Pike, Anne Purdon, James Shrubsole and Sally Hawken.

Town Clerk & Minute Clerk: Mr Steve Vinson

668/14 APOLOGIES

Apologies were received from Councillors Roger Holmes, Rachel Brooks and Hella Tovar.

669/14 DECLARATIONS OF INTEREST

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

670/14 MINUTES OF THE MEETING HELD ON TUESDAY 3 FEBRUARY 2015

Councillor Purdon proposed, Councillor Pike seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 3 February 2015 were correct.

671/14 CLERK'S REPORT

The Town Clerk's report was noted.

672/14 BUDGET REPORT TO 28 FEBRUARY 2015

The Clerk drew to Councillors attention that the budget headings Marketing & Consultation and Newsletter were both showing underspends and that this would be referred to again by the Clerk at agenda item 7.

The budget to the 28 February 2015 was noted.

673/14 SIGNAGE

a. To update on Granite Plinths and Walk Leaflets

Councillors commented:

- The launch of the plinths had been well attended with 40+ people. The Town Crier had been excellent and the event well covered with a double page spread in the Cornish Times.
- Asked that letters of thanks be written to the Town Crier and Walkers are Welcome. That Stuart Houghton be thanked for all his efforts to get the

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383/14

- plinths sorted.
- Map Panels – there was agreement that subject to there being no licensing issues that the use of the Town Map Panel by other organisations be encouraged.

674/14 TO DISCUSS LEGAL AGREEMENTS ASSOCIATED WITH THE GRANITE PLINTHS IN WESTBOURNE CAR PARK AND AT MORRISON'S

The Clerk explained that the Chairman had asked that if the budget report at Agenda Item 4 showed sufficient underspends on the Marketing & Consultation and Newsletter headings, then the fees associated with the granite plinths in Westbourne Car Park and Morrison's be funded from the Marketing & Consultation and Newsletter budget headings.

The Clerk indicated that this was indeed now possible. Following consideration it was agreed to fund the legal fees, from the existing Marketing & Consultation and Newsletter budget headings:

Councillor J Shrubsole proposed, Councillor Pike seconded and the Committee **RESOLVED** that for the Westbourne Car Park legal fees Cornwall Council be paid up to £500 subject to negotiations.

Councillor J Shrubsole proposed, Councillor Pike seconded and the Committee **RESOLVED** that Morrison's legal fees of £750 be paid subject to negotiations.

Councillors considered location plans for the Morrison's granite plinth and agreed that Location 2 was preferred.

675/14 LISKEARD TOWN COUNCIL – DRAFT OBJECTIVES

Following discussion and consideration it was agreed that:

- That the existing item 6 have 'and sustainability' added to its title to become "Work effectively with other organisations, building the community and increasing local resilience and sustainability"
- That a new item 9 be added which would be based around the range of activities to retain, protect, develop and commercially benefit from the 'Heritage' of the town. Further work would need to be done to draw out some of the elements of the 'Heritage' objective.

676/14 TIC REPORT

The TIC report was noted.

677/14 ANY OTHER BUSINESS

- Town Crier distribution had worked better by street than by ward. Councillor Purdon would draw up a plan ready for the next Town Crier distribution by street
- 21 March was Community Clear Up Day, as was this Sunday; volunteers needed
- 21 March Mayors Mini Market – Had there been a good response and what publicity would be forthcoming?

678/14 DATE OF NEXT MEETING

The next Communication and Engagement Committee meeting would be at 7.30 pm on Tuesday 7 April 2015.

Town Council objective setting

Questions to think about

- What do we want to achieve by May 2017?
- What can the Town Council do to make Liskeard a better place to live, work and play?
- What can the Town Council do to boost prosperity in Liskeard?
- What can the Town Council do to promote Liskeard?
- What can the Town Council do to make Liskeard more resilient?
- What can the Town Council do to help build a stronger sense of community in Liskeard?
- How can we make the Town Council work more effectively to achieve our aims?

Communication and Engagement Committee – 3rd March 2015

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

Meeting & Action	Update	Who & When
C & E June Unauthorised banners. Promotional banners.	Cormac have been contacted and the scheme used in Plymouth explained to them. At the moment Cornwall does not have a corresponding scheme. We offered to work with Cornwall Council/Cormac on a project to pilot the idea in Cornwall.	Town Forum, CC and TC
C & E June	Google Calendar now set up on the Council website on the Homepage under the "Town Council Calendar meeting and info" section. Staff being trained in how to operate uploading data to Google Calendar.	TC and SH
C & E Oct. On Street Parking Order	8 th January response from Cornwall Council - The cost for this work is likely to be in the region of £1,500 this is based on historical scheme data and Google Street View information and as such may be subject to change. The design fee for this type of scheme is likely to be £4,500 however this may increase depending on the nature of the consultation and the responses received or should there be a desire to include other restrictions/areas. Before any consultation can take place the scheme will need to be agreed by Cornwall Council (as the highway authority).	TC C & E
C & E Nov Young People Cornwall	New Councillor representative nominated February meeting.	TC

6. Signage

a). To update on the granite plinths and walks leaflets

Granite Plinths

All 6 plinths completed. The two Parade plinths, Westbourne Car Park and Table Table plinths (four in total) were all installed before the 20th February walks launch. The new manager at Liskeard Morrison's has agreed the location of the plinth. The Morrisons' Head Office are happy with the installation of the plinth subject to an agreement whereby the Town Council accept the maintenance liability for the plinth. See report agenda item 7. The location of the railway station plinth is being finalised as Cormac expressed reservations to the location which the railway station management were happy with.

Walks Leaflets

The walks leaflets have now been printed and delivered to the TIC and the Town Council offices. Walks leaflets were available for the 20th February walks launch.

b). To update on the fingerposts and other signage

Finger posts

All new finger posts installed. Three of the four old fingerposts have been removed. The fourth is stored around the back of the Town Council offices. Cormac have indicated that the painting of the repaired fingerposts will take place as soon as the weather permits.

Other Signage

Check with Cormac and Cornwall Council as to budgets for 2015/2016 to see what is possible relative to our signage list.

7. To discuss fees for legal agreements associated with the granite plinths in Westbourne car park and at Morrison's. Resolve to recommend to Council the funding of the relevant fees from reserves.

Westbourne Cornwall Council's property services and the car parks operational teams agreed with the siting of the granite plinth in Westbourne car park. This was subject to Liskeard Town Council entering into an agreement to be responsible for the future maintenance of the plinth. Cornwall Council have said that the legal fees to draw up the agreement would be £500.

Morrison's Morrison's head office has agreed to the installation of the granite plinth subject to Liskeard Town Council entering into an agreement to be responsible for the future maintenance of the plinth. The legal section acting for Morrison's have asked for £750 to cover their legal costs.

Resolve to recommend to Council the funding of the relevant legal fees from reserves.

8. LISKEARD COUNCIL DRAFT OBJECTIVES

Proposed text of objectives is shown in bold and capitals. Bullet points under each objective are contents of post-it notes from the workshop for further information.

The idea is for a set of broad objectives to establish the overall direction to May 2017. These will be backed up by more detailed operational plans.

Key areas for comments/changes:

a) Are these the right areas for our objectives? Do we need to add any others, especially around maintaining current Town Council functions?

b) Do we want to change the precise wording of any of the objectives?

1 IMPROVE SOCIAL AND LEISURE FACILITIES IN LISKEARD

- Better place. Evening social. Activities A. Families B, Youth C.Young Professionals
- To redefine the town as a positive place.
- Community more youth facilities
- Improve play equipment and spaces
- Put on more activities in Westbourne Gardens
- Continue the work started for creating a play area on Maudlin site
- Things that might bring in people and provide for community e.g. play centre

2 BOOST PROSPERITY AND INCREASE EMPLOYMENT OPPORTUNITIES IN LISKEARD

- Promote town to inward investors to create jobs
- Boost prosperity. Promote Liskeard as a key hub for business and tourism in SE Cornwall
- To reinstate Liskeard's position as a true market town
- Hub of the area
- To increase employment opportunities
- Prosperity. Employment
- Promote. Better place to live work and play. Boost prosperity
- May 2017 Provision of employment opportunities
- Focus on moving forward conditions to improve employment opportunities
- No more houses without real jobs
- To attract less traditional employment
- Listen to the business community
- Liskeard better place. To attract new businesses to the town

3 MARKET WHAT LISKEARD HAS TO OFFER TO LOCAL PEOPLE, BUSINESSES AND VISITORS

- Advertise. To promote –radio / mags / brown signs !
- Market the town more widely
- Good use of websites
- Use websites to promote community groups and events
- Encourage everyone to look at the website more
- Good use of websites

- Market the town more widely
- Promote the town to encourage visitor numbers e.g. our world heritage site walking centre ?
- Boost prosperity. Promote the virtues of Liskeard as a tourist destination
- Promotion comes from good marketing. What is our identity?
- Attract more visitors to Liskeard
- Work with local businesses to promote town centre
- Identity. Give back/renew town ID
- Promote Liskeard. To find a/the distinctive USP for Liskeard and market it ruthlessly. (Branding in other words)
- “Liskeard means business”
- We are a market town but hopefully with a 21st Century twist

4 ACHIEVE THE WISHES OF THE COMMUNITY ON LAND USE THROUGH THE NEIGHBOURHOOD PLAN

- Use the Neighbourhood Plan to help in economic regeneration
- Make the neighbourhood plan work
- Achieve by 2017. Put in place the Neighbourhood Plan
- Drive forward the Neighbourhood Plan for a community-validated vision of the town
- Achieve the wishes of the community through the Neighbourhood Plan

5 ENGAGE AND COMMUNICATE WELL WITH LOCAL PEOPLE AROUND KEY ISSUES

- Communicate and engage with the disconnected
- Listen to our community about what they feel strongly about even if we might feel in disagreement e.g. parking issues
- Create smarter quicker ways of engaging public
- Councillor photos in Town Crier so they know who we are!
- Community. Social media – getting people used to “doing it for themselves”.
- Devolution means getting local people and businesses to do what CC used to do

6 WORK EFFECTIVELY WITH OTHER ORGANISATIONS, BUILDING THE COMMUNITY AND INCREASING LOCAL RESILIENCE

- Resilience. Focus on youth. Nurture our 18-25 year olds – using RIO etc.
- More resilient. Reduce dependency on external resources e.g. by

- encouraging a community-wide renewable energy scheme
- Resilient
- Communicate with – schools, shop, businesses
- Listen
- Strengthen the partnership across public, private and voluntary sector
- Support other organisations and groups when they are doing something beneficial to the town
- Stronger sense of community – give people some “ownership” of the town through community schemes such as share issues for energy scheme
- Bring together those working on health and well being especially of the vulnerable in one shared plan
- Identify organisations and businesses with resources (land, money, knowledge) that we can work with for the benefit of the town

7 GEAR UP THE TOWN COUNCIL'S INTERNAL ORGANISATION TO ACHIEVE OUR AIMS

- Town Council more effective. Vision and longer term objectives.
- Focus on a limited number costed priorities to ensure they are achieved
- May 2017 Get gold Quality Award (and Power of Competence)
- Spend more time on innovation
- Research what other towns have done
- Councillors use their time more effectively

8 WORK TOGETHER WELL AS A TEAM OF COUNCILLORS AND STAFF

- Team work between the members
- TC being effective. Enjoy our differences
- That we have fairly and honestly represented our community (electorate) and not just personal ambitions.
- To accept that we have different views but we work together