

## **9. MARKETING LISKEARD TO BUSINESS WORKING PARTY 5TH JULY 2018 –**

a). to consider the recommendations of the working party that an Economic Development Manager post be established to support the growth of the local economy. b). To consider the establishment of a £5,000 fund from the general reserve to provide materials to support the promotion of the town e.g. folders, inserts, apps etc. c). To support the adoption of a “Prosperity” theme covering relevant aims and objectives of the Councils approved 2018-2021 programme. The “Prosperity” theme to be implemented by various Committees, Councillors and staff as necessary.

9.1 Background – The Council has conducted community consultations in various formats, over several years. These have helped frame the policies in the Neighbourhood Plan and the Council’s aims and objectives for the period 2018-2021. One of the keys aims is:

□ Support the growth of good quality local jobs and businesses, strengthen the local food and farming sector and attract new investment.

This would assist several elements or issues raised by the community including:

- overcoming the significant reduction in the numbers of better paid office jobs which were often full time and based upon contracts of employment.
- prevent local businesses from needing to move away from Liskeard to expand.
- attract inward investors especially those offering higher value employment.
- to increase the number of jobs offering sufficient value and security to enable local people to afford mortgages for the additional houses being required up to 2030.
- by increasing the business and employment base of the town, to prompt a general uplift in the Prosperity enjoyed by the community and the town centre.

9.2 Employment Land Demand Assessment – the Council has commissioned Stratton Creber Commercial to carry out an employment land and commercial premises demand assessment. In parallel, a demand study is also underway regarding the potential for an Agri Hub. This work has been commissioned in conjunction with our partners including: Liskeard Chamber of Commerce, Cornwall Quality Livestock Producers, Cornwall and Isles of Scilly Local Enterprise Partnership and Menheniot Parish Council.

9.3 Marketing Liskeard to Business Working Party – The working party has been established to look at boosting the economy. This would be by attracting appropriate inward investment. It would also seek to support the expansion of suitable growth potential local businesses. The working party is proposing that the Town Council put in place a post to progress the Economic Development and Regeneration of the town and its growth potential businesses. Frome Town Council appear to be the only Town Council in the country which has such a post in place. The post has been there for 8 years. In discussing the post with the Town Clerk Paul Wynne, there are differences in the towns, however, the Economic Development & Regeneration Manager job description and person specification were obtained and supplied to the

working party. The issues for discussion include the role and funding such a post as below:

9.4 Economic Development & Regeneration Manager – Initially, the working party had looked at a “Business Support” role which would drive economic growth through support for key local business with expansion capacity and to secure appropriate inward investment. The post would also support the active carrying forward of business park type sites and premises provision. The lack of which is hindering the retention of local businesses. That was accommodated by the “Economic Development” element of the Frome post. However, their Town Council had also identified the need to bring forward prominent town centre sites which were perhaps in multiple ownership including their own sites and buildings. Typically, these might more usually accommodate retail, office and residential development. This is the “Regeneration” element of the Frome post. One question would be, whether our Town Council would want the post to take on a more extended role? Or concentrate upon “Economic Development” in the immediate future and appoint a separate “Regeneration” post at a later date.

#### 9.5 Potential funding sources

9.5.1 Council Support Grant – the uplift through new house completions might be ring fenced to the economic development activities of the Council on the basis that the new housing will bring a need for more jobs. In the current financial year the uplift was just over £18,000.

9.5.2 Community Infrastructure Levy (CIL) – is due to start in January (although only in respect of commercial space not houses). A Town Council with an adopted Neighbourhood Plan should see an uplift from 15% to 25% in the amount sent to the town.

9.5.3 Community Led Local Development (CLLD) – is just starting. Ffion Stanton (formerly of Young People Cornwall) has been recruited as the local advisor on funding availability. Once they have sorted out their application forms etc. She is happy to come along to this group and also Finance or Council. The whole effort might need to be packaged as an initiative or programme rather than just a job. (NB\* the programme only runs until September 2022)

9.6 Materials to support the promotion of the town (not tourism literature) – The Marketing Liskeard to Business working party has been developing ideas in relation to the materials that would be required to support the promotion of the town to businesses wishing to relocate to Liskeard. Some items might assist appropriate existing businesses to expand. The working party has looked at a range of materials including:

- Folders – for a variety of uses (with no dateable material)
- Trade Fairs – might be held locally as way of informing businesses of items of benefit to them e.g. grants, finance, marketing opportunities,
- Brochures/leaflets – when necessary.
- Trade Journals & magazines - to attract targeted niche companies.

- Appropriate exhibitions and conferences
- Apps –
- Social Media and website promotion.

The working party recommended the establishment of a £5,000 fund from the general reserve to provide materials to support the promotion of the town e.g. folders, inserts, apps etc.

9.7 Prosperity – in Frome “Prosperity” is the theme to which several staff members work including the Economic Development & Regeneration Manager. This approach would offer Liskeard Town Council the opportunity for different Committees to make valid contributions to the achievement of the overall theme of Prosperity. For example,

- Finance & General Purposes Committee - the employment land and premises, agri hub etc.
- Communications & Engagement Committee – folder production, website support, TIC service etc.
- Planning Committee – support the Neighbourhood Plan employment and town centre regeneration policies.

There are several elements of the aims and objectives 2018-2021 that could be said to contribute to raising the “Prosperity” of the town. These are:

- Support the growth of good quality local jobs and businesses, strengthen the local food and farming sector and attract new investment
- Deliver the development priorities which the community has set out in the neighbourhood plan
- Protect and enhance the culture and heritage of the town
- Facilitate the development of transport and technology infrastructure to meet our current and future needs
- Promote and market Liskeard as the commercial and cultural centre for South East Cornwall

**RECOMMENDATIONS:** a). to support the establishment of an Economic Development Manager post be established to support the growth of the local economy. b). To establish a £5,000 fund from the general reserve to provide materials to support the business promotion of the town e.g. folders, inserts, apps etc. c). To support the adoption of a “Prosperity” theme covering relevant aims and objectives of the Councils approved 2018-2021 programme. The “Prosperity” theme to be implemented by various Committees, Councillors and staff as necessary.