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Launceston Town Council
The Town Hall
Launceston
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**Minutes of The Tourism and Information Services Committee held on
Tuesday 4th July 2017 at 10.00 a.m. at the Town Hall**

- Present:** Cllrs: Gordon (Deputy Mayor), Mitchell, Nancarrow, Penhale, Young (Mayor)
S Hirsh (TAVATA), I Jordi-Slater (Chamber of Commerce)
In attendance: Alison Jeffery (TIC Manager)
- 1707/01 Election of Chair**
Cllr Gordon proposed Cllr Young. Cllr Young declined due to mayoral commitments.
Cllr Penhale proposed Cllr Bugden-Cawsey
Cllr Mitchell seconded Cllr Penhale
It was agreed Cllr Bugden-Cawsey is elected Chair in her absence
- 1707/02 Election of Deputy Chair**
Cllr Young proposed Cllr Nancarrow
Cllr Gordon seconded Cllr Young
It was agreed Cllr Nancarrow is elected Deputy Chair
- 1707/03** Cllr Nancarrow chaired the meeting
- 1707/04 Apologies for absence**
Received from Cllr Bugden-Cawsey, John Marshall (TAVATA), D Richards (English Heritage)
- 1707/05 Public Representation Session**
Cllr Williams was present at the meeting and explained that she sits on the planning committee and that she is very interested in the infrastructure of the town, its open spaces and looking at opportunities to extend the open spaces available for public use within the town area. General discussion centered on the town's public parks, the Parade Ground and footpaths in the area. The Tourism and Information Services committee would like to be kept informed of developments and work with the planning committee if suitable projects are identified.
- 1707/06 No Declarations of Interest were received**
- 1707/07 Minutes of the last meeting**
The minutes of the meeting held on 2nd May 2017 were signed as a correct record.
- 1707/08 Manager's Report – previously circulated**
The report was discussed; footfall and sales continue to increase. The TIC was a ticket agent for Charles Causley Festival events and is increasingly being used as a ticket sales point for one-off local events
The TIC is proposing to commission a promotional aerial film of the town and area.
Markets continue to be well supported although the June market had to be cancelled due to poor weather conditions.
The Kodak photo printer is proving to be very well used; customer feedback reports that customers are very pleased the service has been retained within the town.
- 1707/09 Financial Report**
Helen Gribble, Responsible Financial Officer, joined the meeting to provide the committee with an updated financial report for the TIC.

It was reported that overall TIC sales are increasing, particularly ticket sales. A new income stream was identified and introduced to tourism related businesses, encouraging the businesses to support the TIC. S Hirsh (TAVATA), enquired about the nature of the identified income stream. The TIC has made a profit, after production and printing costs have been met, of the new town guide. H Gribble asked the committee if they had any preference for the format of future financial reports. The committee agreed that income and expenditure comparison style budget reports would be welcome.

1707/10

Coach Park Signage

H Gribble (Responsible Financial Officer), updated the committee on coach park signage stating that D James (Properties Manager) was unable to attend the meeting but he had received 2 quotes for signage design.

The designs were circulated and it was agreed a raised Launceston crest should be placed on the coach park wall. The walls have recently been repainted.

Information boards will be placed in the coach parking area. Discussion centered on the information the boards should contain.

Cllr Young suggested a small working party undertake this project.

It was agreed Cllrs Bugden-Cawsey, Nancarrow and A Jeffery (TIC Manager) work together on the content and design of the boards.

I Jordi-Slater (Chamber of Commerce) asked if the shopping areas could be included on the information boards.

It was agreed to approach LEADER for advice on grant application for funding.

1707/11

Tourism Funding & Grants

It was agreed to seek other projects to include in a LEADER funding application from the TIC to ensure the utmost benefit to the town and local tourism was gained from potential funding streams.

Ideas are being researched for viability and suitability.

1707/12

Launceston Market in the Square

The October market will be held in Westgate Street, Launceston Carnival organizers will be using the square area on Saturday 14th October.

The TIC manager will contact Launceston British Legion regarding their requirements for use of the town square during the market on Saturday 11th November

1707/13

Any Other Business

Cllr Nancarrow has received information from the Chair of the Charles Causley Festival Committee that states the TIC and Launceston Town Council have responsibility for the provision and erection of festival bunting. This matter was referred to the Finance and General Purposes Committee for clarification.

I Jordi-Slater (Chamber of Commerce) provided a list of events Launceston Chamber of Commerce is putting on during 2017.

- Family Funday in the Square – Saturday 19th August
- Medieval event – 27th October
- Town Square event – 28th October
- Christmas Tree placed in town square – 17th November
- Christmas Light Switch-On – 19th November
- Late Night Shopping – 8th December
- Carols around the Tree – 14th December

The next meeting is scheduled for 5th September 2017 at 10.00am.

The meeting finished at 11.15am.

Signed.....

Date.....