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Launceston Town Council
The Town Hall
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Extra-Ordinary Minutes of The Tourism and Information Services Committee held on Tuesday 7th February 2017 at 10.00 a.m. at the Town Hall

Present: Cllrs: Bugden-Cawsey, Conway, Gordon, Nancarrow and Young (Chairman)
In attendance: Christopher Drake (Town Clerk), Alison Jeffery (TIC Manager)

1702/08 Apologies for absence were received from Cllrs Hogan and Sandercock, John Marshall (TAVATA), Sue Issleib (Launceston Chamber of Commerce), Diane Richards (English Heritage)

1702/09 Public Representation Session
No members of the public were present at the meeting.

1702/10 No Declarations of Interest were received

1702/11 TAVATA and Chamber of Commerce representatives
Simon Hirsch, TAVATA vice chair and Anna Mitchell, Launceston Chamber of Commerce were welcomed to the meeting

1702/12 Radio Advertising
Kate Stark, Launceston Council, joined the meeting. Following a recent meeting with Pirate FM, new advertising offers were available on a range of tariffs for 2017.

Public feedback for the pre-Christmas radio campaign was relayed to the committee. 2017 advertising tariffs were discussed.
Helen Gribble, RFO, joined the meeting to provide multi-storey car parking stats corresponding to 2016 advertising weeks. There was little increase in the number of tickets issued and income compared to the same period in 2015. Helen Gribble left the meeting

It was AGREED the committee require in depth PFM listener statistics relating to the Launceston advertising before further discussion takes place
It was AGREED to compare radio advertising costs provided by another radio station. Kate will undertake this and left the meeting.

1702/13 Tourism Forum
Simon Hirsch introduced himself and gave a brief outline of his interests and his role at TAVATA

He outlined the need for a tourism forum for all tourism related businesses in the Launceston area and said he believed it should be a joint venture between himself and Launceston TIC, with Launceston Chamber of Commerce represented at the forum

It was agreed to hold an inaugural meeting at Launceston Guild Hall 14th March at 11.00am

TIC member businesses would be invited to join the forum

1702/14

Coach Park Signage

David James, Launceston Town Council Properties Manager, joined the meeting and coach park signage designs were circulated

David explained the merits of each design and provided details about the costs of the various installations

Simon Hirsch stated the signage may qualify for external funding; the cost of providing information boards in the coach park may be able to be met following application to external funding sources. It was AGREED to look at external funding sources. Simon will provide Margaret Young with further information.

David James, Simon Hirsch and Anna Mitchell left the meeting

1702/15

Town Guide

Following discussion around the format of the guide and its target audience a sample draft format was presented to the committee. The cost of printing the guide was discussed and it was AGREED a local print and design company will produce the guide. A further draft was requested for the next meeting.

The next meeting is scheduled for 7th March 2017 at 10.00am.

The meeting finished at 12.15

Signed.....

Date.....