

Liskeard Town Council Communications and Engagement Committee Draft Work Programme

Aim 1: Improve social and leisure facilities in Liskeard					
Action	Lead person or organisation	Timescale	Priority	Budget	Progress / Review
<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.	TIC	Ongoing			Visit Liskeard now well used with lots of listings
Support new and help grow existing events which bring the community together: E.g. Visit of the Man Engine to Liskeard 2016 Man Engine Day 2017? (maybe in conjunction with another event)	Steering Group to be appointed as required	Completed 7/16		£2,500 2016/17 Seek grant funding	July 2016 successful event staged with approx. 7,000 people visiting town Sept 2016 event evaluation and planning commenced for 2017 event

Aim 2: Boost prosperity and increase employment opportunities in Liskeard					
Action	Lead person or organisation	Timescale	Priority	Budget	Progress / Review
<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>					
Ensure the websites set out the advantages of businesses setting up in Liskeard to a wider audience	Town Clerk	Revise website by Nov 2016	High	£3,300 annually	
Agree the way forward for Your Liskeard website					Online meeting 24.11.16 to bring relevant groups together
<i>Objective 2: Explore what sectors of new business to target to complement existing businesses. – NOT COMM & ENG – poss move to Planning</i>					
Work with Cornwall Council Economic			High		

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Development and local organisations to identify sectors					
Look at the opportunities presented by changes at the Cattle Market.					
Engage with the local community and businesses about the potential changes to the Cattle Market			High		

Aim 3: Market what Liskeard has to offer to local people, businesses and visitors					
Action	Lead person or organisation	Timescale	Priority	Budget	Progress / Review
<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.	Chair of C&E/Town Clerk	October 2015 – January 2016	High		See Aim 2 obj 1 re Visit Liskeard website
Look at how to maximise online promotion of Liskeard and its events via coordination between different organisations and individuals.					
<i>Objective 2: Produce leaflets to market the Town</i>					
Write text and agree design for the new Town Centre leaflet	Cllrs TBA, Town Clerk	October 2015 – February 2016	High	£1,700	Completed 2016
<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	Chair of C&E/Town Clerk, TIC staff	March – May 2016			
<i>Objective 4: Continue to improve signage, and provide map panels, within and around the Town</i>					

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Improve signage, especially to shops, Cattle Market car park and Parks	Town Clerk			£3,000	Completed – existing signs revamped, additions made to finger posts and new ‘To the Shops’ signs installed.
Design and install map panels based on the new town map and including historical information (see Aim 7, Ob 1) Do we wish to proceed with this?	Cllrs TBA			£2,800	Nov 2016 decide whether to continue with this project
Work to secure brown/heritage signs for Liskeard on the A38	Town Clerk			£5,500	To be carried forward to the Work Plan for the next Council term
Objective 5: Increase attractiveness of Town Centre, working with community groups and schools. – NOW MOVED TO FACILITIES					
Ensure the town centre flowers provide the greatest visual impact for the best value	Chair C&E & Cllrs	New contract agreed September 2015		£8,000	
Look for opportunities to work with other groups on areas of the Town centre eg the corner of Dean Street		Ongoing			

Aim 6: Engage and communicate well with local people around key issues

Action	Lead person or organisation	Timescale	Priority	Budget	Progress / Review
<i>Objective 1: Produce About Liskeard to both inform people and to seek their views</i>					
Review format and delivery mechanism for Town Council news and consultation		November 2015 – January 2016	High	£4,000	
New Liskeard Community Magazine ‘About Liskeard’ to be produced in conjunction with other organisations					First edition due out in Spring 2017 This is to become a CIC
<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	Town Clerk	October 2015	High		Completed – now in full operation
Review operation of page and consider whether to	C&E committee	April 2016	High		Nov 2016 6mth Twitter trial agreed

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add twitter					– see below
Trial Twitter account for 6 months	TIC	From Dec 2016		£100 for Hootsuite	Set-up Dec 2016
<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	C&E committee / all councillors	Autumn 2016	High	£500	July 2016 display and promotion at Liskeard Show Oct 2016 gazebo at St Matthews Fair to promote standing for council, and publicity materials produced. Open Evening booked for 31 Jan 2017 Consider broadcast on Liskeard Radio
Review the format of the Annual Town Meeting to improve attendance.		May 2017			
Maintain a calendar of Civic events and allow sufficient time for planning					Oct 2016 'Events' now a standing agenda item at C&E Comm and calendar to be used to inform planning Dec 2016 List expanded to include an awareness of other events in the town from mayoral engagements etc
<i>Objective 4: Gain press coverage through regular press releases</i>					
Build relationships with local media, inc. press, online media and local radio	Town Clerk to agree all statements to press				Sept 2016 meeting with new journalist for Cornish Weekly Newspapers online site to establish contact. Bank of newspaper contacts created for issue of regular press releases
Publicise civic events and regularly issue press	Mayor / Deputy				From May 2016 Mayor

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releases (obtain photographs at all events where possible)	Mayor for public engagements				photographing public engagements
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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					
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Action	Lead person or organisation	Timescale	Priority	Budget	Progress / Review
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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

See Aim 3, obj 4 – historical information on signs					
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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.		Ongoing		Grant funding	Man Engine 2016 included photos and film which are a useful resource. A similar provision has been made in the grant application for 2017.
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Look at how Liskeard can link to National Heritage Week 2017					
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Aim 8: Work effectively with other organisations, building the community and increasing local resilience and sustainability					
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<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	Office		High		List created of Liskeard shops and businesses with location and email contacts
Revise the list of organisations we sign up to					Info held on charities and local organisations with officer details and contacts
<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					See Aim 6 obj 1
<i>Objective 3: Coordinate activities across different organisations, e.g. WWI</i>					
Provide venue for Liskeard Remembers 2015 and coordinate with other organisations	Chair C&E	November 2015			Completed
Look for other opportunities to collaborate		Ongoing			New Liskeard Community Fair launched 2016 to replace Mayor's Mini Market – well attended by many local organisations Success of Man Engine visit 2016
<i>Objective 4: Map the social support that is available in Liskeard</i>					
Support and help local groups to find funding.					

* indicates this is an item within the existing core budget.

New/amended text to agree

Decision required

Item no longer part of Comm & Eng remit