

## **LISKEARD TOWN COUNCIL**

**AT A MEETING** of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Council Chamber at 7.00 pm on Tuesday 1 November 2016 there were present:

The Mayor - Councillor Jane Pascoe-Ex-Officio

The Deputy Mayor – Councillor Christina Whitty-Ex-Officio

Councillor Rachel Brooks – in the chair

Councillors: Sue Pike, Anne Purdon, James Shrubsole and Lorna Shrubsole

Town Clerk: Steve Vinson

Support Services Manager: Yvette Hayward

Museum Volunteer: Gordon Stokes

Members of the Public: None

The Chair advised of housekeeping matters.

### **250/16 APOLOGIES**

An apology was received from Councillor Tovar.

### **251/16 DECLARATIONS OF INTEREST REGISTERABLE OR NON-REGISTERABLE**

None.

### **252/16 MINUTES OF THE MEETING HELD ON TUESDAY 6 SEPTEMBER 2016**

The Chair Councillor Brooks proposed, Councillor Purdon seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 6 September 2016 were adopted as correct.

### **253/16 SUPPORT SERVICES MANAGER'S REPORT - TO RECEIVE AN UPDATE ON PROGRESS OF RESOLUTIONS FROM THE LAST MEETING**

Nothing additional to the written report.

### **254/16 PUBLIC PARTICIPATION**

None.

## **255/16      BUDGET REPORT TO 30 SEPTEMBER 2016**

Noted, together with the final accounts for the Man Engine Day.

It was noted that the TIC expenditure was already at 161% for the year to date, however this is more than outweighed by the TIC receipts. By the new financial year, a new format for presenting these figures will be produced which better demonstrates this.

Man Engine expenditure financed by LTC is to be fed into the correct budget lines. It was noted that the grant of £1,500 paid to Golden Tree came from the Finance and General Purposes Committee grant budget.

## **256/16      MUSEUM REPORT**

Councillors Brooks and Tovar recently had a valuable meeting with Bryony Robbins, who put forward a suggested structure with a strategic/operational split, and sample documentation to manage the relationship between the museum and this Committee.

A meeting between Councillors and museum volunteers will take place on 8 December at 7pm, and notes from previous discussion will be recirculated before.

The broken bookcase currently covering a heat sensor is no longer fit for purpose. The Facilities Manager should be consulted as to whether it can be used elsewhere, and if not disposed of as it has little or no value. Replacement cost will be approximately £120 and possible power savings with the heat sensor working correctly.

The old cabinet has been sold for £250 as agreed at the previous committee meeting and arrangements being made for its replacement.

A Christmas lunch for the volunteers will be hosted by Councillors on 9 December.

The museum was congratulated on its visitor numbers (4,410 year to date – an all-time high) and liaison with schools. The committee wished to extend thanks to all the volunteers.

Details of the proposed museum budget for 2017/18 should be provided to either the next Finance and General Purposes committee or Full Council meeting.

## **257/16      TIC REPORT**

The excellent number of website hits were noted, boosted by the Man Engine, which has raised awareness of the site.

The committee would be happy to support payment of the necessary administration charge which would be payable if they wish to remain part of the Cornwall TIC CIC

group, and attendance at the Marketing Workshop.

Lunch time cover for the TIC staff will be available once the two new office positions are in place.

## **258/16 ELECTIONS – 4 MAY 2017**

Several expressions of interest were received at St Matthews Fair.

'About Liskeard' will carry at least 3 mentions of the forthcoming elections, together with the bulk of LTC material centred around what the Town Council does.

A new page will be set up on the website.

The possibility of a feature in the Cornish Times could be investigated:

- a) To give details of the process of putting yourself forward as a candidate, ward details etc.
- b) To urge the public to vote (particularly first time voters), give polling station details, etc.

Open Evening 31 January 2017 from 7-9pm (drop in event), initial suggestions made for each committee to have its own stand, plus those featuring the civic role, what councillors can and can't do, etc. Coffee and cake to be provided. This should be put on the agenda for the next meeting to finalise plans.

## **259/16 EVENTS**

An aide memoire was drawn up of ideas for comments by the Mayor during her radio interviews. Councillors were asked to take ownership of individual topics and provide more information e.g. allotments (CW), About Liskeard (RB), Neighbourhood Plan (LS), litter (SP).

LTC tree at the Christmas Tree festival at the Methodist church – Councillors Brooks and Pike volunteered to take charge of decorating.

Councillors were reminded about the times for the Field of Remembrance (6.11.16 at 2pm) and Civic Remembrance service (13.11.16 – meet in the Mayor's parlour at 10.15 am).

Mayor's Christmas Concert (18.12.16 at 6pm) – it was hoped the church would be full, and Councillors were asked to share details via social media etc.

## **260/16 LISKEARD COMMUNITY MAGAZINE – About Liskeard**

A mock-up of pages for the first edition is due next Monday.

It is expected to be self-financing and self-sustaining within a year. A project manager/editor (paid role) will be required from the second issue, while Jenny Lightly will continue to be involved in a mentoring capacity, reducing until issue four.

It was noted that, going forward, the cost of the 8 LTC pages should be less than the cost of producing our own publication. Liskeard Community School and RIO have also committed money. The first edition will carry a maximum of 10 paid advertising pages, to be grown while retaining a balance. Further details budgetary information will be available in the near future following meetings due, and will be circulated once received.

#### **261/16 COMMITTEE WORK PLAN AND BUDGET SETTING**

The revised work plan was discussed and further amendments suggested, which are incorporated in the attached document and will be reviewed at the next meeting. Priorities will be discussed at the next meeting.

Following discussion, it was agreed that separate agenda items of Brown/Heritage Signs and Signage (to include discussion on; a possible new sign at the Island Shop junction on the A38, relocating the Trago Mills sign and the town map signs), would be timetabled for the next meeting.

The proposed 2017/18 budget was reviewed, with an increase suggested for newsletter to £4,000, and creation of a new line for Advertising with £2,000.

#### **262/16 POLICIES**

Councillor Pike proposed, Councillor Purdon seconded and the Committee **RESOLVED TO RECOMMEND** to council that a new Town Council Twitter account is trialled for six months.

The Chair proposed, Councillor Pike seconded and the Committee **RESOLVED** to adopt the use of Hootsuite, subject to a maximum annual payment of £100, for administering social media accounts.

The Chair proposed, Councillor Pike seconded and the Committee **RESOLVED TO RECOMMEND** to council that the revised Social Media Policy is adopted, subject to inclusion of a Twitter trial under Section B, point 2.

Councillor L Shrubsole proposed, Councillor Pike seconded and the Committee **RESOLVED TO RECOMMEND** to council that the Communications Strategy, subject to amending its name to Communications Policy is adopted.

#### **263/16 THE MAYOR'S ENGINEERING PROJECT**

The report had been circulated and its contents noted, along with further progress being made all the time. The Committee thanked the Mayor for driving this forward.

#### **264/16 CORRESPONDANCE**

None.

**265/16      DATE OF NEXT MEETING**

The next meeting of the Communications and Engagement Committee would be on Tuesday 3 January 2017 at 7.00 pm.

