REDRUTH TOWN COUNCIL **CONSEL AN DRE RESRUDH**

Redruth Civic Centre, Alma Place, Redruth, Cornwall TR15 2AT
Tel No: 01209-210038 e-mail: admin@redruth-tc.gov.uk

Town Mayor: Cllr M J Brown **Town Clerk: P B Bennett**

Our Reference:
RTC/400/2/Mtg
Date:
30th November 2022

See Distribution

Dear Councillor

Meeting of the Engagement Committee – 5th December 2022

You are summoned to attend a Meeting of the Redruth Town Council Engagement Committee which will be held in the Langman Room, Redruth Civic Centre, Alma Place, on Monday 5th December 2022, commencing at 7:00 p.m.

The Agenda and associated documentation is attached for your information.

Yours sincerely

Peter Bennett
Town Clerk

Enclosures:

Agenda and associated documentation.

Distribution:

Action:

Cllr S Barnes
Cllr H Biscoe
Cllr Mrs A Biscoe
Cllr P Broad
Cllr M Brown
Cllr L Collins
Cllr B Craze
Cllr C Garrick
Cllr Ms D Reeve
Cllr I Thomas
Cllr M McEvoy

Information:

All other Town Councillors
Cornwall Council Members
Redruth & District Chamber of Commerce
Press & Public

Redruth Town Council

Engagement Committee Meeting – 5th December 2022

AGENDA

PART I – PUBLIC SESSION

1. To receive apologies for absence.

2. Members to declare any disclosable pecuniary interests or non-registerable interests (including details thereof) in respect of any item(s) on this Agenda.

3. *To suspend Standing Orders to allow the public to speak.*

4. To allow the public to put questions to the Committee relating to any items on this agenda.

5. *To reinstate Standing Orders.*

6. To confirm the minutes of the meeting of:

   6.1 the Engagement Committee held on 3rd October 2022. [Minutes attached]

8. Town Clerks Report. [Nothing to report at time of publication]

9. To receive correspondence. [None at time of publication]

10. To receive update from President of Redruth & District Chamber of Commerce on the work of the Chamber

11. Reports from Members/Officers:

    11.1 Report from the Engagement Officer on her department's work to date. [See report attached]

    11.2 Report on the work of the Community Projects Manager on her work to date and ongoing projects. [See report attached]

    11.3 Report on the work of the Library from the Library & Information Service Team Leader. [See report attached]

12. Report on Royal Mail Door to Door campaign options for 2023 [See report attached]

13. Report on options for International Mining & Pasty Festival in 2023 [See report attached]

14. Report on the Home Library Service changes [See report attached]

14. Update from Climate Working Group. [Chairman]

REDRUTH TOWN COUNCIL **CONSEL AN DRE RESRUDH**

Redruth Civic Centre, Alma Place, Redruth, Cornwall TR15 2AT
Tel No: 01209-210038 e-mail: admin@redruth-tc.gov.uk

Town Mayor: Cllr M J Brown **Town Clerk: P B Bennett**

Minutes of a Meeting of the Redruth Town Council Engagement Committee held at Redruth Civic Centre, Alma Place, Redruth on Monday 3rd October 2022

Present:	Cllr Ms D Reeve	Chairman
	Cllr S Barnes	
	Cllr M Brown	
	Cllr L Collins	
	Cllr C Garrick	
	Cllr M McEvoy	
	Cllr I Thomas	
In attendance:	Ms S White	Engagement Officer
	Ms J Sandiford	Community Projects Manager
	Ms C Coomber	Administration Assistant
	Mr W Coleman	Goldentree Productions
	Surveying Consultants working on behalf of GoldenTree	

PART I – PUBLIC SESSION

1490.1 **To receive apologies for absence**

Apologies were received from Cllrs A Biscoe, H Biscoe (family commitments), Broad (work commitments)

1490.2 **Members to declare any disclosable pecuniary interests or non-registerable interests (including details thereof) in respect of any item(s) on this Agenda**

None were declared.

1490.3 **To receive a presentation from Golden Tree Productions on the Plen an Gwarry Feasibility Study**

Mr Will Coleman from Golden Tree Productions gave an extensive and detailed presentation on the feasibility study of a Plen an Gwarry for Redruth. The feasibility presentation included conceptual ideas, potential designs, costings, timeframe and the usage of the proposed area(s). Members were able to put questions to Mr Coleman and the surveyors regarding the feasibility study presentation. Mr Coleman and his colleagues were thanked for their attendance and left the meeting at this point.

1490.4 **To confirm the Minutes of the Meeting of the Engagement Committee held on 1st August 2022**

1490.4.1 RESOLVED by Majority that the Minutes of the Engagement Committee Meeting held on 1st August 2022 be accepted as a true and accurate record of proceedings. [Proposed Cllr Thomas; Seconded Cllr Brown] Cllrs Garrick and McEvoy abstained as they had not been present at the meeting.

1490.5 **Town Clerk's Report**

Nothing to report to this meeting.

1490.6 **To receive correspondence**

No correspondence had been received.

1490.7.1 **Report from the Engagement Officer on her department's work to date**

A report had been circulated prior to the meeting. The Engagement officer further reported that the Mini Pasty Day had gone very well and had been well received by local people especially families. A good number of people attended the walk to Wheal Euny to watch the smoking of the Stacks. The Engagement officer confirmed that although the Operation London Bridge guidance was written some time ago, information regarding cancellation of the festival came from NALC, and we are obliged to follow that guidance. Feedback will be given to CALC / NALC. Cllr McEvoy suggested that a Memorial Event be considered. Cllr Reeve expressed the importance of having a Plan B for any events which take place. Cllr Thomas wished to congratulate the engagement team for the Mini Pasty Day. The Engagement officer hopes to be able to present the information on the TVF to the next engagement meeting or at the next Full Council meeting. Cllr Reeve asked the Engagement officer to write a statement of intent regarding the TVF report. The report was noted

1490.7.2 **Report from the Community Projects Manager on her work to date and ongoing projects**

A report had been circulated prior to the meeting. In addition to her report the Community Projects Manager confirmed that the Remembrance parade would take place on Sunday 13th November 2022. The engagement team were in the processing of planning some Halloween / Half term activities in the Units in Market way. Cllr Reeve asked if it would be possible for the RTC website to have an obvious link to the Discover Redruth website regarding events. The Community Projects manager confirmed it would be investigated. The report was noted.

1490.7.3 **Report on the work of the Library from the Library & Information Service Team Leader**

A report had been circulated prior to the meeting. The Engagement Officer gave a verbal report on behalf of the Library and Information service Team leader. Cllr Garrick asked if there was anywhere providing means to cook hot food, provide hot meals in an evening? Cllr Reeve suggested investigating providing a directory to signpost people to warm spaces. The engagement officer confirmed this was something the Library & Information service team leader was looking into. A conversation had recently taken place with the CPR foodbank, as to how RTC can help people in the community. The report was noted.

1490.8 **Report on options for the regeneration work legacy in Redruth**

A report had been circulated prior to the meeting. The Engagement Officer explained that the HSHAZ project only has a couple more years to run, but that it should not be the end of regeneration in Redruth. The suggestion of a CIC which would be an arm's length but affiliated with RTC would be an option. The proposed CIC would have RTC representation on its board. Cllr Collins asked what the benefit of a new CIC vs an existing CIC. The Engagement officer confirmed the key benefit would be that RTC would retain control. Cllr Brown confirmed that there would be integration and representation of all key partners. Cllr McEvoy expressed his knowledge and experience of CIC's and potential legal complications and obligations.

1490.9 **Update from the Climate Working Group**

The Climate Working Group had not met since the previous meeting of the Engagement Committee. Councillors were advised that the CPIR Climate Group had met the previous week. 1500 trees would start to be delivered in November. Residents would be available to collect from a central hub.

1490.10 **To consider the budget for the Operations Committee for FY 23/24 and make recommendations to the Finance Committee.**

The budget was attached and circulated prior to the meeting

Each line of the budget was discussed by members and questions posed to the Engagement officer. The Engagement Officer confirmed that there were areas where savings had been made. There were discussions over the significant reduction on the advertising budget. Cllr Barnes expressed concern over reliance on social media. Cllr Collins expressed his concerns that people were not aware of what is going on in Redruth, and that alternative advertising may be required. Cllr McEvoy asked if more buildings in Redruth could be used to advertise events in the local area. The Engagement Officer confirmed that there were posters, and banners all over town. There had been involvement on local radio promoting events, and also social media.

1490.10.1 A motion to move to accept the budget and make recommendations to the Finance Committee was proposed by Cllr Barnes and seconded by Cllr Brown.

1490.10.2 Cllr Reeve proposed that an amendment be made to keep any advertising budgets the same as FY 22/23 until a full breakdown was available to be reviewed, which was seconded by Cllr Collins. On voting for the amendment Cllrs Reeve, Collins, and McEvoy voted For; Cllrs Barnes, Brown, and Garrick voted against, with Cllr Thomas abstaining. In the event that the vote was tied the Chairman, Cllr Reeve, stood by her initial decision to support the amendment, which then became the substantive proposal

1490.10.3 RESOLVED by a majority that the budget proposals for the Engagement Committee be accepted as published and recommended to the Finance Committee, with the exception of the Advertising Budgets which should reman at the FY22-23 levels until a full breakdown of expenditure was available and reviewed. [Proposed: Cllr Reeve; Seconded Cllr Collins] Cllrs Brown, McEvoy and Garrick voted For; Cllr Barnes, Against; and Cllr Thomas abstained.

Chairman

REDRUTH TOWN COUNCIL

REPORT FOR: Meeting of Engagement Committee on Monday 5th December 2022

1.0 **SUBJECT OF REPORT: To update the committee on the work of the Engagement Officer**

2.0 **SUMMARY OF IMPLICATIONS**

a.	Policy	-	No
b.	Financial	-	No
c.	Legal	-	No

3.0 **TERMS OF REFERENCE**

3.1 To provide the committee with information of the work carried out by the Engagement Officer & her team since the last meeting.

4.0 **REPORT**

4.1 **Staffing**

The Engagement Team remains stable and committed. Keira will be moving up to full time hours from 1st December.

The Library team is also now at full strength now that Tamsyn the new part time Library Assistant has joined us. Maria is currently on her period of extended leave to visit her family in Philippines which was booked before she joined us. Thanks to the flexibility of the rest of the team, we have been able to accommodate her leave and she returns on 14th December.

4.2 **Organisation of community events**

Dates for 2023

- Redruth St Piran's Day – Saturday 4th March 2023
- HM King Charles coronation – Saturday 6th May 2023
- Murdoch Day – Saturday 17th June 2023
- International Mining & Pasty Festival – tbc
- Redruth in Lights – Saturday 25th November 2023

Planning is already well under way for next year. Please see below and the CPM report for more information.

Two of our objectives for 2023 are to 1) develop and evolve each event and 2) to make each one is more weather resilient. We will be hosting regular Roundtables throughout the year to get input from everyone in the community about what they want their Festivals to be like and we will be looking at indoor venues and adjustments we can make so in the event of bad weather, not everything is lost.

4.3 **Festivals & Events**

Redruth in Lights was a success despite challenging weather yet again. We were able to bring most activities under cover if not completely indoors and so almost all that was planned went ahead. The lantern display will now be on Saturday 10th December at Kresen Kernow to accompany their Yuletide Celebrations.

Please see the Community Projects Manager's report for more information on festivals and events.

4.4 **Coronation of HM King Charles III**

It has now been announced that the coronation of the King will be on Saturday 6th May 2023. This day is not a public holiday although the following Monday will be. We are unsure at this stage what events, if any, we should plan to mark the coronation.

We believe most people will want to watch the coronation on TV on the Saturday and so any event planned for this day may not be well attended.

There is some scope for activities for the bank holiday Monday but as we are unsure about the peoples' appetite for this, we will gauge opinion across the board before making any decisions. Members' thoughts would be welcome.

4.5 **Cost of Living Crisis**

The 'warm welcome' space is now open in the Library and has been well used so far. The CPR Foodbank collection basket is also now in situ. There is still more to be done and we will be looking at that in January once the space is free of Christmas decorations.

The Community Warm Hub is also now open at The Elms and I met with Emma Wooderson there in November to interview her for the podcast.

I will also be working with our new CLO Helen Kneale to see if more can be done including producing a bespoke version of the Community Energy Plus guide.

4.6 **Market Way Unit 11 Pop Up**

Although we have only just started promoting the pop up space, we have had a number of enquiries and have two confirmed bookings – one for St Piran's week and another in the summer.

Once we are passed Christmas (when the unit is unavailable anyway due to the Grotto) we will start promoting it again and follow up all enquiries.

4.7 **Police engagement and liaison**

The Police Liaison Group meetings are happening but are intermittent. There have been issues with ASB in town and this is being tackled by the police – some of the perpetrators have had behaviour orders and their parents have been spoken to. The police have also been discussing with the Halifax about switching off their Wi-Fi out of hours as this is a contributory factor to the young people gathering in Tatey Court.

We have now hosted two Police Surgery drop-ins in the Library which have been very successful. ASB issues have been raised at these also, along with traffic and speeding issues. These surgeries will be held each month on or around the 1st of the month (except January which might be in the second week) and we will support the Police to publicise and grow them. If any councillors would like to have a surgery on the same day as the police surgery, just let me know.

4.8 **Town Vitality Fund**

Members will recall that work is ongoing by the appointed consultants to respond to the briefs issued earlier this year. The work has largely finished now with just a final draft of Destination Redruth outstanding as I write.

I will ensure all outcomes to this Town Vitality work is presented to Council as soon as possible in the New Year.

4.9 **HSHAZ & Cultural Consortium**

The HSHAZ board of which I'm a member has been meeting regularly to receive updates on some of the key projects such as the London Inn and Buttermarket redevelopment.

As previously reported, The Buttermarket is now fully funded and work is expected to start later this autumn.

Members will be aware that some of the funding that was destined for the London Inn has been reallocated which has unlocked an acceleration of remedial work at The Ladder and a refurbishment at Murdoch House among other things.

There has been confirmation from Historic England that no further funding will be forthcoming so we must now properly plan for the legacy of the HSHAZ and the Cultural Consortium.

4.10 **Redruth Local Hero Awards**

I have agreed with Penventon Park Hotel that next year's ceremony will be on Friday 28th April 2023. I have begun to contact this year's sponsors and so far have had a very positive response with most signing up again for next year, including Specsavers who will again be the headline sponsor. I am planning to launch the awards programme early in the new year so there's plenty of time for nominations.

4.11 **The Redruth Recorded Podcast**

We have now published 6 episodes of Redruth Recorded with the most recent, which has a theme around winter warm hubs, going live on 21st November.

Please could I ask you all to subscribe to the podcast or share it with your networks when the next episode is published.

4.12 **Engagement with town centre businesses**

We have again spent a lot of time talking to town centre businesses as we prepared for Christmas and in the aftermath of the Mini Pasty Festival. Every business in the town centre (including Green Lane, Bond Street and West End) received a poster and letter and then a further update to communicate the weather-related changes.

I have been assured that I will be invited to future Redruth & District Chamber of Commerce meetings.

4.13 **Marketing of the Town Council's work**

Please see the Community Project Manager's report regarding the social media activity. Please see separate report on a Door to Door Save the Date Campaign.

4.14 **Partnership building**

Please see 4.12 regarding town centre businesses.

Please see 4.7 regarding police co-operation.

4.15 **Library and Information Centre**

We now have a warm welcome space set up in the Library for anyone to come and sit and keep warm this winter. The Crafty Wednesdays and other groups continue to be well attended. We will do as much as we can this winter to support those in our community who are struggling.

The LIS Team Leader will expand more on Library updates in her report.

4.16 **Any other task as directed by the Town Council or Town Clerk.**

I am continuing to work towards the CiLCA qualification which is expected to take 6-9 months to achieve. All learning outcomes for Units 1 & 4 have been submitted and 5 learning outcomes for Unit 2 are completed. I have until June 2023 to complete all learning outcomes.

I have also been fulfilling my responsibilities as part of the Senior Management Team.

4.17 **CONCLUSION**

As the Engagement Officer I have been working with accordance to the agreed roles and responsibilities for the position, in addition to continuing existing projects and developing other tasks as and where appropriate.

4.18 **RECOMMENDATION**

4.19 It is recommended that that this reported is noted.

Sam White – Engagement Officer

REDRUTH TOWN COUNCIL

REPORT FOR: Meeting of The Engagement Committee on Monday 5th December 2022

1.0 **SUBJECT OF REPORT: To update the committee on the work of the Community Projects Manager**

2.0 **SUMMARY OF IMPLICATIONS**

a.	Policy	-	No
b.	Financial	-	No
c.	Legal	-	No

3.0 **TERMS OF REFERENCE**

3.1 To provide the committee with information of the work carried out by the Community Projects Manager since the beginning of the contract of employment.

4.0 **REPORT**

4.1 **Organisation of community events**

Dates for 2022

- Festive Saturdays – 3rd, 10th and 17th December

Dates for 2023

- Redruth Roundtable – 12th January
- St Piran's Festival – 4th March
- The Coronation – 6th May
- Murdoch Day – 17th June

4.2 **Redruth Roundtable**

We held a Redruth Roundtable on Thursday 13th October at St Rumons Club. We had a better turn out including representatives from Redruth Revival, The Rotary Club, St Andrews and St Uny, and the Old Cornwall Society. We were able to share ideas ahead of Christmas that were brought in to plans where possible. Other participants were able to share their plans for the festive period and we discussed where/how we could work together. It was really productive.

We hope to hold the next Redruth Roundtable on Thursday 12th January from 5pm until 6.30pm in which we will discuss St Piran's Day.

4.3 **Halloween/October half term**

We hosted several Halloween-themed activities over the half-term holiday which were created and run by Keira, one of the Engagement Team's fabulous Marketing and Events Assistants. Keira has kindly written a report reflecting on the activities –

The Halloween activities we ran throughout the Half Term holiday were a huge success. It was great to see people of all ages enjoying each activity and returning the next day for other activities.

Working with the library team to link all of our activities and be a hub for our competitions worked really well. Being able to send people each other's way really increased the footfall in both places. Plus, it was lovely to see people in both locations enjoying as many activities as they could throughout the week.

4.3.1 ***Activities***

4.3.2 ***Pumpkin Carving (two sessions of 10)*** *– Wednesday 26th October in Unit 12.*

All 20 places were booked in under a week and we had more people turn up on the day asking if they could participate.

4.3.3 ***Spooky mask making*** *– Thursday 27th October in Unit 12.*

The spooky mask making was our most popular activity so popular in fact that we had to bring in another table and chairs 20 minutes into the session. Even after doing this, we quickly ran out of space again and had some people waiting outside for a seat.

Throughout this session, 52 masks were made by roughly 40 children.

4.3.4 ***Spooky cupcake decorating*** *– Friday 28th October in Unit 12*

Surprisingly the cupcake decorating session was our quietest drop-in of the week. However, after speaking to the library team, Friday afternoon was a lot quieter than previous days. It was still well attended, however, if we were to do this again we should look at doing this in the morning.

Throughout this session, 40 cupcakes were decorated by roughly 25 children.

4.3.5 ***Competitions***

For Halloween, we ran two competitions. The first was a guessing game where visitors could take a guess at how many sweets were in the Halloween jar that we filled. This proved very popular with 153 people submitting guesses. In the end, two people got extremely close to the actual number so Cllr Deborah Reeve randomly picked the winner. When the winner came to collect the jar, they handed us a handmade thank you card. After receiving overwhelmingly positive feedback from the library team about how much engagement was created from this competition, we have decided to run a festive-themed one at Christmas.

The second competition was based on our previous Pasty Trail competition. We wanted to encourage as many people as possible to attend activities in both places, so we created a Halloween trail. Participants could collect stamps on a trail card at each of the activities they attended and if they got two or more stamps, they could enter the prize draw. For the prizes, we reached out to the Regal Cinema, and they kindly donated three pairs of tickets to give away. More than 50 people picked up trail cards but only 25 people submitted their cards to the prize draw. Of these 25, 14 collected 2 stamps, 7 collected 3 stamps, and 4 collected 4 stamps.

4.4 **Christmas Light Switch On**

It was unfortunate that we had to adjust plans for the light switch-on event on the 26th of November due to the weather but I'm really proud of us as a team, for working hard to stay positive, postpone aspects and make adjustments where needed. We worked closely with the Wassail team and Redruth Revival to have a successful event. We visited each business on Fore Street to share the information. Many were disappointed but understood why this was necessary.

We held a fantastic festive market, with such a wonderful variety of stalls, it was lovely. The Wassail went ahead as planned, beginning with the bowl handover in Redruth Library, with Redruth Carol Choir singing and all playing music, it was brilliant and we had some amazing comments on social media as we live-streamed the event – "I'm bed bound at the moment and so it is WONDERFUL to be able to join you in spirit". The Wassail team then joined us towards the end of the market under the much-needed shelter of the Buttermarket, including Redruth Carol Choir and The Mummers plan, before processing around town.

The Christmas lights were switched on from Redruth Library starting with our new installation of a Christmas sleigh and reindeer. We had special guests including our acting Town Crier, Father Christmas himself, and Chris Hailey from Redruth Charity Trust and Lucy of Redruth Rugby Football Club (and her teammates), who switched on the lights. The switch-on was compared by our Mayor with support from the Chair of the Youth Council, Finn. We live-streamed the "switch-on" before walking around with the lighting installers who switched the lights on around town, which we recorded and produced a film that was shared on socials and will be added to the website, making the most of the situation. The film has received really positive comments on socials – "The light looks absolutely lovely. Well done Redruth!", "Love our little town 💙 well done redruth lights look lovely 😍" and "the best so far well done Redruth!".

The Community Lantern display has now been moved to the 10th December and will be part of the "Cornish Yule Tide Afternoon" at Kresen Kernow.

4.5 **Festive Saturdays**

We're really excited to be continuing festivities during December and are hosting "Festive Saturdays" on the 3rd, 10th and 17th December.

3rd December – Launch of the Winter Woodland Grotto including a decoration workshop (All free), another Festive Market, Redruth Town Band will be playing at Tatey Court at 12pm, it's Small Business Saturday, FREE parking day at Cornwall Council car parks, FREE tree giveaway with Forest for Cornwall at Redruth Community Centre 9.30am until 12.30pm, Christmas stories in the Library.

10th December - Winter Woodland Grotto including a decoration workshop (All free), Bagas Crowd will be playing at Tatey Court at 10am, Wassail Yule Tide at Kresen Kernow including the Lantern Display 1pm until 3pm, Christmas stories in the Library.

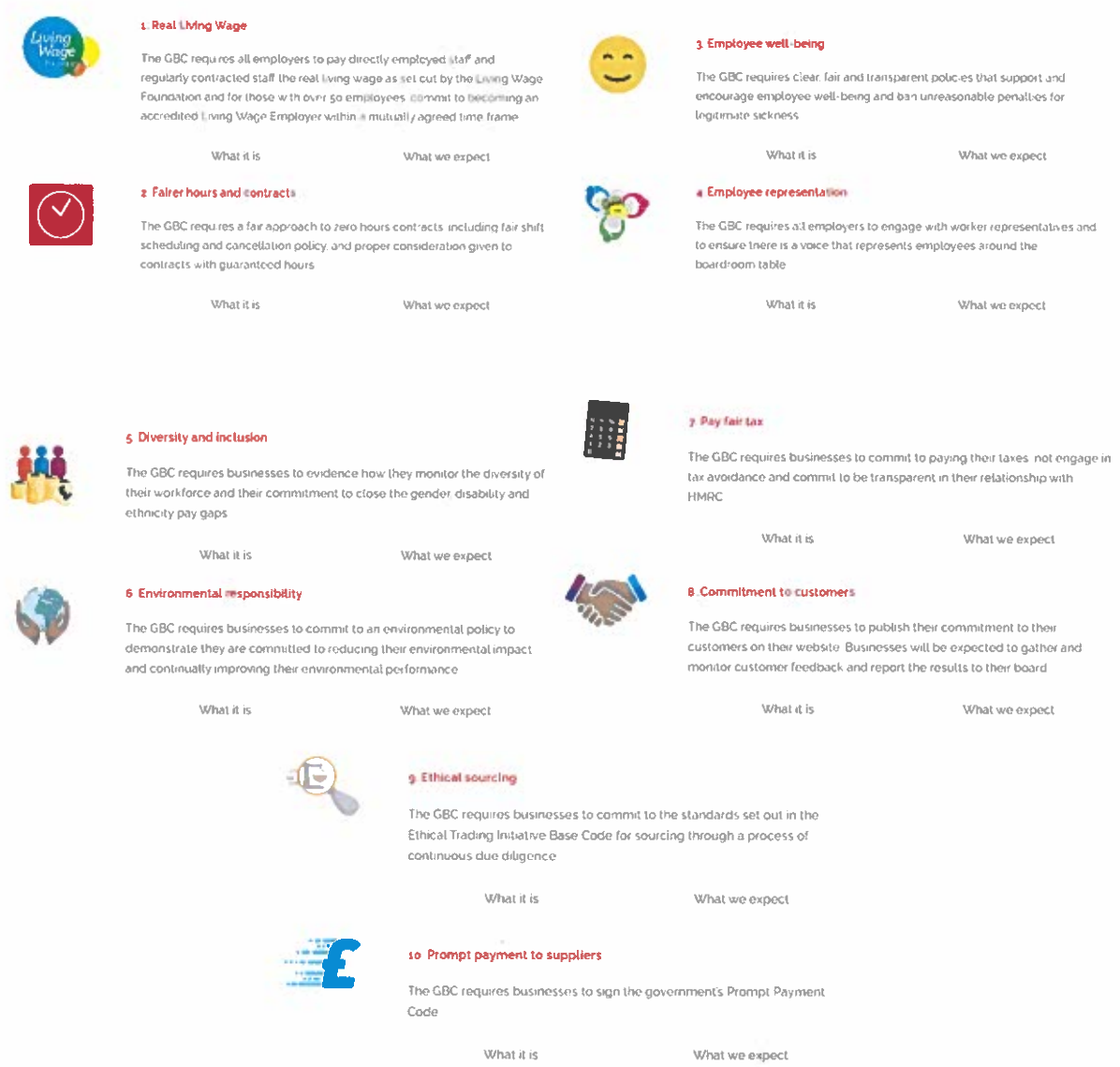
17th December - Winter Woodland Grotto including a decoration workshop (All free), Hotch Potch will be entertaining around town from 11am, and more Christmas stories in the Library.

4.6 **St Piran's Day Festival**

The team has held a planning meeting looking at next year's festivals, our first being St Piran's which we're really excited about. We have decided on the theme of "Infamous Women in Cornwall" for the parade, as it is International Women's Day in March. We will also make a conscious effort to ensure there are women's charities and organisations represented on the day.

4.7 **Good Business Charter**

I recently attended a conference for "Voices within Poverty" week hosted by Truro Foodbank. The conference looked at several aspects of poverty from different perspectives. One aspect being that even people who are employed can still face poverty. One speaker presented the "Good Business Charter". The Good Business Charter aims to inspire as many organisations as possible to change their behaviour, where required, in order to sign up, which should in turn encourage wider good business practice. I wanted to bring it to the attention of the committee for consideration.



4.8 **Community Capacity building work**

Nothing to report.

4.9 **Partnership building**

We have one more Town Market on the 3rd December until the St Piran's Day Festival, this will give the Market Committee time to plan for next year.

4.10 **Event promotion**

It has been brought to our attention on two occasions that members of the Town Council have been approached by members of the community who have expressed that they are unaware of events and plans for the events. It would be extremely helpful if when these concerns are raised, members of the Town Council ask how they usually/like to receive their information. It would be helpful for us to be able to see what areas could be improved in our marketing strategy.

4.11 **Any other task as directed by the Town Council or Town Clerk.**

Redruth Record

The Christmas Guide was released in mid-November

The next Redruth Record is due to be released around the 3rd of February.

Social Media

Our social media presence has been steadily growing since July 2021 -

Discover Redruth Facebook – 609 new followers

Redruth Town Council Facebook – 295 new followers

Discover Redruth Instagram – 232 new followers

LinkedIn - 117 followers

4.12 **CONCLUSION**

As the Community Projects Manager, I have been working with accordance to the agreed roles and responsibilities for the position, in addition to continuing existing projects and developing other tasks as and where appropriate.

4.13 **RECOMMENDATION**

4.14 That this reported is noted.

Jennifer Sandiford - Community Projects Manager

REDRUTH TOWN COUNCIL

REPORT FOR: Meeting of Engagement Committee on Monday 5th December, 2022

1.0 **SUBJECT OF REPORT: To update the committee on the work of the Redruth Library and Information Service**

2.0 **SUMMARY OF IMPLICATIONS**

a. Policy - No
b. Financial - No
c. Legal - No

3.0 **TERMS OF REFERENCE**

3.1 To provide the committee with information of the work carried out by the Redruth Library and Information Service since the last report.

4.0 **REPORT**

Since the last Engagement Committee meeting, I have reviewed two sets of monthly performance data, covering September and October 2022. A summary of all reports is detailed below.

Performance Report – September 2022

Activity	Amount	Review
Footfall (people counter)	6,009	Our daily visitors to the building are logged via a footfall counter.
Total no of Books issued per month	8,575	A slight decrease due to the end of the Summer Reading Challenge.
New Borrowers joining the Library	130	A steady number of new borrowers.
Library Enquiries	181	A new report line being generated.
Computer usage	278	A steady rise in daily computer use.
Signposting on behalf of CC	-	Information Service recorded transactions.
Vulnerable	1	A new report line being generated.

Performance Report – October 2022

Activity	Amount	Review
Footfall (people counter)	6,318	Our daily visitors to the building are logged via a footfall counter. This figure shows an increase of 309 compared to September's footfall.
Total no of Books issued per month	8,151	Again, a slight decrease.
New Borrowers joining the Library	96	A steady number of new borrowers.
Library Enquiries	257	An increase in library enquiries.
Computer usage	307	Again, a steady rise in daily computer use.
Signposting on behalf of CC	30	Information Service recorded transactions.
Vulnerable	-	A noted increase in vulnerable individuals seeking help and advice.

The table below illustrates our footfall figures over a 12-month period, highlighting how the service was operating during our Covid Recovery phases. We recorded **60,659** visits to the Library and Information Service – an amazing achievement with steady growth each month.

Monthly Footfall Figures	Total	
November 2021	4,587	Full opening
December 2021	3,618	Plan B guidelines
January 2022	3,821	
February 2022	3,960	
March 2022	4,415	
April 2022	4,355	
May 2022	4,624	
June 2022	4,964	
July 2022	6,004	

August 2022	7,984	
September 2022	6,009	
October 2022	6,318	
Footfall over 12-month period	**60,659**	

4.1 **Home Library Service**

I am working closely with the Home Library Service volunteers based here at Redruth Library to ensure that the transition from the RVS runs as smoothly as possible in the new year. I have completed an audit of all of our current Home Library Service users as well as their postcode locations, as requested by Cornwall Council. I have also "cleaned" all of the data on the Library database to ensure our information is as current as possible.

A full update is included in the Engagement Officer's Report.

4.2 **Warm Space at Redruth Library**

Our Winter Support Programme is underway – providing a warm space for those members of our community who may be struggling with the cost-of-living crisis or who might just need some company. The messaging that has gone out to be included in the Community Hub's website is as follows;

Winter Support through your local Library.....
.....here at Redruth Library, you can access the following as part of our Winter Support programme;

- Access to a warm and heated environment.
- Access to group activities allowing people to socialise and interact with others.
- Copies of the Winter Wellness Guide produced by Cornwall Council (Public Health).
- Access to information, advice & guidance including signposting to other services.
- Access to public computers for community use.
- Digital Champions who can help you get online to access services.
- Access to local staff who will be able to advise on what support and services may be available including drop-ins from local partners.
- A local foodbank drop-off point.

Whether you are looking for a safe space to keep warm, advice or support – pop along to our library for some friendly company as the winter months draw closer. Anyone can visit for free, and you can stay as long as you need to.

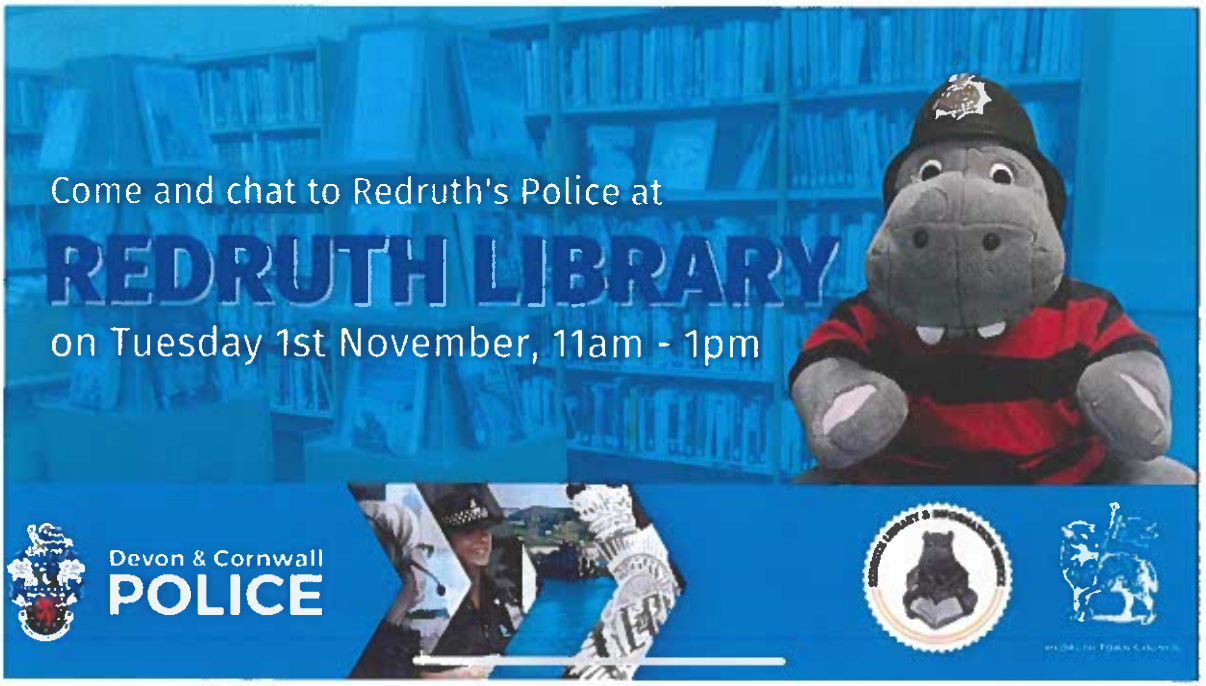
4.3 **Library Offer and Engagement Activity**

The activities we've delivered over the last 2 months
Bookstart Rhymetime – singing sessions for under 4's on Tuesday afternoons and Friday mornings. We have been joined by **Little Story Seekers** from **the Writers Block** for special sessions once a month, and these have been received really well. We plan to do more of these in the new year. **Creative Writing for Adults** – a fortnightly session delivered on a Tuesday from 11am – 12.30pm. **Thursday Morning & Afternoon Book groups** – both groups meeting back in the library on the 3rd Thursday in the month. The Thursday morning group is now full. **Lego Club** – now meeting every week on a Saturday and continues to attract additional families to the Library. **Coder Dojo** – our coding club for young people. The first Saturday every month from 11.30am – 1pm. **Fun Palace** – Saturday 1st October saw Vicki Aimers in residence for the morning, showcasing her Cabinet of Curiosities as well as providing a free crafting activity to create a book of memories for each participant. **Get to know your Library Day** – On Thursday 6th October we opened the doors of the Library to customers old and new for our "Get to know your Library" day – for a cuppa and a chat. The cuppa was very warmly received, and we hope to host another open day in the new year. **Half Term Activities** – we provided an action-packed half-term full of spooky and autumn activities in conjunction with the Engagement Team which worked really well. The Library offer included; – A Treasure Island Pirate Party with the Hall for Cornwall Creative Team – Spooky Stories – Storytelling session with Tracy Curran – a local author – Autumn Antics family crafting activity run by the LIS team – Lowender Peran performance from the street dance team
What's new ….
Get Crafty Our Get Crafty group started in the Autumn and has proven extremely successful. The group meet on the 1st and 3rd Wednesday of the month from 10am – 12pm. It now has a constant membership of 8 people with numbers growing every month. The sessions are all free and are led by Barb and Katy. Activities vary from week to week, and there are more simple things to make and do and more intricate activities for those individuals who are seasoned crafters. Or members can bring their own crafts to complete.

It's a real mix of people who regularly attend which is phenomenal and exactly how diverse a group can be. This has happened naturally, not by design, which is also exactly what we'd hoped for.

Police Surgery Drop In

The Police Community Team have started a monthly drop-in surgery in the Library where members of the community can come in and find out information. The first drop-in was held on Tuesday 1st November and received some really good feedback. The next surgery will be on Friday 2nd December from 11am – 1pm.



Miners Court Special Rhymetime

We have been working in partnership with Coastline Housing and the Chat, Play, Read project to take our Rhymetime sessions on tour! On Tuesday 6th December Sarah will be leading the session at Miners Court with our Tuesday Rhymetime group who can't wait to get involved. It should be a truly magical session.

Gift Membership – A Lifetime of Reading

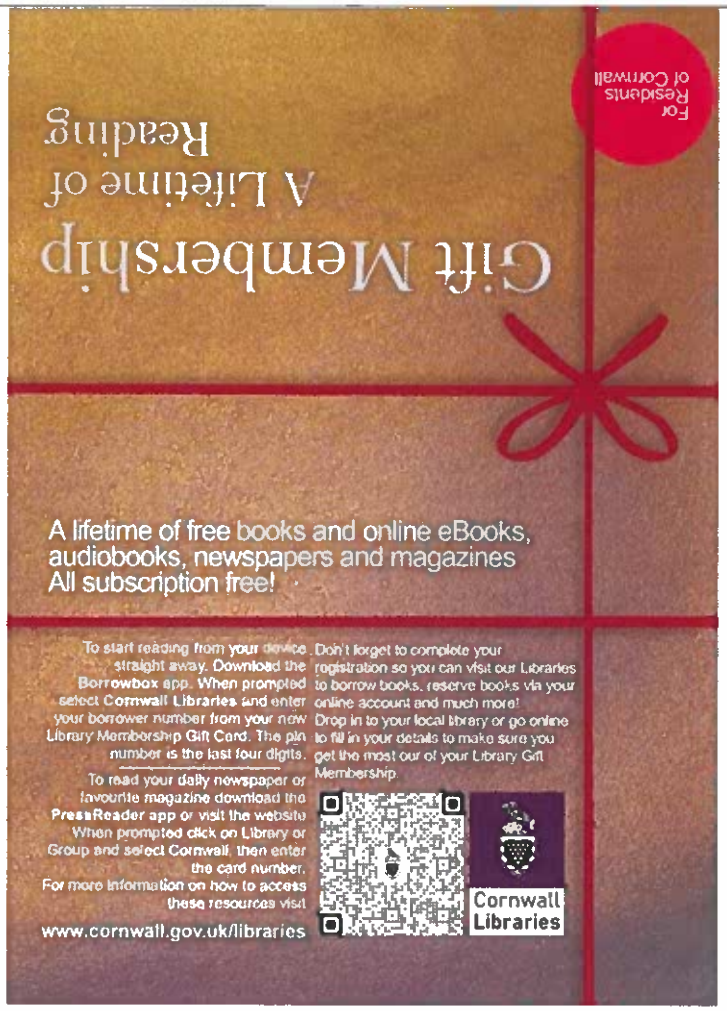
A new initiative launched by the Cornwall Library Service is A Lifetime of Reading Gift Card (library card). Its aim is to encourage more Cornish Residents to join the library, increase the understanding of what additional services you get for free as part of your membership and to try to quantify the value of this. The messaging accompanying the initiative is as follows;

This can be shared with anyone as a great 'free gift' to give someone, or a stocking filler, and may help to ease the cost of gift-buying during this cost-of-living crisis.

We know the social value of a library card, but the financial value is compelling too. If somebody buys one book per month and a daily newspaper, then a library card could save them £500 per year – this may be the most valuable gift they get this Christmas.

Some 'sales pitches' 😊:

- Give the Gift of Reading
- Encourage someone to discover our huge choice of books and resources
- Free subscription to a magazine or newspaper – no cost involved
- Do you always give a book for Christmas? Pop a library gift card inside ……..
- Buying a device as a gift? Give a library gift card to enable reading straight away – online/visit to site needed to join and start borrowing books – instructions are on the reverse of the card.



It's beginning to look a lot like Christmas

It's official – our Christmas programme of events is live. There are Christmas storytelling sessions, family crafting sessions and our Rhymetime Christmas parties to enjoy. And I expect a bit of dressing-up!

4.3 **Publicity**

The Library's Facebook page now has 1,200 followers. This continues to increase month on month. Our posts are vibrant, family focused, have an identifiable brand and gives a clear message. We now have our own Instagram account, with complimentary posts running in parallel with our Facebook feeds.

4.4 **Any other task as directed by the Town Council or Town Clerk.**

Nothing to report.

4.5 **CONCLUSION**

We are looking forward to a wonderful festive season with lots of family activities, being mindful that this time of year can be extremely hard for many members of our community. Trying to get the balance right for our service can be tricky, but I believe we have hit the brief. Our Winter Support Programme is in place, we are a collection point for the CPR Foodbank and we are providing activities where members of our community can come along for a cuppa and a chat and to keep cosy - as well as all of the Christmas madness and dressing up that our families look forward to.

On behalf of myself and the LIS Team, can I take this opportunity to wish you and your families a Merry Christmas.

4.6 **RECOMMENDATION**

It is recommended that this report be noted.

Claire Waterhouse
Library and Information Service Team Leader

REDRUTH TOWN COUNCIL

REPORT FOR: Meeting of Engagement Committee on Monday 5th December 2022

1.0 **SUBJECT OF REPORT: Report on proposal for a 'Save the Date' Door to Door' campaign in early 2023**

2.0 **SUMMARY OF IMPLICATIONS**

a.	Policy	-	No
b.	Financial	-	Yes
c.	Legal	-	No

3.0 **TERMS OF REFERENCE**

3.1 To provide the committee with information on a proposed Festivals marketing campaign and associated costs for discussion.

4.0 **REPORT**

4.1 **Background**

Members will know we have been exploring options to build on our marketing activity to ensure we reach as many people as possible whilst also delivering value for money.

As we begin the new Engagement Team's second year of events, advance planning means we are in a position to give people early notice of key festival dates.

We are considering doing a Royal Mail Door to Door campaign early in the new year. This would take the form of a postcard sized mailer being delivered to every household within the parish boundary with the regular post. This would list the Festival dates and we would use a QR code to link to the website for more information (which we would also use to collect data on engagement).

This type of activity has pros and cons which are detailed below.

4.2 **Door to door pros**

- We would be able to reach every household (c10k) in order to raise awareness of our festival programme for 2023
- Relatively straightforward to set up and we could design the postcard in house
- Improved Royal Mail systems means we can distribute right up to the parish boundary and we're not constrained by postcodes which straddle the boundary
- Opportunity for some data analysis using a QR code to the website

4.3 **Door to door cons**

- Cost – the approximate cost is £1,000 including printing and distribution. Budget is available but it may not represent good value for money
- Wastage – we would be sending the postcard into homes which have no interest in our festivals.
- Environmental impact – we would be printing a large number of cards which goes against our environmental commitments
- No control over what happens to the postcard once it's through the letterbox – how many will be retained?
- Marketing materials distributed in this way can still be perceived as being junk mail and we may receive negative feedback from some households

- In order to achieve maximum value for money, we should use it to communicate information about multiple festivals which then opens up issues around potential date changes etc.
- Royal Mail industrial action may slow down the distribution of the cards

4.4 DRAFT POSTCARD DESIGN

4.5 CONCLUSION

There are pros and cons to a campaign of this sort and I would welcome a discussion and members' thoughts on whether we should test a campaign of this sort for 2023.

4.6 RECOMMENDATION

4.7 It is recommended that Members consider the report and share their thoughts.

Sam White – Engagement Officer

REDRUTH TOWN COUNCIL

REPORT FOR: Meeting of Engagement Committee on Monday 5th December 2022

1.0 **SUBJECT OF REPORT: Report on proposal to move the International Mining and Pasty Festival and Redruth Fun Day**

2.0 **SUMMARY OF IMPLICATIONS**

a.	Policy	-	No
b.	Financial	-	Yes
c.	Legal	-	No

3.0 **TERMS OF REFERENCE**

3.1 To provide the committee with information on a proposed to move the International Mining and Pasty Festival and Redruth Fun Day

4.0 **REPORT**

4.1 **Background**

The team struggled to get any engagement from pasty makers in the area for International Mining and Pasty Festival meaning there would be no pasty making or stalls for the event in 2022.

4.2 **International Mining and Pasty Festival**

Having met with The Cornish Pasty Association and organisers of Lowender Peran, we are proposing that we move the date of the IMPF to the first weekend of the October half term (2023 date being 21st October) and that the Redruth Fun Day be separate from the event and organised for the summer holidays and combining the IMPF with Lowender Peran.

There are several reasons why we believe this would be better for the town.

- We will be able to get more engagement from bakers within the town. Feedback from shops and the Pasty Association said that they struggle to be involved due to the date being at the beginning of September, and having staff working extremely hard over the summer, many businesses are still recovering from the summer holidays meaning they do not have staff to cover/support with the event. The Pasty Association would like to be back on board with the event if we are able to move the date.
- We will be able to get more school engagement as the schools are only just returning after the summer holidays if the date remains the same.
- There are obvious strong links that make the festival a great match with Lowender Peran, celebrating international connections. Having met with the organisers of Lowender Peran, we could see how each event complements the other and the potential for the event to grow.
- Expand the event to a festival week.
- Becomes a more seasonal festival – Autumn.

4.4 **CONCLUSION**

If the festival does move, it seems that the Redruth Fun Day would be better suited to summer. I believe in moving the festival to compliment Lowender Peran, we have more opportunities for engagement and expand the event.

4.5 **RECOMMENDATION**

4.6 It is recommended that Members consider the report and that the Engagement Committee agrees to move the date of the festival.

Jennifer Sandiford – Community Projects Manager

REDRUTH TOWN COUNCIL

REPORT FOR: Meeting of Engagement Committee on Monday 5th December 2022

1.0 **SUBJECT OF REPORT: Report on current status regarding the Home Library Service**

2.0 **SUMMARY OF IMPLICATIONS**

a.	Policy	-	No
b.	Financial	-	Yes
c.	Legal	-	No

3.0 **TERMS OF REFERENCE**

3.1 To provide the committee with an update on the current status of the Home Library Service

4.0 **REPORT**

4.1 **Background**

Members will recall that Cornwall Council's contract with the current Home Library Service provider WVS has been terminated and will end at the end of the year. All devolved libraries have been asked to take on the Home Library Service as part of their devolved responsibilities.

4.2 **Redruth Home Library Service**

The Redruth Home Library Service is relatively small and costs are low as it is delivered by volunteers and we are fortunate (and extremely grateful) that only half our drivers submit expenses claims.

We currently offer the HLS to 20 people although some of those are well outside our parish boundary. On taking on the HLS, we will be delivering to 17 customers plus a care home. This will be fulfilled using 4 volunteer drivers (2 of whom do not claim expenses) and 2 volunteers in the Library who select the books and pack the deliveries.

The current cost is approximately £7 per month in mileage expense claims. Cornwall Council has agreed to cover any costs up to 31st March 2023 if we take on the service. There is no legal obligation for a devolved Library to offer a home library service.

4.3 **The Future of Redruth HLS**

The Town Clerk, Library Team Leader and myself believe it is in the Council's best interests to take on the HLS for Redruth.

The costs are minimal and the volunteer team is already well embedded into the wider Library and Town Council team. They also know the customers very well. In addition, having control over the HLS for our area will allow us to grow and improve it and expand it out to reach as many people as need it.

4.4 **Other Library arrangements**

It seems not all Libraries are happy to take on the service for their area e.g. St Agnes Parish Council and Launceston Town Council have both voted no. Newquay, by contrast, has voted yes. It is also important to note that the Cornwall Council HLS will have to continue in some form as approximately 190 parishes do not include a Library and so those customers will have to be looked after centrally, possibly via the Mobile Library.

4.5 **CONCLUSION**

A devolved Home Library Service will allow us to continue to deliver the outstanding customer service to our housebound clients they have become used to. In addition, we will be able to market the service more effectively to find new clients and expand the service.

4.6 **RECOMMENDATION**

4.7 It is recommended that Redruth Town Council confirms it is agreeable to taking on the HLS from Cornwall Council/WVS.

Sam White – Engagement Officer