



Redruth Civic Centre, Alma Place, Redruth, Cornwall TR15 2AT

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Town Mayor: Cllr Mrs A Biscoe

Town Clerk: C Caldwell

Our Reference:
Community Committee

Date:
21st May 2025

See Distribution

Dear Councillor

Meeting of the Community Committee – 27th May 2025

You are summoned to attend a Meeting of the Redruth Town Council Community Committee which will be held in the Langman Room, Redruth Civic Centre, Alma Place, on Tuesday 27th May 2025, commencing at 7:00pm.

The Agenda and associated documentation are attached for your information.

Yours sincerely

Charlotte Caldwell
Town Clerk

Enclosures: Agenda and associated documentation.

Distribution:

Action:

Cllr I Thomas
Cllr J Morrison
Cllr A Biscoe
Cllr P Broad
Cllr E Allen
Cllr H Biscoe
Cllr B Ellenbroek
Cllr K Cunningham
Cllr R Jolly
Cllr R Major
Cllr D Ragan
Cllr D Reeve

Information:

All other Town Councillors
Cornwall Council Members
Redruth & District Chamber of Commerce
Totally Locally
Press & Public
Twinning Associations

Redruth Town Council
Community Committee Meeting – 27th May 2025
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. Public participation session – to enable the public to put questions to the Committee relating to any items on this agenda.
4. To receive correspondence. [None at time of publication]
5. Verbal reports from the business forums; Redruth & District Chamber of Commerce, and Totally Locally.
6. To receive reports from the Twinning Associations (Real Del Monte, Mineral Point and Plumergat)
7. Reports from Officers:
 - 7.1 Report from the Communications Manager. [See report attached]
 - 7.2 Report from the Community Liaison Manager. [See report attached]
 - 7.3 Report from the Senior Library Officer. [See report attached]
 - 7.4 Report on the use of Tik Tok. [See report attached]

REPORT FOR: Meeting of Community Committee on Tuesday 27th May 2025

SUBJECT OF REPORT: To update the committee on the work of the Communications Team

SUMMARY OF IMPLICATIONS

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

1.0 TERMS OF REFERENCE

1.1 To provide the committee with information on the work carried out by the Communications Manager and her team.

2.0 REPORT

2.1 Organisation of community events

Dates for 2025

- Murdoch Day – 7th June
- Youth Festival – 30th August
- International Mining & Pasty Festival – 19th & 20th September
- Remembrance Sunday – 9th November
- Redruth in Lights – 29th November
- Festive Saturdays – 6th and 13th December

2.2 Communications

I am pleased to say that as of 14th May, the whole Communications Team have been in place and are firing on all cylinders to work hard creating engaging communications, marketing and events for Redruth to enjoy.

On Monday 19th May, I had the pleasure of joining the Councillor Induction Session to discuss communications with new and returning Councillors. In my short session, I mentioned that I will be working on a Communications Strategy, that all Officers and Councillors will have a chance to feed into. I also noted that strategy documents are sometimes not the most accessible documents to read, therefore, I would be working towards creating a 'Communications Toolkit' to go alongside the strategy. Increasing inclusion and accessibility will be key areas of focus, across all strands of work including for example Minutes, signage etc.

In the induction session, several communication questions were raised, including the need to standardise how staff answer the telephone. I am pleased to report this has been actioned, information has been distributed through our internal staff newsletter 'Tolgus News' and the standardised way we will be answering the phones is as follows:

'Good Morning / Afternoon, Redruth Town Council [Name] speaking, how can I help you?'

Following the Councillor Induction Session, I will also be working on creating a template to standardise email signatures and out of office responses across the whole team, including the team of Councillors.

2.3 **Marketing Co-Ordinator Update**

Ben has really began to settle into his role and is creating some really engaging content for the Redruth Town Council and Discover Redruth brands. He is currently busy working hard to create our Murdoch Day Festival Guide, working with local businesses and community groups to promote a wide range of activities happening throughout the town in addition to the Festival.

Statistics for our social media statistics as of 20/05/2025 are as follows:

Facebook

Redruth Town Council 1K Likes, 1.5K Followers

Discover Redruth 5.6K Likes, 6.8K Followers

Instagram

Discover Redruth 2505 Followers

LinkedIn

Redruth Town Council 321 Followers

2.4 **Events Co-Ordinator Update**

Milly has really hit the ground running since joining the team. Her experience shines through and she has already been working hard to build relationships with existing traders, in addition to seeking out opportunities for collaboration with a range of organisations in order to foster new connections.

2.5 **Past Events**

On Thursday 17th April, Redruth came together at the Penventon Park Hotel to celebrate their Local Heroes at the Specsavers Redruth Local Hero Awards. The Event was well attended by a wide range of residents, Councillors and Officers. Whilst this event was successful and enjoyed by most, there are several improvements the team and I would like to make ahead of next year. These improvements include inviting all the nominees to the Awards Evening.

On Thursday 8th May, we joined in with VE Day Celebrations that were happening across the length and breadth of the country. At 8am, Cllr Stephen Barnes, Town Mayor and Town Clerk Charlotte Caldwell read the Official Proclamation, which was followed by a short service conducted by Rev Chris Harrigan at St Andrews Church. The service was followed by Refreshments at the church and many also attended the excellent tea parties held at St Rumons Social club and on 10th May at the Highway Centre which was very well attended.

2.6 **Murdoch Day**

Pardon the pun, but it's full steam ahead for the 200 Years of Railways celebration for this year's Murdoch Day Festival! I have worked hard to create an information pack for residents and businesses which includes a letter from the Town Council detailing what is in the information pack, details of road closures, a poster, a key timings sheet, and information about our publications.

I am pleased to share that I have received positive feedback about the festival's theme from a variety of groups, including a local children's nursery, who are looking forward to being a part of the parade.

In addition to the traditional Murdoch Day activities, we have been working hard to collaborate with the Regal Cinema to screen the 1970 Railway Children film. I am pleased to share that this will be taking place at the Regal Cinema at 4:30pm. Following on from this confirmation, the Town Clerk has approached Jenny Agutter, to see if she will record a special message for those who enjoy this special event!

Our Events Co-Ordinator has emailed all Members with some information about how you can get involved with the Murdoch Day Festival. Please note, you are all welcome to attend the

Murdoch Day briefing, which will take place on Wednesday 28th May, 2:30pm – 4pm in the Langman Room.

2.7 **Youth Festival**

I am excited to report that we have been exploring multiple opportunities for our Youth Festival, including a collaboration with 'No Fit State Circus,' who are looking to hold a Circus at a location in Redruth throughout the month of August.

Following the Youth Council meeting on Thursday 15th May, Redruth Youth Councillors and Cornwall Youth Councillors were very happy to put forward some ideas, including involving services such as the Fire Service and Police.

This is something I will continue to work on with the Youth Council and would welcome Councillor's ideas and input.

2.8 **Redruth International Mining and Pasty Festival**

The team have been working hard on reflecting on the previous Redruth International Mining and Pasty Festival, evaluating both the successes and the shortfalls.

Based on this, and the feedback of the successful Murdoch Day theme, we have been exploring ideas for a theme for the International Mining and Pasty Festival. The theme we propose is 'Stories Surrounding the Pasty.' This theme aims to engage a wide audience, encompassing the history and mythology that surrounds the humble Pasty. We would also like to ensure that the festival represents pasties and mining in equal measure and will be working with local organisations and people to ensure there are interactive workshops and displays on both topics and the links between them.

In addition to discussing the theme we have also been discussing ideas about what activities we could offer as a part of the Festival. Following a conversation with Cllr Morrison, I will be reaching out to David Rowe to discuss the 'Pasty Championships' he used to help coordinate at the Eden Project.

I can confirm that we have booked the 'Smoking of the Stacks' with Celebration Pyrotechnics and discussed the guided walk and evening activities with Cobweb Tours.

2.9 **Upcoming Events**

Other upcoming events of note are as follows:

- French Twinning Civic Reception – 30th May 12pm – 2pm at Redruth Community Centre
- Annual Town Meeting Celebration – 9th July, 6-8pm at Kresen Kernow. This is open to the public.

3.0 **RECOMMENDATION**

3.1 It is recommended that this reported is noted.

Rebecca Pearce – Communications Manager

REDRUTH TOWN COUNCIL

REPORT FOR: Meeting of the Community Committee on Tuesday 27th May 2025

SUBJECT OF REPORT: To update the committee on the work of the Community Liaison Manager

SUMMARY OF IMPLICATIONS

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

1.0 TERMS OF REFERENCE

- 1.1 To provide the committee with information on the work carried out by the Community Liaison Manager.

2.0 REPORT

2.1 Organisation of community events

Dates for 2025

20th June, Volunteer network and socialisation event. Attendees have been invited and a set of outputs from the activity have been agreed. We will be gathering information at this event to create a directory of the various voluntary services and projects in Redruth, a calendar of activity and if desired, a WhatsApp group which will be monitored by RTC. The aims of this work are to enable the sharing of resources and where possible, closer collaboration between the Town Council and the voluntary sector.

2.2 Residents Survey

We are preparing to undertake a comprehensive resident survey in the coming months. The insights gathered from this exercise will inform the development of our strategic initiatives and provide robust evidence to support future funding and investment applications.

To date, I have not identified any previous engagement activity of a comparable scale. As part of the preparatory work, I have been conducting a desk-based review of existing grey literature and prior consultations to map previous engagement efforts.

In parallel, I am working to establish a network of expert advisors—a 'critical friend' group—comprising specialists in both quantitative and qualitative research

methodologies. As part of this effort, I will be meeting with Professor Malcolm Williams, Honorary Professor at the Institute of Cornish Studies, at the end of May to discuss the project and formalise our professional collaboration. I also intend to reach out to Professor Jane Wills, who was recommended to me. Both individuals bring significant expertise in human geography, rural studies, research methods, and the Cornish context, and I am enthusiastic about the valuable perspectives they will contribute.

2.3 **In person liaison**

Since taking up post, I have aimed to visit a number of projects and businesses every week. This will be an ongoing process but to date, I have visited the following; Bethel's Larder, The Clothes Bank, The Memory Cafe, CRASH, the Memory Cafe, the wellbeing drop-in at The Salvation Army, the food bank at the Crypt, Lidl, Tesco, The Ladder, Kresen Kernow, Krowji, The Highway Community Hub, The Oxford, The Red Lion, St Rumon's Social Club, Station Cafe, Gingers, The Rugby Club, Green Lane Pharmacy, The Art Room, Make-a-Mend, Market Way Cafe, Boesti, The Craft Collective, Red Pottery, Gweal an Top, Flaura's, Berryman's, Cornwall Scrapstore and The Armed Forces Careers Office. I have also met or called other stakeholders who are located on the outskirts or do not have physical premises. These include Grassroots Garden and Incredible Edible, Camborne and Redruth Lions, The Cornish Food Box, Resilient Orchards, and Coastline Housing Ltd.

2.4 **Emergency Plan**

The first aim of the emergency plan was to address the potential impact that flooding in Redruth may have on Portreath. This has been a collaborative process with Cllr Barbara Ellenbroek. We have met with Portreath Town Council regarding the extensive work the Environment Agency has done in recent years. I have requested the reports and await a response from the Environment Agency. I am in contact with Paul Hutchens, Redruth Neighbourhood Beat Manager, regarding preparation for incidents that may be considered terror related. I am scheduling the first drafting of the emergency plan to take place from the end of June to mid-July and I aim to include local volunteers and Councillors in this process.

2.5 **Climate change Action Plan**

We have assessed the previous climate change plan internally and will re-establish the working group in June 2025. The plan at present is to audit the current aims and create a set of guiding themes and an achievable action plan. We will be contacting the previous working group in the next couple of weeks. We are also working with NaRReD, a research project at the University of Exeter. NaRReD will be monitoring our progress in improving biodiversity and nature recovery. At the end of May I have a meeting with the Head of Innovation, Sustainability and Procurement at Coastline Housing. We are hoping to work

closely with their team, who are developing several nature-based initiatives for Coastline's property portfolio, some of which are in Redruth.

2.6 Outreach Plan

Alongside the Senior Library Officer, I have been organising outreach sessions for community liaison, the library and digital literacy. We are planning to hold three sessions in the supermarkets of Redruth over the summer months. An agreement is in place with Tesco Extra; I am waiting for responses from Tesco Superstore and Lidl. I also intend to accompany Police Constable Paul Hutchens at community sessions he plans to hold at Redruth Rugby Club. These sessions are in the process of being arranged and I would expect to join him on a quarterly basis.

2.7 Field research

On the 20th and 21st of May I will attend a tour of Braunstone Council in Leicester who received a star council award in 2023. I have gathered questions from the RTC and library team and expect and intend to build relationships with both Braunstone Town Council and the other attendees.

3.0 RECOMMENDATION

- 3.1 It is recommended that this report is noted.

Lucie Akerman
Community Liaison Manager

REPORT FOR: Meeting of the Community Committee on Tuesday 27th May 2025

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 (3rd Feb 25).

4.0 REPORT

4.1 General Library & Information Service Updates

The start of April saw us welcome Josie Turner as the new Senior Library Officer to the team, and Sarah Burton take up the role of Deputy Library Manager. We are looking at further training and skilling of the team to allow for greater resilience in the areas of Digital Coaching, Safeguarding and Social Media/Newsletters.

Our computer usage has been high, and we are seeing more customers seeking additional help accessing on-line services from our Digital Champion and wider staff team. We provide a high level of support to enable local people to access Online services as transactions become more digital.

The Library team report increasingly dealing with vulnerable adults, some of whom are homeless or experiencing health challenges, who see the Library as a safe space. As a result we will be reviewing our safeguarding and speaking with local support organisations regarding access to advice and support.

4.2 Redruth Library and Information Service – our Library E-Newsletter for April 25

Please find attached the April edition of our Library E-Newsletter, highlighting library activities and events. We are very proud to have partnered with local voluntary and community organisations to deliver our regular activities and additional Easter events.

4.3 Library Closure and Creation of the Discover Redruth Hub

The library was closed for three days (13-15th May), to allow for a deep clean and review of the library resources. We also started works, with our Facilities Team, on what we are now calling the Discover Redruth Hub (also known as the warm space/foyer) and refreshed Meeting Room 2. The Discover Redruth space has been designed with input from students studying a tourism module at the University of Exeter Business School who surveyed the public and produced recommendations. Our in house Facilities team have interpreted this to a design which then underwent further consultations with users of the space prior to works being carried out. We are expecting this space to reopen to our users by the end of w/c 19/05/25.

4.2 **School Visits**

26th Feb visit to the Library by Trewirgie school (3 * yr 1 classes)

6th March school assembly at Treleigh School

30th April visit to the Library by Pencoys School

4.3 **Summer Reading Challenge**

Schools are being contacted ahead of the Summer reading challenge for the team to go in and promote at a primary level and also to recruit volunteers from the local high schools. The Summer Reading Challenge runs from 5th July to September and this years theme is Story Garden.

4.4 **Regular Events & Support Delivered by the Library or Partners**

Digital Coach; Rhymetime; Lego Club; Get Crafty; Games Club (new); Reading Clubs; Read Easy; Police Surgery; Veterans Hub; Fostering Drop In; Writers Club; Healthy Cornwall themed Drop In.

4.5 **Special Events**

St Pirans Day festival – The library had extended opening hours with s St Pirans Day themed lego club and pebble painting

World Book Day (6th March) – as well as a visit to Treleigh School the team also hosted a Pyjama Party in the evening with colleagues dressed as dogs from the book Hairy MacLary.

Pirates love Underpants event (11th March) delivered in partnership with the Regal Theatre and the Literacy Trust.

Easter was a hive of activities in the library, with an extremely popular Sam Bradbury workshop, and a bug hotel making workshop. We also welcomed Ruth Purdy of Mitber who delivered a fully booked scrap-motion workshop for teenagers.

30th April – Active Stroll with Mitber CIC

A rhymetime/storytime event (aimed at ages) will be hosted in St Rumons gardens 20th June, in conjunction with the National Literacy Trust and Healthy Cornwall, aimed at Ages 0-5. The Hungry Caterpillar is rumoured to be making a special appearance.

4.6 **Up-and-Coming Projects**

We are working with The Writers Block to pilot audio from their Imagine project on Murdoch Day as part of a display in the Discover Redruth hub. The Library will have extended opening times on the day of the festival.

If the audio pilot proves successful we would like to look at other opportunities and funding for generating audio content for those visiting the Civic Centre.

4.7 **Outreach and External Engagement**

With the Community Liaison Manager we have been working on organising local outreach sessions, which amongst other things would help promote the Library and the Digital Coach support. Long term ambitions for the Library and Information service are to increase outreach in the Community and although early days there have been some great ideas from the team and we are looking forward to getting feedback from the Local Community in order to create a plan.

The SLO will also be meeting with other local library managers on how we can collaborate on outreach activity, given that the library service areas overlap.

We have also been invited by CN4C to their family event on 28th July at Wheal Harmony.

4.8 **Performance Report**

Normally the performance report would cover the previous three months. However, the SLO is still awaiting access to the Cornwall Council system where the data is hosted. Going forward the team will be looking at how data is captured in the library and reported. We will also be liaising with Cornwall Council regarding useful data they hold that will help with planning and service delivery.

February 25	March 25	April 25
6039 books borrowed	5917 books borrowed	6025 books borrowed
85 new borrowers	67 new borrowers	83 new borrowers
371 accessing computers	404 accessing computers	354 accessing computers
		234 E-Audio books 142 eBooks 93 eMags (Out of 469, 75 members also used the library.)
		110 Enquiries
		22 Sign Posting
		2 Further Assistance

5.0 **Conclusion**

It has been a busy three months for the library and the team have done an amazing job in the face of a number of changes. It has been heartening to see that the work they do is recognised and appreciated by the public that they support.

6.0 **Recommendation**

It is recommended that this report be noted.

Josie Turner
Senior Library Officer



Welcome to the April newsletter from Redruth Library!

Our newsletter has news from the library here in Redruth, our upcoming events as well as new titles and resources available from Cornwall Libraries. Please feel free to share this email with any one you feel may be interested.

In this edition you'll find:

- Our children's events for the Easter Holidays & Easter opening hours
- Library closure in May
- Discover the 2025 Women's Prize for Fiction shortlist
- Our next Storytime session on 30th April
- Regular activities & groups



Come and join us for some Eggcellent fun this Easter Holiday! We have four free children's events happening across holidays which start next week. If you can't make these these special events, we'll be here with plenty of books ready to borrow! Please do check below for our opening hours across the Easter weekend.

- **Bee Hotel Workshop**

Wednesday 9th April 10:00-12:00

Join Scott and Will from Buglife and build a bee hotel in this free workshop. Suitable for all ages, no booking needed. Accompanied children only please. This session will be accessible for all ages.

- **Scrap-motion Workshop**

Thursday 10th April 10:00-12:00

Come and create a stop-motion animation using scrap materials. Ages 10+ please. This workshop will be run by Make it Better CIC and is funded by The National Lottery Community Fund. This is a free event but spaces are limited. Please book a space for each child attending - click below to book.

[Click here to book on the Scrap-motion Workshop](#)

- **Sam Bradbury Art Workshop**

Monday 14th April 10:00-12:00

Come and join the brilliant Sam Bradbury for a special Easter art workshop. This session will be accessible for all ages. No need to book. Accompanied children only please.

- **Easter Crafting and Stories**

Wednesday 16th April 10:00-11:30

This event is now fully booked - to join the waiting list click the link below and you will be given the option to join the waitlist.

[Click here to join the waitlist for Easter Crafting & Stories](#)



The poster features a pink background with a row of seven colorful Easter eggs at the top. Below them is a blue rectangular logo for 'REDRUTH LIBRARY & INFORMATION SERVICE' which includes a small cat icon. The title 'Easter Opening Hours' is prominently displayed. A table lists the library's status for Good Friday, Saturday 19th April, Easter Sunday, Easter Monday, and Tuesday 22nd April. To the right of the table is a large, soft toy lamb wearing a red shirt. At the bottom, there is another row of five colorful Easter eggs.

Good Friday	Closed
Sat 19th April	10:00-13:00
Easter Sunday	Closed
Easter Monday	Closed
Tue 22nd April	09.30- 17:00

Library closure 13th-15th May

In May we will be closing the library for staff training and library reorganisation. The library will be closed on Tuesday 13th, Wednesday 14th and Thursday 15th May. We are sorry for any inconvenience this causes our customers. Please remember that Cornwall Libraries are fine-free so if you have a book that is due to be returned in this time you will not incur any charges. You can renew books online by logging into your library account [here](#) or you can call us on 0300 1234 111 to renew your books over the phone.

Discover the Women's Prize for Fiction Shortlist



The six shortlisted books in the 2025 Women's Prize for fiction have been announced. All of the books are available to reserve from the Cornwall Libraries catalogue. Some of them are also available on BorrowBox. Click the links below to reserve a copy to collect from Redruth Library:

- [Good Girl by Aria Aber](#)
- [All Fours by Miranda July](#)
- [The Persians by Sanam Mahloudji](#)
- [Tell me everything by Elizabeth Strout](#)
- [The safekeep by Yael van der Wouden](#)
- [Fundamentally by Nussaibah Younis](#)

Have you read any of these books? We'd love to hear from you if you've read one and would recommend it to others (or not!) - just hit reply to this email.

Next Storytime & craft session



Come and listen to a story here at Redruth Library at our monthly session for families. We've been picking some of our favourite books for these sessions. We follow the storytime with a craft related to the theme of the story. These sessions are aimed at children aged 4-8 years old but siblings are of course welcome too. You do not need to book for this activity.

16:00-16:45 on Wed 30th April

Regular activities and groups

There is a range of regular activities on at Redruth Library. The full list can be found below - details and dates can be found on our Facebook page [here](#) or ask us in the library for more details.

Our regular activities and clubs include:

Lego Club - weekly
CoderDojo (Coding Club) - monthly
Rhymetime - weekly
Get Crafty - for adults, meets twice monthly
Storytime - monthly
Book Clubs - monthly
Writers Club - fortnightly

Redruth Library and Information Service is managed by [Redruth Town Council](#), supported by [Cornwall Council](#).



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- 1.0 **SUBJECT OF REPORT: To propose the use of Tik Tok accounts to increase awareness and engagement of Redruth Town Council and the Library and Information Support Service with a Young Adult Audience.**
-

2.0 **SUMMARY OF IMPLICATIONS**

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

3.0 **TERMS OF REFERENCE**

- 3.1 To provide the committee with information to support the proposal for Redruth Town Council and the Library and Information Services to add Tik Tok to their social media profiles.

4.0 **REPORT**

4.1 **Introduction**

In this rapidly evolving digital age, there is a need to utilise contemporary platforms to engage with a younger audience. This proposal outlines why we wish to use TikTok, a highly popular social media platform, to connect with the 'young adult' audience and promote the activities and services of Redruth Town Council and its Library and Information Centre.

Statistics collated by Cornwall Council show that usage of the core library services provided by Redruth Town Council peaks at age 8 and then drops off rapidly from age 10. This is replicated across the library services in Cornwall showing that it is not just a local issue.

The library service is looking at increasing and improving wider community engagement (which will include Schools and Colleges). However, building a profile also needs to involve other communication channels such as social media which are engaging and can be accessed independently.

Reviewing our existing social media outputs on Facebook and Instagram the insights data shows that the followers tend to be female and from age 25 upwards increasing to the highest number being in the age bracket between 35-44. Very few followers fall within the 18-25 age bracket where Facebook starts to track the data.

4.2 **Objectives**

- Increase the Town Council/ Library connections and engagement with a young adult audience
- Promote Town Council events and initiatives, including the Youth Festival.
- Create a dynamic and interactive digital presence for all Redruth Town Council brands.
- Increase library footfall and membership among teenagers/young adults.
- Promote library events, new book arrivals, and other services through engaging content.
- Enhance the library's reputation as a modern and youth-friendly service.

4.3 **Content Creation**

As the Town Council and the Library & Information service have standalone social media accounts it is recommended this is continued with Tik Tok as it would allow for focusing in on

content specific to what they are aiming to promote. We have had input from work experience students in content creation and would also like to utilise the services of the Youth Council in sense checking the output. The Communications Manager will update the RTC Social Media Policy to reflect use of TikTok.

To engage teenagers, the library will create content which can also be shared on Facebook and Instagram which are platforms used more by those of age 25+. In reviewing other library content aimed at the same age range we intend to include:

- Book Reviews: Short and engaging reviews of popular Young Adult books.
- Library Tours: Virtual tours showcasing different sections and resources available in the library.
- Challenges and Trends: Participating in viral challenges and trends to attract attention.
- Event Promotions: Teasers and highlights of upcoming library events.

To engage teenagers and young adults, Redruth Town Council acting as the Discover Redruth Brand will share the following kinds of content:

- Day in the Life / POV – ‘Discovering Redruth’ a series highlighting the beautiful and historic places within the town.
- Festival Promotion – Using short ‘teaser’ clips to promote the festivals and events.
- Trends – Reactive marketing, jumping on current trends where appropriate.

4.4 **Examples of Successful TikTok Usage**

Newcastle Libraries

Newcastle Libraries have successfully used TikTok by posting creative videos about the library. They regularly get views in the 1'000's. [Newcastle Libraries \(@toonlibraries\) | TikTok](#)

Somerset Libraries

Using current memes and also tying in with BookTok to produce content aimed at a broad audience. Their most popular posts have views in the 1,000s with the most successful posts topping over 40,000. [SomersetLibraries \(@somersetlibraries\) | TikTok](#)

[Today](#) interviewed a number of American libraries in 2023 on their Tik Tok usage and found that it was helping them engage with a new audience and show that libraries were accessible and not the stuffy, quiet space they are often perceived as. Libraries in the US were early adopters of Tik Tok and some highlighted accounts include [Weston Library](#), [Cape Breton Library](#), [Greendale Public Library](#), [Pima County Library](#)

Visit Truro - https://www.tiktok.com/@visittruro?is_from_webapp=1&sender_device=pc

Visit Truro, the sister brand of Truro City Council is using TikTok to promote various events, activities and locations throughout Truro. The content is often formatted in the ever popular ‘Day in the Life’ style Their videos also feature lots of ‘B-Roll’ footage of day-to-day life in Truro.

TikTok is a relatively new platform for Visit Truro, with their first video being posted in December 2024. Despite this they have 702 Followers and their videos average over 1000s view. Their most successful video to date is ‘Meet Truro Farmer's Market’ achieving 3525 views. All details correct as of 20/05/2025.

4.5 **Benefits**

- Increased Engagement: TikTok's interactive features encourage more active participation from young adults.
- Higher Footfall: Creative and engaging content can raise awareness amongst young adults with Council activity, encourage more teenagers to visit the library or use the online resources.

- **Enhanced Visibility:** A strong social media presence boosts the Council and Library's visibility and relevance amongst a youth audience.
- **Community Building:** Engaging content and collaborations help in building a supportive and interactive local community.

4.6 **Tik Tok Ban**

A ban on using Tik Tok on Government hardware was brought in under the Conservatives in 2023 due to the sensitive nature of information which may be held on Government devices. Although the ban has not been rescinded under the current Labour Government it is worth noting that a Government Tik Tok account was opened earlier this year – under a security exemption. It is to be noted that the Government ban does not extend to Local Government organisations and advice provided was that it was up to the individual councils if they wished to use it. As well as Libraries using the app, a number of UK Councils (East Sussex, Liverpool) and public sector organisations NHS/Emergency Services use it to engage with a wider audience.

From research undertaken, organisations advocating for better communication from Local Government promote the use of Tik Tok as a way for Councils to engage with the hard to reach teen/young adult audiences.

Appendix A lists a number of UK Libraries currently using Tik Tok successfully and the number of followers. Appendix B lists Successful American Library accounts and Appendix C contains links to a few media articles on Tik Tok use by libraries.

4.3 **Recommendation**

It is recommended that this proposal is approved.

Josie Turner and Rebecca Pearce

Senior Library Officer and Communications Manager

Appendix A: Non Exhaustive List of UK Libraries with Active TikTok Accounts

Uklibraries 1013 followers
Librariesssl (south Lanarkshire) 150 followers
British library 19K followers
Leeds Libraries 1057 followers
BCP Libraries 1K Followers. 24 libraries across Dorset.
Norfolk Libraries 1,288 followers
Blackpool Libraries 1,122 followers
Camborne Library 86 followers
Falmouth Library 11 followers
Somerset Libraries 1,651 followers
Westmoor & Furness Council 836 followers
Leeds Libraries 1057 followers
Lowestoft Library 15.2K followers

Appendix B: Examples of US Libraries

Whitby Public Library 25.4K
Exeter Library 6187K
Cape Breton library (Nova scotia) 7624 followers
Greendale Public Library (US)
Pleasant Grove Library (Utah)
Pima County Library (Arizona)
Cincinatti Public Library

Appendix C: Media around Library Tik Tok usage

[TikTok bookshelves to open across UK to get young people reading | The Independent](#)
[Libraries take to TikTok to grow community, education, and a cultural shift | Mashable](#)
[LibraryTok Is Helping Libraries Write Their Next Chapter](#)