

LISKEARD TOWN COUNCIL

AT A MEETING of the **COMMUNICATION AND ENGAGEMENT COMMITTEE** held in the Mayor's Parlour at 7.00 pm on Tuesday 7 March 2017 there were present:

The Deputy Mayor – Councillor Christina Whitty-Ex-Officio

Councillor Rachel Brooks – in the chair

Councillors: Tyler Bennetts, Roger Holmes, Sue Pike and Lorna Shrubsole.

Also in Attendance: Councillor Sally Hawken

Support Services Manager: Yvette Hayward

Museum Management Team: Gordon Stokes

Members of the Public: None

The Chair advised of housekeeping matters.

464/16 APOLOGIES

The Mayor Councillor Jane Pascoe, Councillors Martin Menear, Annie Purdon, James Shrubsole and Hella Tovar.

465/16 DECLARATIONS OF INTEREST REGISTERABLE OR NON-REGISTERABLE

None.

466/16 MINUTES OF THE MEETING HELD ON TUESDAY 3 JANUARY 2017

The Chair Councillor Brooks proposed, Councillor Bennetts seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 3 January 2017 were adopted as correct.

467/16 SUPPORT SERVICES MANAGER'S REPORT - TO RECEIVE AN UPDATE ON PROGRESS OF RESOLUTIONS FROM THE LAST MEETING OF THE COMMUNICATIONS AND ENGAGEMENT COMMITTEE ON 3 JANUARY 2017

Nothing additional to the written report.

468/16 PUBLIC PARTICIPATION

None.

469/16 BUDGET UPDATE - To receive the updated budget report to 28 February 2017

Figures only available to 31 January 2017, which were noted.

470/16 MUSEUM REPORT

a. To receive the report from the Museum Management Committee

The Committee thanked the museum volunteers for all their hard work and congratulated them on the success of the opening event. Gordon advised that all feedback had been positive, and visitor numbers were up by 50 on the previous year for the first two weeks. They have been asked by the Cornwall Museums Partnership do give talks on how they achieved this.

The report stated the museum were considering putting up a banner in Barras Street, however this is not possible as it contravenes the Town Council policy on banners recently agreed at the Town Council meeting on 28 February 2017.

A discussion took place about the museum logo, which it had been agreed at a meeting of the old Museum Management Committee on 8 February 2016, should be reviewed after a year. Councillors would like it to relate to Liskeard's heritage, as in the museum's mission statement. A full review should now take place, and if funds were needed for the cost, the Museum should come back to this Committee.

b. To decide on a proposal on the sale of Cornish ice cream at the museum, to enhance its image as a tourist destination.

This was a joint project from the Museum and TIC, with the costs proposed to be paid from the TIC budget.

Gordon stated that they were now getting more families visit the museum, and wanted to enhance the feeling that this is a family friendly experience. There was a good profit margin as the unit price was 67p per tub.

Feedback was available from Bodmin who sold this ice cream last year. They had experienced some problems with their freezer, and initially having ordered a tray of each flavour which they were selling for £1.75 per tub, have now reduced those remaining to £1 to clear them.

A new ice cream shop is opening opposite the Museum selling ice cream rolls, and while this is a different type of product, it may be a poor time to introduce this.

Concerns were expressed about hygiene and training requirements, and full cost recovery analysis was required. As the next meeting of this committee is not until 1 June, this matter should be reported to the next Finance and General Purposes, or Council meeting once these three concerns have been

fully investigated.

471/16 TIC REPORT

a. To receive the TIC report

Noted. The Committee strongly welcomed the proposed training.

b. To agree to the printing of additional 'Mines, Moors and Minerals' leaflets

It was noted that the bus numbers and contact details were no longer current, and enquiries should be made to establish the cost of updating these.

The Chair Councillor Brooks proposed, Councillor Pike seconded and the Committee **RESOLVED** to agree to the printing of a further 5,000 copies, subject to a maximum design cost of £200 and a maximum print cost of £600, which should be approved by the Chair and Town Clerk.

c. To agree to a one day closure on 29.3.17 for stock taking

Agreed – this is usual practice.

472/16 ELECTIONS – 4 MAY 2017 – To consider how to further encourage members of the public to stand for election to the Town Council.

The Open Evening held on 31 January 2017 was a success.

The Mayor should be asked to write a letter to the paper encouraging people to stand, and offering the opportunity to meet informally with existing Councillors or the Town Clerk to talk about the role.

Councillor Hawken left the meeting at 8.15pm.

473/16 EVENTS – To receive the list of forthcoming Town Council events and agree any further action needed to prepare for these.

a. Liskeard Community Fair – 25 March 2017

Arrangements were finalised. The Town Council will be selling the refreshments this year to raise additional funds for the Mayor's charity, and donations of cakes and help on the day were requested.

b. Annual Town Meeting

A date between 18 and 28 April would be favourable after schools return from the Easter break. Recipients of grants should be invited to give presentations of their projects, particularly the school and youth groups, which would encourage young people and their families to attend. The Mayor would also like to invite youth groups to nominate themselves for monies from her charity – this could also be done at this meeting, with cheque presentations made at Mayor Choosing.

c. Civic Parade and Service – 11 June 2017 – all to attend

d. Heritage week 7-10 September 2017

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172/16

This item will be taken forward to the Heritage Projects meeting on 13 March at 7pm in the Mayor's Parlour. All Councillors are welcome to attend. It will also comprise other interested organisations.

e. Remembrance Day Parade – 12 November 2017

Following discussion Councillor Brooks proposed, Councillor Pike seconded and the Committee **RESOLVED** that the Town Council takes on making the application for the road closure notice for the annual Remembrance Day parade, subject to not taking on any other additional roles for which the Town Council are neither insured nor staffed.

474/16 LISKEARD COMMUNITY JOURNALISM PROJECT

a. To note the award of a £10,000 grant from awards For All

Noted – this must be spent within 12 months of the date of receipt.

b. To discuss how to progress the project

The initial aim of delivering Town Council information in a combined publication with other community groups was still valid. It may be necessary to initially compromise on the quality and frequency of the publication, or to consider linking up with other media projects.

Councillors Brooks and Pike will take this feedback to the project group.

Councillor Holmes left the meeting at 8.45pm

475/16 COMMITTEE WORK PLAN – to note the results of the priorities review

Noted – these will now be reviewed by the new Council in May.

476/16 TOWN SIGNS - To agree the replacement/refurbishment of two town signs, and the addition of a World Heritage Site banner to the third

Additional information has now suggested the refurbishment of the existing signs may not be cost effective and further investigation is needed.

Councillor Brooks proposed, Councillor L Shrubsole seconded and the Committee **RESOLVED** that a 'Gateway to the World Heritage Site' sign should be added to the town sign on New Road subject to a cost of £200.

477/16 A38 SIGNS – To agree to pursue a brown sign on the A38 for 'Liskeard – historic market town' together with symbols for a museum, historic building and TIC

An application must be submitted before Highways will assess the site(s) and advise on costs.

Councillor Brooks proposed, Councillor Bennetts seconded and the Committee **RESOLVED** to **RECOMMEND** that an application be submitted for brown signs on the A38, via Nigel Blackler at Cornwall Council.

478/16 NEIGHBOURHOOD PLAN PROJECTS – To note the projects contained in the Neighbourhood Plan and commence initial discussions about which the Town Council may take forward

The list was noted. The heritage project ideas will be taken forward to the Heritage meeting on 13 March, with the full list to be reviewed by the new Council in May.

479/16 TOWN CRIER – To agree a list of pick-up points and arrange delivery to them

The list was circulated and deliveries arranged.

480/16 THE MAYOR'S UPDATE

Engineering Project - The Green Power Formula Kart Kit has now arrived, in addition to the CD printer. A presentation will take place on 8 March with businesses who have contributed and who are offering training and apprenticeships. The Mayor hoped the new Town Council would agree to continue to work closely with the school to help connect students to employment and practical work place experiences.

481/16 CORRESPONDANCE

None.

482/16 DATE OF NEXT MEETING

The next meeting of the Communications and Engagement Committee will be on Thursday 1 June 2017 at 7.00 pm.

