

# Liskeard Town Forum

## Dalva An Dre Lyskerrys

Meeting Notes March 2023

Items that were discussed at our public meeting

Location: Liskeard Public Hall (EMILY HOBHOUSE ROOM), 3-5 West Street

Date: Wednesday 22 March 2023 at 7.30

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### 1. **Welcome**

As the current chair has had to step down, David Ambler (Vice Chair) led the meeting.

### 2. **Declarations of Interest**

There were no declarations of interest.

### 3. **Adoption of Previous Minutes**

Minutes of the last meeting were agreed and PASSED.

### 4. **Youth Activities – Does Liskeard Need More?**

Following a previous comment from a Liskeard resident that there was not enough support for the youth of the town, the chair asked for members views on youth activities around the town.

Suggestions included taking advantage of one of the empty properties in the town and converting it into a cinema, liaising with Lux Park leisure center to promote sports events and promoting the cafe for social gatherings.

Lin Moore (Traders Association) put forward three options for consideration. A cinema would provide a safe environment for children, a bowling alley could be set up in one of the redundant shops, a nonalcoholic bar (Strictly Teens) for 12 - 17 year olds for youngsters to meet up.

**The chair agreed to raise the suggestions with the Town Council for their comments and contribution.**

**The chair has also written to the Liskerrett Community Centre to find out what activities they provide. The email will be shared with the next forum meeting.**

## 5. Liskeard – How do we make the town stand out?

As a result of the enthusiasm to raise the town profile and market the existing businesses the recently formed working group had held their first meeting on 27th February.

## Liskeard Town Forum Town Centre Social Media Working Group

27<sup>th</sup> February 2023, Liskeard Public Hall Building Attendees

*Mr and Mrs Lindalls – recently moved into Liskeard, and currently attend markets. They are considering a shop based business.*

*Alex – Liskeard shop owner.*

*C.whitty, Liskeard Town Councillor.*

*Lynn Moore, Town Traders.*

*David Ambler, Chair of Liskeard Town Forum and Liskeard Town Councillor.*

*Annie, resident to Liskeard, originally from Totnes.*

*Jordon, studying social media marketing - looking to offer skills as a volunteer to help shops boost themselves.*

*Matt owner of a shop in Liskeard.*

### *Declarations of Interest*

*David Ambler declared an interest to running a computer company – he would like to see a new chair for the working group appointed at the next meeting.*

### *Meeting Objectives*

*To consider how to increase the use of social media to attract footfall, and new business, to Liskeard Town Centre.*

### *Overview*

*The working group is tasked with investigating how/whether Liskeard can be represented more effectively on social media, perhaps by using additional channels and new techniques like videos.*

*The group is also to investigate how/whether social media can be used to attract increased footfall and business to Liskeard.*

*The working group will aim to deliver a social media strategy for the town, and where possible identify funding to support this work.*

*Cllr Ambler explained that it is important that this working group does not duplicate the work of other town groups such as the Liskeard Town Council, Traders Association and Chambers of Commerce. To this end, he had emailed all of the relevant groups to notify them of the forum s working group. The email was to check that there is no duplication, and to suggest joint working by inviting them to join/merge the forum s working group.*

### *Summary and Action Points from the Meeting*

*Below is a summary of key actions and notable points made at the meeting.*

#### *Training and Shop Development*

*The working group identified the need for training to support those looking at, or already running a physical shop on the high-street. This training maybe particularly relevant to youngsters considering the retail sector.*

*Action: Cllr Ambler to raise training opportunities with LTC, Chambers and Traders with the aim of identifying, (and re-establishing) links with relevant groups to offer training and advice for new/existing shop keepers. Cllr Ambler raised this at LTC on the evening of 28<sup>th</sup> February and will follow up on this point. Cllr Ambler also emailed the acting chair, (Cllr Smith) of the Liskeard Chambers.*

*The group also discussed the need, and availability, of training resources on how best to use social media to promote Liskeard based businesses. Action: Cllr Ambler will investigate how social media training could be delivered across the town?*

#### *Selling the Town.*

*A discussion took place about how best to sell the town. It was pointed out that the town had a number of key assets such as a railway station, and good historical architecture.*

*Cllr Ambler mentioned that there had been previous discussions over a unique selling point for Liskeard, but it had been difficult to identify/develop one. Liskeard is not blessed with features like a beach, steam railway or Camel trail. This doesn t mean a USP should not be developed, and ideas will be sought for this, perhaps at the next full forum meeting on the 22<sup>nd</sup> March 2023?*

*Action: The next full forum meeting to discuss what sells Liskeard – the next working group meeting will review the suggestions.*

## *Using New Technologies*

*Matt pointed out the idea of trying to use Liskeard with digital assets, like Bitcoins. Matt referred to proposals in Government about the use of digital currencies and that Liskeard should try to be at the fore of these developments.*

*Action: Cllr Ambler to investigate for the next meeting the use of digital assets.*

## *Social Media To Sell Liskeard*

*A broad discussion took place about how we all engage with shopping either online or the high- street.*

*There were no real surprises in that there was a generational difference in the way we browse to find products to purchase.*

*For the newer generations, it was suggested a lot of browsing for products was done online, where older generations were happy to browse through shops to find an item.*

*The younger generation though still enjoyed the physical experience of visiting shops, if the item was known to be available.*

*Car-parking charges, fuel costs, and the availability of online items, clearly drove footfall away from the town-centre.*

*If the high-street is to be relevant in ten years time, then promoting the products Liskeard has to offer as an entity will be important?*

*Bricks and Clicks was a good model, where a buyer could browse online a physical shop, and reserve the item to be picked up later on. The buyer could either park outside the shop, or combine their visit with a browse to the rest of the town centre?*

*It was pointed out that some digital promotion for the town was already carried out by LTC, (in particular on the TIC website), but keeping information updated was difficult.*

*It was mentioned how humour was a good way to engage with the users of social media, and perhaps new marketing techniques could be considered using new digital channels.*

*It was noted that applications like Google maps clearly helped identify Liskeard based businesses.*

*It was also noted that it was important that social media created a positive perspective of the town – various techniques could be used to do this.*

*Action: Cllr Ambler to contact LTC to understand what digital promotion was being undertaken, and the ease and difficulties of keeping this updated.*

*Action: Cllr Ambler to investigate the use of SEO to promote products within the town?*

*A:O:B*

*Alex asked for a list of available properties in the town to be made available. Lynn Moore has previously raised the need to know who owns empty shops.*

*Action: Cllr Ambler to raise this. Cllr Ambler raised this at LTC on the 28<sup>th</sup> February and will follow up.*

*It was noted how Liskeard appeared to be missing key products like suits, and clothing. There is a need to attract these businesses to the town centre.*

Daniel Sturrock gave an update on the Work Shed which will provide 17 flexible units and workspace on the site of the old cattle market. He advised that there were 30 campsites within an 8 mile radius of Liskeard, and connecting with the owners of these sites, sharing events and offers available within the town could encourage visitors to the town.

There was a suggestion that Liskeard needed a brand to sell itself and with the current need to tackle recycling, the town could encourage the community to engage in a more positive move towards sustainability.

Alan Hartridge drew attention to the success of Liskeard in Bloom as an example of encouraging visitors to the town.

Alex Nicol suggested the prospect of setting up a shopping mall in vacant shops which would give Liskeard a different shopping experience and could be advertised on social media.

**The chair proposed a £500 budget for the working group to spend on marketing the town. He would ask for support from LTC, SECTA, Chamber of Commerce, and local traders.**

## **6. Updates on Current Projects**

### **Updates on signs and ideas to promote Liskeard town centre**

The sign to promote Liskeard town-centre at the railway station has moved forward with support from LTC, LTF, SECTA and Liskeard Chambers of Commerce.

Agreement at LTC has been made for the supply of the sign, and suitable graphics are now being designed. The aim is to have the sign installed for the summer holiday traffic.

Any budget that remains is being considered to support further promotion of the town, such as a social media campaign.

### **Rubbish**

In response to a concern raised at a previous meeting the chair sent the following e mail to the Minister for Environmental Quality and Resilience.

*Dear Rebecca Pow MP,*

*I am writing to you as the current acting chair of the Liskeard Town Forum, which is a non-political body that represents the views of Liskeard, (Cornwall) residents and promotes town wide regeneration.*

*I am contacting you as I believe in your role as Parliamentary Under Secretary of State (Minister for Environmental Quality and Resilience) your responsibilities will include the management of waste.*

*I am sure if you have gone through the political system, it will come as no surprise that residents at a local level often raise the issue of litter on our streets.*

*Despite all the best efforts of local groups, residents, councillors et cetera, the problem persists and in part this appears to be down to a lack of strong legislation on those who either drop waste, or allow waste to escape into the environment?*

*I am writing to find out if this issue is currently being examined by your government, so I can provide an update to the forum, and if not, can I ask that stronger rules should be considered please? I note for example Singapore, where the rules on litter are very strong, and I also note how their streets appear to have a good reputation for cleanliness.*

*We all understand the impact of litter, and other issues like dog-fouling, on local communities, so it would be great to understand that something is hopefully going to change?*

*I look forward to your reply, and thank you in advance for your time. ,*

*Kind regards,*

*David Ambler.*

**The response is attached as Appendix A at the end of these minutes**

Liskeard Town Council is currently recruiting volunteers to adopt a street, details of which can be found here: <https://www.liskeard.gov.uk/adopt-a-street/>

## Update from Iain Madden Liskeard Police

Iain's email address is:

[iain.madden@devonandcornwall.pnn.police.uk](mailto:iain.madden@devonandcornwall.pnn.police.uk)

We did have concerns of a male following women in town, this male was identified and we have addressed this

*There was also damage caused to a shop window in town as well over the weekend, this is linked to another incident and enquiries are in hand at this time.*

*As before as well a group of youths are causing some problems in and around town*

*A lot of things seem to be added to social media groups and no one bothers to report to police.*

*Could you mention that we need people to report incidents to us and its very easy using the online portal*

*Without reports we can't do anything.*

The Forum has shared a link to D&C police on its Facebook page promoting their contact details.

### 7. **SECTA**

Sue Jewell SECTA delivered her report on the intricacies of Airbnb.

- The first myth to bust is that I don't like airbnb! I do, I'm on it, and it is a useful tool for hospitality businesses. I have also booked using it, though I am probably the worse guest ever!
- Established in 2008 by some college friends, who hit on the idea of putting an airbed in their living room & offering breakfast, hence the name.
- Second homes! As an industry we get much flack about 2<sup>nd</sup> homes, without anyone qualifying what is meant. Is it 'celebrities' who own many houses? Is it those who buy a house, and visit once a blue moon? To my mind, yes. What it isn't is a Furnished Holiday let, run as a business.

- It must be safe if I've booked on airbnb. Far from it! Airbnb is simply a booking platform, like Tripadvisor, Booking.com. There are around 72 pieces of legislation that can apply to a FHL, whether you move to granny's for the summer & let out your house, or you run it full time. Once you rent out for one night, or more, they apply. But surely airbnb check? No, they ask if you have a smoke alarm, you can tick no, and they ask if you store guns on the premises! They do not ask if you have fire risk assessment, thumb locks, food hygiene, liquor license.
- But it's got a hot tub! Don't get me started! The water must be changed each change over & tested twice a day by the owner or their agent, not the guests.
- It's easy money! HMRC are sending out nudge letters to those who earn an income from airbnb and have forgotten to declare it. It may also contravene mortgage conditions, and more importantly insurance. If it is found that you have run your home for commercial purposes, there maybe capital gains to pay.
- I can put my rubbish out with my household bin. Wrong, you must have a waste transfer licence and use trade waste.
- Planning? Not needed, however if you want to revert your FHL to residential you do need it, and our experience and those of our members has been far from positive.
- It is only in honey pot arrears. The parish of Liskeard has over 300 listed. In the town centre alone, there are over 25, e.g Webbs, Goliath Rise, Lake Lane
- SECTA and many other tourism groups have been working on a registration scheme, which will result in an even playing field, and keep visitors safe. It was hoped Cornwall Council would pilot it, but now government have said they may adopt a scheme, they are dragging their heels.

## 8. **Look at Possible Grants the Forum could apply for.**

Liskeard Town Forum was setup to support the regeneration of the town. Working with other partners in the town, we will search current grants for those that might support our aims, or benefit the community, business or local groups.



If members find a grant they feel the forum could support, please raise it at the meetings.

We have listed any relevant grants in the appendix to this agenda, and more can be found on the following websites.

<https://www.cornwallcommunityfoundation.com/grants/police-property-act-fund/>

<https://www.grantsonline.org.uk/> <https://rsnonline.org.uk/rural-funding-digest-february-2023>

## 9. **Financial Update**

A budget line of £500 has been set aside to support the sign project. £250 has also been set aside to support the Promoting Liskeard Working group. An additional £500 has been set aside to run a social media campaign promoting Liskeard up country.

## 10. **Planning Updates**

In the absence of the clerk to the Forum, the acting chairman asked Alan Hartridge (former vice chair and a retired chief planning officer) to mention any recent planning applications that might be of interest to the Forum.

Mr Hartridge referred to 'town cramming' where minimum space standards are applied to maximise developer profit that can result in problems for residents and social problems for the wider community in parts of the town centre.

He mentioned the latest planning application for part demolition of the Silver Band Hall on Barn Street/Station Road (PA23/00219) where a planning permission could result in a 'piecemeal development' and 'over development' of 7 apartments, some lacking in natural daylight and any amenity space whereas permission already existed for a scheme to provide 4 apartments. In response to a suggestion that perhaps the whole building should be knocked down to make it easier for the builders, he commented that the imposing façade of the building was a valuable heritage feature of the street scene in the Conservation Area.

He encouraged Forum members to comment upon the impacts of developments underway or proposed within or on the edges of Liskeard particularly as we had policies in our Neighbourhood Plan that need to be

followed to secure a standard and quality that we have agreed is appropriate.

All planning applications are published on Cornwall Councils planning register portal and are there for us to view, and to submit comments to assist officers and councillors when determining applications.

### Item 11 Foodbank Update

Although contributions from supermarket baskets is falling (due to the rising cost of living) the needs of the community for food banks is increasing. An additional 1,335 people had been helped by the Liskeard/Looe foodbank (2021-22) and there had been an increase in referrals over the past year (65 additional ones) for feeding people in crisis.

### 11. **A.O.B**

No matters arising.

### **Stay Connected**

If you need to speak to any of the management committee, you can contact us here:

Telephone 01579 345407

Email. [info@liskeardforum.org.uk](mailto:info@liskeardforum.org.uk)

Web. [www.liskeardforum.org.uk](http://www.liskeardforum.org.uk)  
[Facebook@Liskeardtowntownforum](https://www.facebook.com/Liskeardtowntownforum)

### Attendance

Acting Chair	David Ambler
Acting Vice Chair	Alan Hartridge
Secretary	Absent
Minutes	Wendy Parry

### Attendees

Lin Moore	Traders Assoc
Tracy Adams	Traders Assoc
Betsy Bragger	Resident

Ferm Lief-Elliott	Local Shop Owner
Daniel Sturrock	Work Shed - Cattle Market
Annette Lee Julian	Resident
P Heardon	Resident
Sue Jewell	SECTA
Di Ware	SECTA
Christina Whitty	Deputy Mayor
C Summerland	Resident
Anthony Langton	Resident
Pip Harris	Resident
Alan Groves	Resident
Alan Hartridge	Vice Chair
David Braithwaite	LTC
Malcolm Mort	Resident
Alex Nicol	Resident
Jo & Marc Boylon	Fat Frog

## APPENDICES

### APPENDIX A



# Department for Environment Food & Rural Affairs

Rebecca Pow MP  
Minister for Environmental Quality and Resilience

2 Marsham Street London  
SW1P 4DF

T: +44 (0) 3459 335577  
E: correspondence.section@defra.gov.uk W:  
gov.uk/defra

<p>David Ambler Acting Chair, Liskeard Town Forum 16 Peppers Park Road Liskeard Cornwall PL14 3TY <a href="mailto:info@liskeardforum.org.uk">info@liskeardforum.org.uk</a></p>		<p>Our ref: PO2023/05009/RL  20 March 2023</p>
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Dear David,

Thank you for your email of 10 March on behalf of the residents of Liskeard, Cornwall about litter on the streets. I am replying as the Minister responsible for this policy area.

Local councils are responsible for keeping their public land clear of litter and refuse. This includes the majority of trunk roads and other more minor roads. For any local litter issues, we recommend contacting the council to make sure it is aware of the problem. It is up to councils to decide how best to meet their statutory duty to keep their relevant land clear of litter and refuse.

If the residents of Liseard have concerns about the actions, decisions or conduct of their council, they should first look to use the council's formal complaints procedure. In addition to potentially achieving swift local redress, this can alert the council to issues that it was unaware of and help to improve local services. I appreciate that the residents may have already done this.

The Government wants to encourage local solutions for local problems. This is particularly relevant in dealing with litter and fly-tipping problems, which require a local approach, tailored to the characteristics of the area and the community in which the problems occur. The role of central Government is to enable and

support this local action by providing a clear legal framework of rights and responsibilities and setting national standards.

We published the Litter Strategy for England in April 2017, setting out our aim to deliver a substantial reduction in litter and littering within a generation. The Litter Strategy brings together communities, businesses, charities and schools to bring about real change by focusing on three key themes: education and awareness; improving enforcement; and better cleaning and access to bins. A copy of the Litter Strategy can be found [here](#).

It is an offence to drop litter, and councils have legal powers to take enforcement action against offenders. Anyone caught littering may be prosecuted in a magistrates' court, which can lead to a criminal record and a fine of up to £2,500 on conviction. Instead of prosecuting, councils may decide to issue a fixed penalty (on-the-spot-fine) of between £65 and £150. If a council has not set a local fixed penalty level, it must charge the default penalty, which is £100.

Enforcement action should only be taken when it is in the public interest to do so. Enforcement action should always be proportionate and penalties should not be issued for trivial offences of accidental littering.



We have published improved guidance to councils and others on the use of their fixed penalty powers for littering and related offences. You can see our guidance to enforcement officers on [GOV.UK](#).

New powers under the Environment Act 2021 will allow us to make sure that enforcement powers are used with a high degree of professionalism, whether by council staff or private contractors, and to place our improved enforcement guidance on a firm statutory footing, giving those to which it applies a clear and explicit duty to have regard to it when exercising their enforcement functions.

We have given district councils in England (outside London) powers to hold the keeper of a vehicle responsible for littering offences committed from it. Councils can issue the keeper with a civil penalty of between £65 and £150 (default £100), which is set at the same level as the fixed penalty for littering in the area.

Councils can already take action based on camera footage as long as they are satisfied that, on the balance of probabilities, litter was thrown from that vehicle. It is for councils to decide whether they have sufficient evidence to take enforcement action in any given case.

The standards that bodies such as councils and National Highways are expected to achieve in meeting these statutory duties are set out in the statutory Code of Practice on Litter and Refuse. You can view the Code on [GOV.UK](#).

If you believe that a body with statutory responsibility for keeping land or highways clear of litter and refuse has not complied with that duty, you may bring proceedings against that body in the magistrates' court under s91 of the Environmental Protection Act 1990. Complainants must give the relevant body five days' notice before bringing any such proceedings, and they are advised to seek their own independent legal advice before taking any such action. Defra cannot offer legal advice, nor intervene in individual cases.

We publish annual reports on progress with delivery of the Litter Strategy. Annual reports can be found on [GOV.UK](#).

Thank you once again for taking the time to contact me about this important issue.

**REBECCA POW MP**

*[Handwritten signature]*





Email to Liskerrett Community Centre To Enquire About Their Youth Activities.