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Launceston Town Council  
The Town Hall  
Launceston  
Cornwall PL157AR

**Minutes of The Tourism and TIC Management Committee held on Monday 15 October 2012 at 10am in the Otho Peter Room, Launceston Town Hall.**

**Present:** Cllrs Mrs Young (Chairman), O'Brien, Tremain (from 1210/31). John Marshall (TAVATA), Rita Skinner (Town Clerk), Alison Jeffery (TIC Manager), Carrie Atkinson (EH Launceston Castle).

**1210/26 Apologies for absence**  
Cllr Gordon and Alan Guest (Chamber) sent apologies

**1210/27 Minutes of the last meeting**  
The minutes of the meeting held on 24 September 2012 were signed as a correct record.

**1210/28 Financial Report for Tourist Information Centre September 2012**  
The report for September was circulated with the agenda and is appended to these minutes.

**1210/29 Management Update from TIC Manager**  
The Manager said that visitor numbers to date for October were up on September. Sarah Hiscock was settling in well and the additional hours allocated to the TIC meant that more could be achieved. She was working on the TIC social media communications. The rights to the town trails were owned by the National Trust. The Manager would arrange for these to be passed to the Town Council and for a reprint of the short trail. Naxos now required a minimum order of £60 to waive the £5 p and p charge. If customers were not prepared to pay they would have to wait for sufficient other orders to be made.

**1210/30 DMS**  
No bookings for Launceston accommodation from other TICs were recorded on the system. Launceston TIC had made a small number of bookings for other towns. It was **agreed** that more people needed to know about the town. Awareness was low, many visitors had been unaware of its attractions. It was **agreed** that the budget for 2013/2014 should include design and print of an A4 Launceston leaflet, and professional distribution.

It was **agreed** that efforts would be made to place TIC signs on private land near slip roads off the A30. The Chairman and Cllr O'Brien would speak to the President of the Rugby Club. The wall of the Newport toilet block could also be used to inform drivers coming from Devon on the A388.

**1210/31 Relocation of Tourist Information Centre**  
The survey on 12 Church Street had raised a number of issues, it was unlikely that the Council would wish to proceed. Other premises to rent had been identified. Once the TIC had moved accommodation providers would be invited to the TIC to see how it could help them.

The TIC Manager would arrange to introduce herself and John Marshall to the new manager of the White Hart Hotel. She would also contact David Marshall for advice on business operation.

It was **agreed** that Penny McMillan, who had undertaken the interior design for the Town Hall, should be asked to provide advice on the layout of the TIC to maximise sales opportunities, and encourage customers to browse the whole range of TIC services. Fees would be £35 per hour, 5 or 6 hours work was anticipated.

It was **agreed** that Cllr Mrs Young, Alison Jeffery and Sarah Hiscock would meet to discuss ideas for the new TIC in advance of meeting Ms McMillan. Local crafts would be sold in the run-up to Christmas.

Two quotes for electrical work had been received. It was **agreed** that this should wait until the layout of the TIC was determined.

**1210/32**

**TIC sign at Tesco's**

The Town Mayor reported that the interior sign was up and was very eye catching. The exterior sign would be erected shortly. The TIC Manager would explore the possibility of making post cards from the photographs used for the sign. Cllr Mrs Young would see if a sign could be placed at the Co-op store in Newport, and one would be incorporated in the new Morrisons store.

**1210/33**

**Chamber of Commerce Support**

Once again no information had been supplied by the Chairman. It was **agreed** that the Town Clerk should write.

**1210/34**

**Urgent Items**

The Castle would be open until the end of October and then from Easter 2013. About 23-25,000 visitors came each year. Most overseas visitors knew about Launceston before arriving, unlike domestic visitors. The Castle would join the Love Launceston campaign. Ms Atkinson would bring shop turnover figures to the next meeting. Travel Trade information produced by EH would be improved for 2013. There would be a TAVATA Day at the Castle in September 2013, with a cream tea at the Town Hall.

The Town Mayor said that he had been interviewed for The Cornwall Channel, available on Sky and Freesat (401) on Mondays at 9pm. The Mayor complained about the state of the pedestrian area of Northgate Street, all the cobbled areas were covered in weeds and no-one took responsibility. All present deprecated the state of the footpath, and it was unanimously **agreed** to propose that the Town Council took on responsibility for this area for the greater good of the town. It was **agreed** that Castle Dyke should be cared for too.

Mr Marshall said he had discussed the new tourism course with the Director. He hoped that Launceston College would be involved. Malcolm Bell (Visit Cornwall) had given some funding for a new SE Cornwall tourist map, which included Launceston. A German press visit was arranged for Friday 19 October, Mr Marshall hoped to include Launceston.

**Date of Next Meeting**

Monday 12 November, 10am Launceston Town Hall – Guildhall

Signed.....

Date.....