

4. SUPPORT SERVICES MANAGER'S REPORT - To receive an update about progress of resolutions from the last meeting of the Communications and Engagement Committee on 6 September 2016.

Subject	Update
Museum Cabinet	Disposal and replacement will take place during the museum closure.
TIC ticket sales commission	New rates now being charged

7. MUSEUM REPORT – To receive the Museum Management report.

Background – There is a bookcase in the research room, which is broken, no longer fit for purpose, and covering a heat sensor. Two new bookcases are proposed, one full height and one half height, to accommodate the existing books and allow for growth.

The committee's views are required on what method of disposal should be adopted for the existing broken bookcase.

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

Background – The Committee had previously agreed to promote this via an Open Event, which has been booked for 31 January 2017 in the Long Room from 7 – 9pm, and its format and promotion should be considered.

10. EVENTS - To receive the list of forthcoming Town Council events and agree any further action needed to prepare for these.

- a. BHF Swimathon – 12 November 2016 Lux Park 5.15pm
- b. Liskeard Radio Broadcasts – ideas for the Mayor's regular broadcasts
- c. Christmas Concert – 14 December 2016 – Methodist Chapel 6pm start (to be broadcast on Liskeard Radio) *Christmas Tree Festival takes place from 26 Nov – 24 Dec (tree to be decorated 23-25 Nov and removed 3 Jan)
- d. Man Engine day 2017 – to note Celebrate grant application made for £10,000 (response due by 19/12/16)

11. LISKEARD COMMUNITY MAGAZINE 'ABOUT LISKEARD' - To receive an update on progress

Background – Preparation for the first issue of the magazine is now well underway. LTC will have 8 dedicated pages, and each committee chair has been asked to

contribute an article setting out their key aims, achievements over the past year and current plans. There will be 10 fully paid pages including Liskeard Community School and advertising. In addition, there will be content including, heritage, nature, food, arts, music and a photo gallery, however any covert selling will be directed swiftly to the advertising pages and turned into content marketing wherever possible.

Distribution will take place from 24 - 27 November, with a total of 6000 copies (4000 through doors and 2000 from pick-up points including surrounding villages).

Discussion will need to take place regarding the future funding of this publication, where the intention is for a CIC to be set up to manage this in 2017.

12. COMMITTEE WORK PLAN AND BUDGET SETTING –

a. To discuss and agree an updated work plan

b. To discuss the proposed budget for 2017-18

Background – The Committee has previously reviewed the work plan and agreed some amendments which have been added. In addition, the document has been updated to reflect progress against aims and objectives, and sections identified for removal as these responsibilities have been transferred to the Facilities committee.

Further discussion and agreement is also needed on the future of the Your Liskeard website, and whether mapping social support within the town is still a priority.

Budget Setting – Priorities from the work plan will need to inform the budget setting, for example should new provisions be made for items such as heritage projects (working up grant applications), or the purchase of a second smaller gazebo.

13. POLICIES – To discuss and agree whether to recommend the following policies to full council:

- a. Updated Social Media Policy - This was adopted by the Town Council on 20 October 2015, with agreement that it should be reviewed by the Communications and Engagements Committee after one year.

A discussion will need to take place, and a decision made on whether to proceed with the setup of a Town Council Twitter page. A selection of recent Facebook posts are provided to demonstrate the use of our existing social media, and inform the discussion. To facilitate this it may also be necessary to consider the use of Hootsuite to reduce the workload involved in administering multiple social media accounts, at a cost of £95.88 per annum.

- b. Communications Strategy - Recommendation 27 of the consultant's review report recommended the adoption of a Communications Strategy, for which he provided a template – this has been used to form this policy.