

<b>C&amp;E WORK PROGRAMME PRIORITIES JANUARY 2017 - MASTER</b>	
TASK	PRIORITY
<b>Aim 1: Improve social and leisure facilities in Liskeard</b>	
<i>Objective 1: Promote social and leisure opportunities</i>	
Use the communication methods set out under Aim 3 to promote existing and future social and leisure opportunities for residents and tourists.	2
Support new and help grow existing events which bring the community together	5
<b>Aim 2: Boost prosperity and increase employment opportunities in Liskeard</b>	
<i>Objective 1: Work with the Cornwall Council, Town Centre Partnership and local businesses to attract new businesses to the Town and retain and expand existing local businesses</i>	1
Ensure the websites set out the advantages of businesses setting up in Liskeard to a wider audience	3
Agree the way forward for Your Liskeard website (see Aim 3, ob 1)	
Engage with the local community and businesses about the potential changes to the Cattle Market	3
<b>Aim 3: Market what Liskeard has to offer to local people, businesses and visitors</b>	
<i>Objective 1: Make better use of the Website</i>	
Review Liskeard's online offer, including the purposes and audiences of the three joined websites, in conjunction with other online players in the town.	4
Look at how to maximise online promotion of Liskeard and its events via coordination between different organisations and individuals.	4
<i>Objective 2: Produce leaflets to market the Town</i>	
Write text and agree design for the new Town Centre leaflet	
<i>Objective 3: Continue to help the TIC to develop</i>	
Review impact of changes since spring 2014 and look at further possibilities for development	
<i>Objective 4: Continue to improve signage, and provide map panels, within and around the Town</i>	
Improve signage, especially to shops, Cattle Market car park and Parks	2
Design and install map panels based on the new town map and including historical information (see Aim 7, Ob 1)	1
Work to secure brown/heritage signs for Liskeard on the A38	4
<b>Aim 6: Engage and communicate well with local people around key issues</b>	
<i>Objective 1: Produce About Liskeard to both inform people and to seek their views</i>	

New Liskeard Community Magazine 'About Liskeard' to be produced in conjunction with other organisations - <b>Happening</b>	1
<i>Objective 2: Make good use of our Websites and social media to engage and communicate better participation in local issues</i>	
Establish Facebook page	
Review operation of page and consider whether to add twitter	
Trial Twitter account for 6 months	
<i>Objective 3: Encourage public involvement in the Council and local issues and to reach out to those not involved</i>	
Organise an event and produce information and publicity materials to encourage people to stand in the 2017 elections - <b>Happening</b>	2
Review the format of the Annual Town Meeting to improve attendance.	3
Maintain a calendar of Civic events and allow sufficient time for planning	1
<i>Objective 4: Gain press coverage through regular press releases</i>	
Build relationships with local media, inc. press, online media and local radio	1
Publicise civic events and regularly issue press releases (obtain photographs at all events where possible)	
<b>Aim 7: Protect and enhance the civic heritage of the Town and promote and develop the Council's assets for the benefit of the community</b>	
<i>Objective 1: Communicate with local people and visitors and liaise with the museum and other organisations in the Town about the Town's history, e.g. via signs and all available online communication methods</i>	
See Aim 3, obj 4 – historical information on signs	
<b>Look at ways of bringing Liskeard's history to life, working with other organisations. This could include online and paper resources, events and walks. It could also include a new monument or signage.</b>	7
Look at how Liskeard can link to National Heritage Week 2017	3
<b>Aim 8: Work effectively with other organisations, building the community and increasing local resilience and sustainability</b>	
<i>Objective 1: Identify organisations and businesses we can work with in different ways</i>	
Pull together a list of organisations we can work with under some key headings i.e. heritage	
Revise the list of organisations we sign up to	
<i>Objective 2: Publicise what other organisations are doing</i>	
Review of format and delivery mechanism for town council news and consultation should look at a publication which would also involve other organisations	
<i>Objective 3: Coordinate activities across different organisations, e.g. WWI</i>	
Provide venue for Liskeard Remembers 2015 and coordinate with other organisations	Done

Look for other opportunities to collaborate	
<i>Objective 4: Map the social support that is available in Liskeard</i>	
Support and help local groups to find funding.	3

NB Completed tasks and those which are duplicates have been greyed out.