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Launceston Town Council  
The Town Hall  
Launceston  
Cornwall PL157AR

**Minutes of the Tourism and Information Services Committee  
held on Tuesday 1 November 2016 at 10.00am  
At Launceston Town Hall**

- Present:** Cllrs Bugden-Cawsey, Gordon, Nancarrow, Sandercock, Young (Deputy Mayor)  
Sue Issleib (Launceston Chamber of Commerce). Diana Richardson (English Heritage)  
In attendance: Alison Jeffery (TIC Manager)
- 1611/01 Apologies for absence**  
Cllrs Hogan and Conway  
J Marshall (TAVATA)
- 1611/02 Declarations of Interest**  
No Declarations of Interest were received
- 1611/03 Public Representations**  
Received from J Edwards representing Lawrence House Museum and A Mitchell representing Launceston Matters
- 1611/04 Minutes of the last meeting**  
The minutes of the meeting held on Tuesday 13 September 2016 were signed as a correct record.
- 1611/05 Financial Report**  
The Financial Report was circulated at the meeting,  
The committee **agreed** the TIC budget to end of September 2016 was satisfactory.
- 1611/06 TIC Manager's Report**  
A copy of the report was circulated with the agenda.  
It was noted that the Kodak photo printer and copier have been installed at the TIC. Customer feedback has been very positive. The TIC and Launceston Town Council thank Tony and Sonia Hillman for their continuing support and assistance to TIC staff. The TIC manager reported the October market had been successful following the change of location to Westgate Street for Launceston Carnival day. Pirate FM radio advertising in the run up to Christmas has started and will include information about town events taking place during the next few weeks.
- 1611/07 Pirate FM Radio Advertising Update**  
It was noted that the radio advertising campaign with Pirate FM commenced on October 24<sup>th</sup> and will provide four adverts comprising of a generic invitation to visit Launceston, another advertising the Christmas Light Switch On and shoulder events, one detailing Late Night Shopping and other events, the last advert in the series mentions the Christmas Market in the Square, Santa Run and events at the town hall. Feedback on the impact radio advertising has made will be assessed in the New Year. Launceston Town Council thanked Launceston Chamber of Commerce for their valued contribution of £1,000 towards radio advertising costs.

- 1611/08 Markets in the Square**  
 It was **agreed** that the Market in the Square would not take place during January and February 2017 resuming on the second Saturday of each month from March to December of 2017. Seasonal entertainment for the December market is being arranged.
- 1611/09 Market Gazebo Maintenance**  
 It was noted that the interim period between the last market of 2016 and the next one in March 2017, will be used to clean and repair gazebos where necessary.
- 1611/10 Town Guide**  
 Following discussion Cllr Budgen-Cawsey proposed a town guide should be printed in 2017 with consideration given to design and content. Cllr Young seconded the proposal and it was **unanimously agreed** to source skilled local designers and printers to assist with the publication of an updated edition of the guide.
- 1611/11 Coach Park**  
 Following the refurbishment of the coach park walls, discussion took place to determine ways of decorating the walls to provide a pleasant welcome to visitors arriving in the town by coach. After discussion Cllr Gordon proposed 'Welcome to Launceston' signage in English and Cornish language should be erected. New signage should provide a brief town history together with a map directing visitors to relevant points in the town such as the TIC. Cllr Young seconded the proposal and it was **unanimously agreed** to investigate suitable signage and liaise with the Properties & Estates Manager and Committee
- 1611/12 Meeting Dates**  
 It was **agreed** to alter the date of the next meeting in January 2017 and to revise subsequent TIC committee meeting dates for the remainder of next year.
- 1611/13 Items to note and any urgent matters**  
 There were no items to note and no urgent matters to consider  
 The next meeting is scheduled for Tuesday 10 January 2017 at 10.00am.
- The meeting finished at 11.45 am

Signed.....

Date.....